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: | | | | | | | |
| pools & bathtubs E | 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 |
| N O 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 | - e.g., alcohol/drugs, older | Demo - PFD/Lifejacket in-water game (find proper size & put on in water); Invite media to video | Demo - Talk, Throw, Reach Rescues |
| p new partners A R T N E | 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. | community, newcomer | 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 sofety related to alcohol & substance use (e.g., MADD Chapter, liquor distributors, mocktail suppliers) |
| R 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) | by open water alongside |
| 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 |
| 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 |
| S websites | Alberta and Northwest Territories Drowning Reports | <u>Alberta Non-Fatal</u> 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/operatio n-dry-water |
| A posters | Water Smart® Rack Cards | Water Smart® Rack Cards | Within Arm's Reach and Active Supervision | <u>Swim to Survive</u> | Drowning Hits Close to Home | <u>Be a Water Smart Boater</u> | Don't Drink and Drown |
| E videos | <u>Learn to Swim - An</u> Important Message from Rosette Boloko | Drowning Examples | <u>Stay Water Smart® - Alberta</u> | <u>Bell Canada - Swim to</u> <u>Survive</u> | <u>Stay Water Smart® Northwest</u> <u>Territories</u> | <u>Safe Boating</u> | <u>CSBC Operation Dry Water</u> <u>Videos</u> |
| 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 | |
| tool boxes / boîte à outils | Boîte à outils - Société de sauvetage (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) | <u>Boîte à outils - Société de</u> <u>sauvetage</u> (societedesauvetage.org) |