

Dear [Provincial] Branch / Affiliate / Community Partner / Community Drowning Prevention Coalition

Lifesaving Society Canada is gearing up for National Drowning Prevention Week 2024! National Drowning Prevention Week (NDPW) is a week of media and public awareness events focused on drowning prevention. It takes place in mid-July each year when drowning rates are highest in Canada. This year, NDPW 2024 will take place from July 21-27, 2024. NDPW 2024 will also include World Drowning Prevention Day on July 25, 2024.

We invite you to join us July 21-27, 2024, in sharing messages and doing activities that promote safety in, on and around water while working toward a Canada free from drowning and water-related injury. In addition to regular NDPW activities, this year we encourage you to reach outside your doors to build a partnership with a community organization, business, foundation, group, etc. that could benefit from drowning prevention messaging, especially those at highest risk of drowning.

NDPW 2024 has a new approach and format. Each day's theme includes three components –

1. Demonstration (demo)
2. Connect/Partner
3. Share

Consistent with the [Canadian Drowning Prevention Plan](#), daily themes include: fatal drowning, non-fatal drowning, backyard pool and open water safety, Swim to Survive®, supervision of children, boating safety and PFD wear, and alcohol and substance use. Lifesaving Society Canada has developed a 1-page guide for Affiliates/Community groups and Coalitions; and a 1-page guide for Branches. Each guide provides ideas for demonstrations, partnerships, as well as links to reports and posters that we encourage you to share. Affiliates and community groups, be sure to contact your provincial Branch if you need support relative to your location (see link below to contact your respective Branch). Of course, your creative ideas are also welcome and if you have something unique, please share it with us! We would love to hear from you!

Thank you for joining us for NDPW 2024! We hope this new format challenges you to add one new thing to your campaign such as planning an event or building a new community partnership. Remember to hashtag your social media posts with #NDPW2024 or #SNPN2024 so we can follow what is happening in your community! We look forward to seeing and hearing great things in July and beyond! Also, be sure to keep an eye out for a feedback survey so we can make next year's campaign even better.

Sincerely,

Patricia Kitchen

Public Education Commissioner, Lifesaving Society Canada

Link to Lifesaving Society Canada branches: <https://nationallifeguard.ca/contact-us.php>