



LIFESAVING SOCIETY®

The Lifeguarding Experts

WATER SMART® TOOLKIT

CONTENTS AT-A-GLANCE

It happened to me, it could happen to you.
Know before you go.

Be Water Smart®





LIFESAVING SOCIETY®

The Lifeguarding Experts

Water Smart® Toolkit

Contents At-A-Glance

Published by the Lifesaving Society. Third Printing, May 2018.

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The Lifesaving Society is Canada's lifeguarding expert. The Society works to prevent drowning and water-related injury through its training programs, Water Smart® public education initiatives, water-incident research, aquatic safety management services, and lifesaving sport.

Annually, well over 1,200,000 Canadians participate in the Society's swimming, lifesaving, lifeguard, and leadership training programs. The Society sets the standard for aquatic safety in Canada and certifies Canada's National Lifeguards.

The Society is an independent, charitable organization educating Canadian lifesavers since the first Lifesaving Society Bronze Medallion Award was earned in 1896. The Society represents Canada internationally as an active member of the Royal Life Saving Society and the International Life Saving Federation. The Society is the Canadian governing body for lifesaving sport - a sport recognized by the International Olympic Committee and the Commonwealth Games Federation.

About the Lifesaving Society

Saving lives for over 100 years

The Lifesaving Society is a full service provider of programs, products, and services designed to prevent drowning. The Society saves lives and prevents water-related injuries through its training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport. The Society is a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools, and clubs.

The Society has been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as the Swimmers' Lifesaving Society, it became The Royal Lifesaving Society in 1904. Today, it is known simply as the Lifesaving Society. The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world.

Teaching Canadians to save themselves and rescue others

Annually 1,200,000 Canadians participate in the Lifesaving Society's swimming, lifesaving, lifeguard, first aid, and leadership programs. Each year, the Society certifies thousands of instructors who provide the leadership for its training programs. Over 30,000 Canadians earn the Society's Bronze Medallion each year. As Canada's lifeguarding experts, the Lifesaving Society sets the standard for lifeguard training and certifies Canada's National Lifeguards.

Making Canadians Water Smart

The Lifesaving Society focuses Water Smart® drowning prevention efforts on people most at risk — like men fishing in small boats — or on those who can make a significant difference, such as parents of young children. The Society delivers Water Smart® messages through its swim program, through the media and community action. The Society's Swim to Survive® Program provides the essential minimum skills required to survive an unexpected fall into deep water.

Drowning Research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water rescue training and Water Smart® drowning prevention education.

Setting the Standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, government and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. The Society performs aquatic safety audits and serves as experts in legal cases involving aquatic safety.

Introduction

The Lifesaving Society collects data on water-related deaths and publishes this data in our drowning reports. Resources in the Water Smart Toolkit target behaviors that have been identified as contributing factors to drowning and water related injuries.

The Water Smart Toolkit provides clear and consistent messaging for Water Smart education and training in your community. Whether you are a parent, teacher, community leader, lifeguard, instructor or pool programmer, the toolkit will help you teach others to make smart choices when participating in activities in, on or around water and ice.

The contents of the Water Smart Toolkit can be used throughout the year in a variety of ways including:

- Planning a Swim to Survive® event in your community.
- Promoting safe behaviors during recreational activity in, on or around water and ice.
- Educating the public at community events.
- Implementing the Lifejacket Loaner Station Program in your community.
- Planning activities for National Drowning Prevention Week in your community.
- Enhancing existing programs and initiatives in your community using Water Smart resources.

The Water Smart Toolkit content has been organized into topic specific folders that contain programs, materials and tools to support and enhance education and training.

The Lifesaving Society's vision is "Canada free from drowning and water related injury." The Water Smart Toolkit reduces barriers and provides access to encourage Canadians to make Water Smart choices. Help us achieve our vision by modifying risky behavior and increasing awareness of the responsibility that all Canadians assume for themselves when they are in, on or around water and ice. Use the materials provided in this toolkit to support and enhance Water Smart education community activations.

For support in planning and/or implementing Water Smart programming in your community, please contact the Lifesaving Society at:

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Acknowledgement

The Lifesaving Society strives to enhance the quality of life for the residents of Alberta and the Northwest Territories by collaborating with partners for drowning and water related injury prevention, sport, recreation and active living.

The Lifesaving Society gratefully acknowledges the support of the Government of Alberta Department of Health and Social Services, Government of the Northwest Territories and the Injury Prevention Centre through the Alberta Community Injury Control Fund.

Through the collective efforts of our community partners and champions, together we work towards a sustainable Water Smart® Program to help make Alberta and the Northwest Territories a safer place to live, work and play.



Water Smart® Toolkit

CONTENTS AT-A-GLANCE

1. Toolkit Introduction

This folder contains the At-A-Glance guide to the toolkit contents, Policies and Procedures for Lifesaving Society programs and services and the Water Smart Order Form.

- Water Smart Content Guide
- Policies and Procedures
- Water Smart Materials Order Form

2. Drowning Reports

This folder contains the most recent Canadian drowning data.

- Alberta Drowning Report
- Northwest Territories Drowning Report
- Canadian Drowning Report

3. Swim to Survive

This folder contains the Swim to Survive Activity Guide and materials for teaching the essential skills needed to survive an unexpected fall into deep water - which is an important first step to being safe around water.

- Swim to Survive Program
 - Swim to Survive Activity Guide
 - Swim to Survive Power Point
 - Swim to Survive Certificate
- Flash Cards
 - Lifejacket/PFD Safety
 - Screening
 - Roll
 - Surface Support
 - Swim
 - Challenge
- Rack Card
 - Swim to Survive
- Videos
 - #StopDrowning
 - Drowning Prevention
 - Swim To Survive
- Poster
 - Swim to Survive

4. Northwest Territories Water Smart® Program

This folder contains education and training for participants to make safe choices when in, on and around water and ice.

- Guides
 - NWT Water Smart Program Guide for Community Leaders
 - Waterfront Safety Guide
- Brochures
 - Within Arm's Reach and Active Supervision
 - First Ten Minutes at the Pool
- Coloring Sheets
 - Boy in Lifejacket
 - Canoe
 - Dog in a Kayak
 - Safe Boating
- Fact Sheets
 - Be Your Own Lifeguard
 - Boat Safety
 - Boat Sober
 - Choose It. Use It.
 - Drowning Prevention
 - Follow the Rules
 - Get Trained
 - Ice Fishing
 - Ice Myths
 - Ice Rescue
 - Ice Safety
 - Spring Ice
- Posters
 - Know Before You Go
 - Vintage Adult
 - Within Arm's Reach and Active Supervision
 - Swim to Survive
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 - Drowning Hits Close to Home
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 - Be Ice Smart

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 - Float Plan
 - Lifejacket Fitting
 - Lifejacket Safety Tips
 - Packing a Canoe
 - Pleasure Craft Operators Card
 - Righting a Canoe
- 5. Water Smart® Program**
- This folder contains the Water Smart Activity Guide and materials for teaching Water Smart education and training.*
- Water Smart Activity Guide
 - Water Smart Education Key Themes and Messages
 - Water Smart Activity Guide
 - Brochures
 - Within Arm's Reach and Active Supervision
 - Swim for Life
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 - Ice Fishing
 - Ice Myths
 - Ice Rescue
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- 6. First Aid Programs**
- This folder contains a guide to the Lifesaving Society's first aid training and certifications.*
- First Aid Guide
- 7. Lifejacket Loaner Station Program**
- This folder contains a guide on how to implement a Lifejacket Loaner Station Program in your community.*
- Lifejacket Loaner Station Program Guide
 - Lifejacket Loaner Station Program Guide
 - Banners and Posters
 - Icing Call
- Lifejackets Save Lives Banner
 - Need a Lifejacket You Can Borrow One
 - Return Lifejackets Immediately After Activity
 - Support the Lifejacket Loaner Station Program
- Rack Cards
 - Within Arm's Reach and Active Supervision
 - Know Before You Go
 - Vintage Adult
 - Be a Water Smart Boater
 - Don't Drink and Drown
 - How to Fit a Lifejacket
 - Be Ice Smart
- Forms
 - Loaner Station Comment Card
 - Loaner Station Monitoring Form
 - Loaner Station Recognition Card
 - Start of Season Inventory Form
 - Closing Inventory Report Form
- Report
 - Lifejacket Loaner Station Annual Report
- Maps
 - Alberta Sites
 - Northwest Territories Sites
- Sponsorship
 - LLS Supporters Memo
 - Donation Form
 - Donation Rackcard
- 8. Buddy the Lifeguard Dog (Mascot)**
- This folder contains information needed on how to book Buddy the Lifeguard Dog, the Lifesaving Society's mascot for your next community event!*
- Buddy Handbook
 - Buddy Booking Loan Agreement
 - Buddy Checklist
 - Buddy's Swim to Survive Challenge

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9. Lifejacket Safety

This folder contains materials and resources related to lifejacket safety.

- Rack Cards
 - Be Water Smart
 - How to Fit a Lifejacket
- Coloring Sheets
 - Boy in Lifejacket
 - Canoe
 - Dog in a Kayak
 - Safe Boating
- Fact Sheets
 - Choose It. Use It.
- Flash Cards
 - Lifejacket/PFD Safety
- Posters
 - How to Fit a Lifejacket
- Public Service Announcements
 - Water Smart #1
- Videos
 - Lifejacket Fitting
 - Lifejacket Safety Tips

10. Boating Safety

This folder contains information and materials related to boat, canoe and kayak safety.

- Boat Operator Accredited Training
 - BOAT Guide
- Boat Safety Checklist
 - Boat Safety Checklist
- Coloring Sheets
 - Canoe
 - Dog in Kayak
 - Safe Boating
- Fact Sheets
 - Boat Safety
 - Boat Sober
 - Follow the Rules

- Flash Cards
 - Boat Safety
 - Waterfront and Boat Launch Safety
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 - Be a Water Smart Boater
- Videos
 - Float Plan
 - Packing a Canoe
 - Pleasure Craft Operators Card
 - Righting a Canoe
- Posters
 - Be a Water Smart Boater

11. Cold Water & Ice Safety

This folder contains fact sheets, rack cards and videos related to cold water and ice safety.

- Fact Sheets
 - Ice Fishing
 - Ice Myths
 - Ice Rescue
 - Ice Safety
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- Flash Cards
 - Ice Safety
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 - Be Ice Smart
 - Self Rescue
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 - Cold Water Survival
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 - Be Ice Smart

12. Water Smart® Resources

This folder contains Water Smart materials and tools including brochures, coloring sheets, fact sheets, flash cards, posters, public service announcements, rack cards and videos.

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 - Within Arm's Reach and Active Supervision
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 - Water Smart #2
 - Water Smart #3
 - Water Smart #4
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 - Be Water Smart
 - Be a Water Smart Boater
 - Within Arm's Reach and Active Supervision
 - Know Before You Go
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 - Self Rescue
 - Don't Drink and Drown
 - Drowning Hits Close to Home
 - How to Fit a Lifejacket
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- Videos
 - Cold Water Survival
 - Drowning Prevention
 - Float Plan
 - Lifejacket Fitting
 - Lifejacket Safety Tips
 - Packing a Canoe
 - Pleasure Craft Operator Card
 - Righting a Canoe

Publications of the Lifesaving Society are available from any Branch office. Inquiries from outside Canada should be directed to the National Office.

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