

July 21-27, 2024

National Drowning Prevention Week

LIFESAVING SOCIETY

National Drowning Prevention Week

Demonstrate. Connect. Share. We do better together!

SUNDAY JULY 21

▶ FATAL DROWNING

DEMONSTRATE: Talk, throw, and reach rescues.

CONNECT: Talk about drowning report with local leaders, community groups and organizations.

SHARE: Link to fatal drowning report* on social media. #NDPW2024



MONDAY JULY 22

▶ NON-FATAL DROWNING

DEMONSTRATE: What drowning looks like.

CONNECT: Talk about drowning report with care centers, local businesses, and community support groups.

SHARE: Link to non-fatal drowning report* on social media. #NDPW2024



TUESDAY JULY 23

▶ BACKYARD POOL & OPEN WATER SAFETY

DEMONSTRATE: The ladder approach.

CONNECT: Talk about the drowning report with high risk groups and newcomers in your community.

SHARE: Data about open water drownings from the Drowning Report* on social media. #NDPW2024



WEDNESDAY JULY 24

▶ SWIM TO SURVIVE

DEMONSTRATE: Swim to Survive standard. Roll. Tread. Swim.

CONNECT: Host a Facebook Live demonstration of Swim to Survive standards. Promote in advance to parenting and newcomers groups.

SHARE: Bell Canada video on social media. #NDPW2024



THURSDAY JULY 25

▶ SUPERVISING CHILDREN IN, ON & AROUND WATER

DEMONSTRATE: Within Arms' Reach active supervision.

CONNECT: Provide drowning prevention information to children's camps, doctors' offices, and local daycares.

SHARE: Link to WaterSmartParents.ca website. #NDPW2024



FRIDAY JULY 26

▶ BOATING SAFETY & PFD WEAR

DEMONSTRATE: Proper fit for lifejackets and PFDs for all ages/sizes.

CONNECT: Provide drowning information to local marine dealers and sporting goods stores.

SHARE: Link to StartBoating.ca website. #NDPW2024



SATURDAY JULY 27

▶ ALCOHOL & SUBSTANCE USE

DEMONSTRATE: How to call 9-1-1.

CONNECT: Reach out to local media to discuss the dangers of drinking and substance use in, on and around the water.

SHARE: Link to Lifesaving Society Towel Campaign. #NDPW2024



THANK YOU FOR PARTICIPATING!

▶ #NDPW2024

Send photos of your daily events to:
experts@lifesaving.org
by July 31, 2024.



* Drowning Report available from Lifesaving Society Alberta and Northwest Territories Branch. To get your copy, visit www.lifesaving.org.



Anyone can drown,
no one should.



LIFESAVING SOCIETY®
The Lifeguarding Experts