

The Lifesaving Society has a public health and safety mandate for drowning and injury prevention and active living and fitness.

- *The Lifesaving Society is the standard setting certifying body for public aquatic safety.*
- *The Lifesaving Society is the provincial sport organization for lifesaving sport.*

In doing so, The Lifesaving Society saves lives, enhances life quality and empowers communities.

The Lifesaving Society has been Canada's lifeguarding experts for the past 100 years, and is a charitable organization that works to prevent drowning and water-related injury through its training programs,

Water Smart® public education, safety management services and lifesaving sport. Each year in Canada, the Society certifies more than 500,000 people in its swim, lifesaving, lifeguarding and leadership courses.



LIFESAVING SOCIETY®

The Lifeguarding Experts

Drowning & Injury Prevention Partners

Many groups and individuals have a role as Society partners in preventing these tragic and preventable deaths and injuries. Our drowning and injury prevention partners include:

The Public. Everyday Canadians make safe choices around water and ice, the Society encourages you to learn more on how to protect yourself and others by accessing our expertise, programs and services.

The Media. Help us reach the public (Alberta & Northwest Territories) with messages and awareness about making Water Smart choices and encouraging them to learn valuable skills.

Lifesaving Society Affiliate Members and Leadership Volunteers. Staff at your local aquatic facility are your Water Smart leaders. NLS trained lifeguards, and Swim & Lifesaving Instructors deliver Lifesaving Society programs and services year round in your community.

Injury Prevention Partners. Collaboration with other injury prevention organizations will strengthen and further our collective cause. The Society publicly endorses and supports the vision and mission of the Alberta Injury Control Strategy (AICS) to make Alberta the safest place to live.

Governments. Injury prevention is a public responsibility that requires the support of governments at all levels from municipal to federal.



2009

AN ALBERTA AND NORTHWEST TERRITORIES PERSPECTIVE

Drowning & Injury Prevention Report

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LIFESAVING SOCIETY®

The Lifeguarding Experts



Working to prevent drowning & water-related injury.



Don't drink & drive.
Think about it.

2009

AN ALBERTA AND NORTHWEST TERRITORIES PERSPECTIVE

Drowning & Injury Prevention Report

This report provides valuable insight for individuals, organizations and governments, providing compelling reasons to make specific choices and take decisive actions that will ultimately make our communities a safer place to live, work and play.

Where drowning is often silent and sudden, it is not surprising that in 2007 there was only one rescue attempt during the 41 drownings that occurred in Alberta (AB) and none in the four Northwest Territories' (NWT) incidents. It is clear that preventative action is the key to reducing the number of injuries and fatal drownings in our communities.

The Lifesaving Society provides individuals and communities with facts and strategies that make Alberta and the Northwest Territories a safer place.

To learn more on what can be done, visit us online at:

www.lifesaving.org

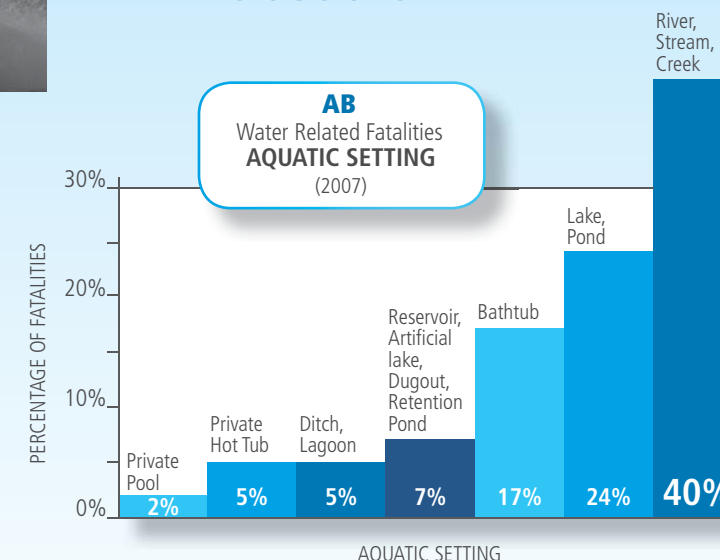
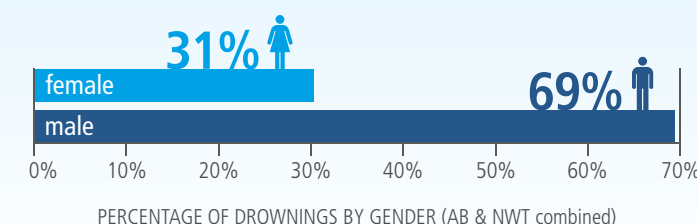
The Lifesaving Society 2009 Drowning & Injury Prevention Report is based on the most current research data available (2007). This data, compiled by the Lifesaving Society shows:

41 Fatal drownings in AB.

4 Fatal drownings in NWT.

- Fatal drownings involving **recreational activities**: 59% in AB and 100% in the NWT.
- **Alcohol or drugs** were a factor in 34% of AB and 25% of the NWT fatal drownings.
- 80% of the Albertans and Northerners who drowned while boating were **NOT** wearing their **lifejacket**.
- **Rivers, streams or creeks** fatal drownings: 39% in AB and 25% in NWT.
- **Lakes & Ponds**: 34% in AB and 75% of NWT of fatal drownings.
- **Children 0-12 years of age** comprised only 10% of drownings in AB with none in the NWT. This number has decreased steadily since 2004 when children accounted for 22% of drowning deaths in AB.
- **Baby Boomers** (over the age of 50) are becoming a **significant factor**, accounting for 27% of the fatal drownings in AB.

- **Alcohol involvement is twice as high among adult male victims than women**, and every year lives are needlessly lost due to drinking-and-boating incidents.
- **Who is at the greatest risk?** Individuals between the ages of 18 - 34 were 42% of the total AB fatal drownings and 75% in the NWT. **Don't be a risk taker - practice safe choices!**



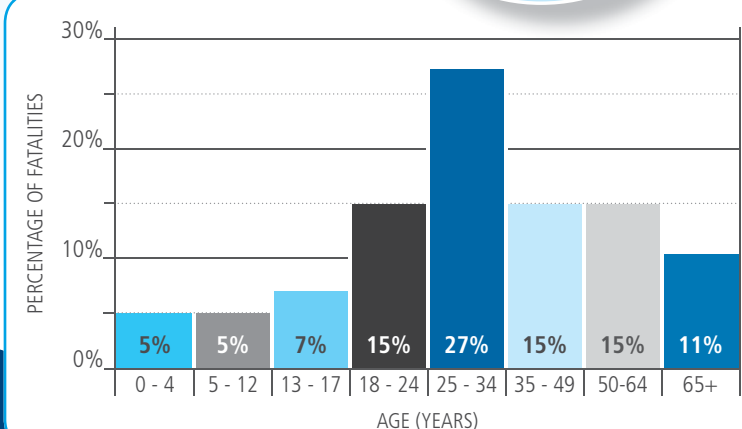
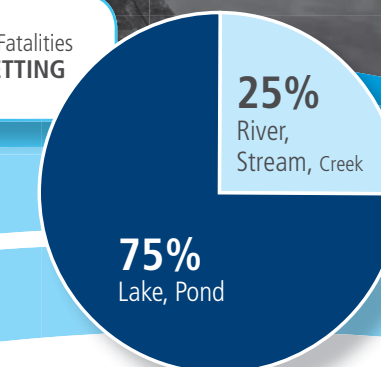
safe places.

Lifesaving Society research has shown that less than 1% of water-related deaths (nationally) occur at pools, waterparks and beaches where there are NLS lifeguards on duty. This is a tremendous safety record considering the millions of people who visit these places each year.

When lifeguard supervision is not available, Albertans and Northerners will need to "be their own lifeguards". It is important to create your own "Safety and Supervision Plan" by determining the safest area and what equipment is needed. Establish the rules of Water Smart® behaviour and ensure people make safe choices.

MAKING ALBERTA AND THE NORTHWEST TERRITORIES A SAFER PLACE TO LIVE, WORK AND PLAY.

NWT
Water Related Fatalities
AQUATIC SETTING
(2007)



AB
Water Related Fatalities
AGE OF VICTIM
(2007)

drowning.

The International Life Saving Federation and World Health Organization defines drowning as:

"Drowning is the process of experiencing respiratory impairment from submersion/immersion in liquid."

Outcomes of drowning may be: death, morbidity (injury), or no morbidity.

In other words, a person may die from drowning; be injured in a drowning episode; or escape from drowning through rescue or other means.

WORKING IN PARTNERSHIPS TO ACHIEVE THE ALBERTA INJURY CONTROL STRATEGY.



safe choices.

The Lifesaving Society knows that if Albertans and Northerners would make Water Smart® choices and learn basic swim survival skills, we could reduce the incidence of drowning and water related injuries by more than half.

1. **Always stay within arm's reach.** If you are not within arm's reach of your child when they are in, on or around water you have gone too far.
2. **Water Safety can be as easy as "1-2-3"**. Swim to Survive® is aimed at providing children with the skills they need to survive an unexpected fall into water by teaching... 1) Roll into deep water, 2) Tread water for 1 minute, 3) Swim 50 meters.
3. **Buy yourself some time by wearing a lifejacket.** Keep your head above water after an unexpected fall into water, which is often cold enough to cause "cold shock" that makes breathing very difficult and movement challenging.
4. **Practice Safe Boating Habits.** Wearing a lifejacket is just the first step! Be informed about the key tips for Canadians to be safe in and around boats.
5. **Get Trained.** Deadline for PCO Card is September 15, 2009. Everyone operating a powered recreational vessel will need to show proof of competency with a Pleasure Craft Operator's Card.
6. **Alcohol & Water: A potentially deadly combination.** All Canadians should assume the same safe behavior they exhibit while driving a car and reserve alcohol refreshments for after their boat ride.
7. **Be safe... Think ahead.** Be prepared for the unexpected and take the appropriate equipment before going boating.
8. **Protect the water you play on.** Boaters, be aware of how you might contribute to pollution and be extra diligent not to be part of the problem.