



Buddy

The Lifeguard Dog

Handbook





Reaching out to Water Smart Communities

“Buddy the Lifeguard Dog always swims with a buddy, do you?”

Buddy the Lifeguard Dog has the unique ability to captivate children’s attention. This is your opportunity to teach Water Smart® safety messages, promote your programs and the Society.

Children’s fascination with Buddy helps to reinforce his key message to “Always Swim with a Buddy”. Buddy the Lifeguard Dog is always accompanied with a buddy, who educates children and their parents about how to be safe in, on and around the water. To help you out the Society supplies a variety of products to hand out to children.

There are a number of ways to promote Buddy and his “Always Swim with a Buddy” message. These include Buddy the Lifeguard Dog T-shirts, Stickers and Tattoos which are available for a nominal fee.

Ten Easy Water Smart® Ideas for Using Buddy the Lifeguard Dog

1. Bring Buddy to community events! Set-up a booth to promote “Within Arms’ Reach” and offer interactive games and activities. Have Buddy hand out participation prizes.
2. Participate in local parades by having Buddy and his assistant hand-out candies with water safety messages attached to them.
3. Take Buddy to the schools and promote water safety concepts, the Swim to Survive Challenge, Junior Lifeguard Club, summer camps, etc. Bring information pamphlets to hand-out to interested students and parents.
4. Hold a Buddy Bookmark Contest or Buddy Coloring Contest at the library. Announce the winner in the local newspaper and award him/her a grand prize. Hand-out participation prizes (e.g. free swim pass) to all contestants.
5. Host a Swim to Survive Challenge. Have Buddy’s attendant invite people to come and take the Swim to Survive Challenge and participate in a free swim or Water Smart Day.
6. Bring Buddy to your backyard pool / inflatable pool safety seminar at your local daycare.
7. Have Buddy attend the last day of swimming lessons to hand out the report cards.
8. Have a “Get Your Picture Taken With Buddy” day at a local store or community mall. Each child must tell Buddy’s assistant a water safety or swimming pool rule before they can have their picture taken with Buddy.
9. Work with local aquatic retail stores (i.e. boating equipment, fishing licenses, swimwear, etc.) to promote the importance of wearing a lifejacket, the differences between lifejackets and PFDs, what to look for when buying a PFD, etc.
10. Take Buddy to unlifeguarded water areas in your community to promote “Within Arms’ Reach” and “Always Swim with a Buddy”. Hand out pamphlets and information sheets.



Buddy the Lifeguard Dog Handling Rules

Buddy the Lifeguard Dog represents a considerable investment by the Lifesaving Society and is intended for use as a public education vehicle for Lifesaving Society Water Smart and Lifesaving Society Program initiatives.

We expect that you will represent the Society and your facility in an appropriate and respectful manner.

Dressing in the Costume

- Put on the cooling vest. Insert ice packs into the pockets of the vest. Remember to place the cold packs in the deep freeze the day before your event allowing enough time for the packs to freeze solid.
- Put on the body padding. Fasten the straps over your shoulders securely in place.
- Put on the fur body.
- Put on Buddy's shirt and pants. Ensure that all hooks and buttons have been fastened.
- Pull on the feet. Secure your own footwear inside his paws by using the straps attached.
- Put on the head and fasten the chin strap. Adjust Buddy's head to fit your head, by changing the side wing nuts.
- Put on the hands.

Wearing the Buddy Costume

- Buddy requires that the volunteer inside him be a minimum of 5'8" tall.
- Dressing in Buddy is like wearing a winter coat in the summer so wear a cotton t-shirt and gym shorts inside Buddy. We also recommend a sweat band or bandanna.
- Buddy is equipped with a fan located in his head. The fan switch is located in his head at the back near the head at the base of the neck. The button is either red or white. The batteries were checked prior to him being shipped to you. Remember to turn the fan off during breaks and when he is retired to his storage case. Batteries give enough power to last approximately 8 hours of continual use. Extra batteries have been supplied.
- Take frequent breaks and drink plenty of water. Avoid soft drinks and alcohol as they add to dehydration. Never eat or smoke while wearing the costume.
- Please retire Buddy if he is outside and it begins to rain or it has rained and the ground he will be walking in is muddy.
- If you are prone to claustrophobia, fainting or heat exhaustion you should not be a mascot. If you begin to feel panicked, light-headed, dizzy or sick, while wearing the Buddy costume,

inform your assistant and get out of the costume immediately. Have prearranged signals between Buddy and his assistant to communicate when in public.

Buddy Etiquette

- Always have a Buddy chaperone to assist you with dressing and interacting with the public. Please do not leave Buddy on his own.
- Exaggerate your movements inside the costume to portray the personality of Buddy. Use a stance that is slightly wider than how you normally would stand. Allowing yourself time to practice in front of a mirror prior to Buddy's public appearance is a great start!
- Remember to always stay in character, as you represent the Lifesaving Society and the community you are in.
- Mascots don't talk! Never speak when in costume or remove Buddy's head or any other part of Buddy in public.
- Always approach children slowly in a friendly, non-threatening manner and never pick them up.
- Children and Adults alike are drawn to Buddy's tail. They either like to hang on it or give it a good tug. Please advise Buddy's chaperone of this common occurrence.



Buddy the Lifeguard Dog Cleaning Instructions

1. Please hang buddy to dry and air out prior to returning him to his storage unit. This is very important because if he is still wet he will begin to mold by the time he gets back to our office 😊
2. Wipe out the helmet with the antibacterial wet wipes.
3. Do not machine wash any of the Buddy parts. If he becomes soiled gently rub the dirt spot with a **damp cloth** (if the cloth is too wet, it will be impossible to avoid water stains), hang to dry.

**It will be impossible to get the soap out of the material so please do not attempt to clean soiled spots that do not come clean with a warm damp cloth.*
4. Please let us know of any soiled spots so that we may professionally clean Buddy prior to his next appearance.
5. Buddy fits into his case with little room to spare. Please take the time and care necessary to ensure that he is packed properly. Do not ram the cover shut because you may damage his face. Rather rearrange his body parts to make him fit properly.