2024 National Drowning Prevention Week

NDPW2024 Theme: Partnerships & Community Connections "Better together" (Every day this week, Demo 1; Partner with 1; Share 1 with a partner)

	DAY OF THE WEEK:	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	DATE:	July 21st	July 22nd	July 23rd	July 24th	July 25th	July 26th	July 27th
	THEME:	FATAL DROWNING	NON-FATAL DROWNING	BACKYARD POOL & OPEN WATER SAFETY	SWIM TO SURVIVE® (S2S)	SUPERVISION OF CHILDREN WDPD 2024	BOATING SAFETY & PFD WEAR	ALCOHOL & SUBSTANCE USE
	AFFILIATES, COMMUNITY COALITIONS & PARTNERS:							
DEMO	pools & bathtubs	Demo - "What drowning looks like" (e.g., non-swimmer, weak swimmer, injured swimmer)	Demo - "What drowning looks like" (e.g., non-swimmer, weak swimmer, injured swimmer)	Demo - Barriers (fences, gates, buoylines, flags, etc.)	Demo - Swim to Survive, S2S standard and collect # of participants; Media invitation to video/interview	Demo - 'vigilant' supervision for pool & bath	Demo - PFD/Lifejacket fitting station (dry land); Invite media to video	Demo - How to call 911
DEMO	open water	Demo - Talk, Throw, Reach Rescues	Demo - How to call 911	Demo - Ladder approach	Demo - S2S+ standard w/clothing and collect # participants; Media invitation to video/interview	Demo - never alone (all ages) - e.g., alcohol/drugs, older adults, medical conditions, neurodiverse	Demo - PFD/Lifejacket in-water game (find proper size & put on in water); Invite media to video	Demo - Talk, Throw, Reach Rescues
PARTNER	new partners	Connect with a drowning prevention partner linked to fatal drowning (e.g., muncipality, First Nations Elders and/or Council, community foundation, youth leaders, possible champion, doctor/nurse, insurance company) and/or at-risk group (e.g., First Nations Elders and/or Council, youth leaders, newcomers)	Connect with a drowning prevention partner linked to non-fatal drowning (e.g., hospitals, paramedics, community support group), share/discuss the non-fatal drowning report. Make a connection.	Connect with a drowning prevention partner linked to a marginalized community (e.g., First Nations, Indigenous, Metis community, newcomer community/organization, First Nations media, newcomer media outlet, MPs) to talk about the drowning issue	Connect with a drowning prevention partner linked to schools (e.g., schools/boards, PTAs, provincial/territorial reps)	Connect with a drowning prevention partner linked to children's safety supervision (e.g., Pediatricians/Drs, daycares, pool distributors, fencing companies)	Connect with a drowning prevention partner linked to boating & PFDs (e.g., police, fire, rental agencies, fishing orgs/assoc, pfd manufacturers/distributors, rental shops)	Connect with a drowning prevention partner linked to safety related to alcohol & substance use (e.g., MADD Chapter, liquor distributors, mocktail suppliers)
PARTNER	connections	Community coalition event focused on how to prevention fatal drownings	Set up booth outside your facility - info station, demo; track # visitors	Join a community event within a partnering marginalized community to promo NDPW	Invite a newcomer group to a S2S session	Promote World Drowning Prevention Day theme	Community coalition event by open water alongside safe boating partners (e.g., marine police)	Community coalition event by open water alongside safe boating partners (e.g., marine police)
PARTNER	events	Join a Branch or community event focusing on NDPW	Coordinate a community event to launch NDPW (e.g., include proclamation & flag raising)	Coordinate a community event in a local backyard pool or waterfront cottage	Join other affiliates and/or community coalition at a local pool/beach and host a S2S event	Coordinate a community event focusing on World Drowning Prevention Day	Join a community coalition event focusing on boating safety & PFD wear	Join a community coalition event focusing on safe behaviours related to alcohol & substance use
SHARE	research reports	Drowning Prevention Research Centre - Fatal Drowning	Drowning Prevention Research Centre - Non-fatal Drowning	Alberta and Northwest Territories Drowning Reports	Alberta and Northwest Territories Drowning Reports	WHO WDPD report/messages	Recreational boating-related fatalities report (2021)	Drowning and Impairment in Canada (2018) report
SHARE	websites	Alberta and Northwest Territories Drowning Reports	Alberta Non-Fatal Drownings: 2022 Report	Link to facility programs with an invitation to visit	Link to provincial Swim to Survive Site	www.watersmartparents.ca	www.startboating.ca	https://csbc.ca/en/operation-dry-water
SHARE	posters	Water Smart® Rack Cards	Water Smart® Rack Cards	Within Arm's Reach and Active Supervision	Swim to Survive	Drowning Hits Close to Home	Be a Water Smart Boater	Don't Drink and Drown
SHARE	videos	Learn to Swim - An Important Message from Rosette Boloko	Drowning Examples	Stay Water Smart® - Alberta	Bell Canada - Swim to Survive	Stay Water Smart® Northwest Territories	Safe Boating	CSBC Operation Dry Water Videos
SHARE	memes	Share cartoon of "CPR steps"	Share cartoon of "CPR steps"	Mother dog with puppy (all wearing lifejackets)		Share cartoon of parent "lifeguarding" bathtub time	Dog wearing PFD/lifejacket	
SHARE	tool boxes / boîte à outils	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)	Boîte à outils - Société de sauvetage (societedesauvetage.org)