About the Lifesaving Society

• 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, over 1,000,000 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.

• Partnerships are a key part of our programs and public education initiatives.

• Anyone can partner with the Society, not just swimming pools.

• The Society is a national charity and experts for aquatic professionals and the public.
Purpose of Presentation

- Share success of the Water Smart program in the Northwest Territories
- Expand outreach and scope in Alberta communities
- Focus on opportunities for youth
The Challenge

• Address the culture and community life of being in, on and around water
• Build and adapt the Water Smart program to meet unique community needs
• Assess community and population state of readiness and experience
Average number of drowning deaths per 100,000 population in Canada

• Injury and Drowning Prevention
• Active Living – Physical Literacy
  – Swim to Survive®
• Knowledge and awareness
  – Water Smart Program
• Skills training
  – Swim to Survive
• Change Behaviour

Northwest Territories Water Smart March 23, 2014
Swim to Survive®

• Basic swim survival and skills
  – Roll into water
  – Tread water for 1 minute
  – Swim 50 m
• Provides participants with an active start
• Can be taught by anyone
The Society was invited into communities and worked with identified local champions to build capacity for sustainability.

Communities identified ‘champions’.

Champions do not have to be aquatic instructor, rather can be anyone from the community who can help build sustainability of the program.

Champions assist in delivery of program and help build capacity for the future.
Program Delivery

• Sessions can be dry and/or wet
• Can be done in a pool or in open water
• Can be broken into small modules over several days
• The primary strategies for the delivery of the Water Smart Program were:
  • Sharing of experiences, and
  • Understanding of existing attitudes and behaviour within each of the program modules
• Toolkit and guide provided
**Toolkit Materials**

**Lifejackets**

- Be prepared for the unexpected
- Ensure that everyone wears a well-fitted Lifejacket, or you may be in for more adventure than you expect.
- www.lifesaving.org

**Rack Cards**

- Boating Safety
- Be Water Smart®
- Fallen Through Ice
- How to save yourself and others

**Teaching Resources**

**Lesson 1: Lifejacket/PFD Safety**

- Northwest Territories Water Smart® Program
- Activity Guide with lesson plans

**Lesson 2: Ice Safety**

- The group will practic the rescue throw bag or lid on the water

- Lifejacket

- Be Water Smart

- Ice Safety

- Fallen Through Ice

- How to save yourself and others

- www.lifesaving.org
Activities During Water Smart Session

Lifejacket Safety
- To understand how to properly select and put on a lifejacket

Ice Safety
- To understand how to identify when it’s safe to travel on ice and what to do if you fall though the ice

Boat Safety
- To understand what to bring with you when you travel on a boat

Swim to Survive
- To understand what to do if you unexpectedly fall into deep water

Waterfront/Boat Launch Safety
- To understand how to set-up a safe waterfront area and boat launch area

Northwest Territories Water Smart March 23, 2014
The Water Smart Program has an “Evaluation and Measurement” has both an observational evaluation from the instructor, as well as responses to questions from participants of each session which are recorded and analyzed.

- Purpose
- Evaluation
- Learnings
Water Smart Communities

• Communities have run the program at community events or for school/camp groups

Data:

• Total communities participating (as of 2013): 25
• Total number of participants: 414
• Many communities are remote and rural
  – Four (4) communities are only accessible by plane or ice road

Northwest Territories Water Smart March 23, 2014
Many communities continue to run the Water Smart program with great success

Greater outreach to communities and government and non-government organizations

Building community capacity and sustainability with ongoing delivery of the program by community

Won the Canadian Collaborating Centres for Injury Prevention’s Biennial Award for Collaborative Excellence
Achievements

• Many participants indicated that they now feel comfortable using lifejackets after participating in the Water Smart Program

• The Society was able to support communities with additional water safety questions and initiatives, including:
  • Pool operations and safety
  • Waterfront safety audits in Yellowknife and Hay River
  • Signage
  • Lifesaving Society programs
Achievements

• Network of affiliate delivery partners
• Anyone can affiliate
• Support network of volunteers
Community Response

• Overall, communities have been happy with the program

WATER SMART® RESPONSE

Fort Liard

“\textit{It is a beneficial program to our community. The education about being safe in, on and around the water is very important.}”

– Roslyn
  (Fort Liard, July 17 2013)

“\textit{Water Smart education is extremely important to the community. It will imbue water safety within the children and youth for future generations.}”

– Geoff
  (Tuktoyaktuk, July 21 2013)
Future Focus

- Better engagement with adults
  - attendance has been and continues to be a challenge
  - increase participation numbers of youth and adults
- Maintain ongoing relationship with communities
- Engage with local stakeholders (community health representatives, school teachers, etc.)
- Ongoing evaluation and enhancement of program; further development of program content and materials
- Development of other delivery models (DVD, online, etc.)
- Build awareness to increase engagement and partnering with the Lifesaving Society
Bringing Water Smart To Your Community

• Easy as 1… 2… 3!
• Use existing program or contact the Lifesaving Society
• Collaborate on a new program that meets community needs
• Implement the program and evaluate
• Expand on the program using other Lifesaving Society programs and services
  – First Aid and CPR/AED
  – Junior Lifeguard Club
  – Pleasure Craft Operator Card

Northwest Territories Water Smart March 23, 2014
Bringing Water Smart To Your Community

- Youth engagement in water smart education and skills training will help set the community up for success
- Youth can influence others
- Opportunities to expand to others programs
- Start with community champions (Elders, school teachers, etc.)
Questions?