



LIFESAVING SOCIETY

# WATERWISE TEAM

Drowning is Preventable



# FINAL REPORT 2018

LIFESAVING SOCIETY  
**WATERWISE**  
Drowning is Preventable **TEAM**



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# The 2018 WaterWise Team

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## Brock Sampson



Brock brings an engaging personality and experience with both the lifeguarding and boating communities to the WaterWise Team. He has been a member of the Lifesaving Society since 2012 and is committed to promoting safety both in and around the water. Apart from his work with the WaterWise Team, Brock enjoys working as a lifeguard for Vancouver Beaches and as a first aid attendant at the PNE. His other interests include enjoying the great outdoors and participating in team sports.

## Sheila Allenbach

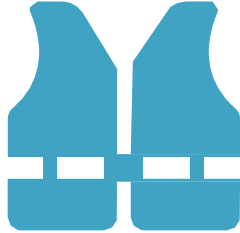
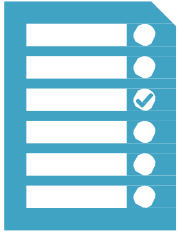
As a former lifeguard, biology grad, and nursing student, Sheila came to the WaterWise Team with a fresh view on education, water safety and public health. She is an avid nature-lover and is committed to using her time outdoors to not only enjoy BC's natural offerings, but to promote safety and prevent drowning and injury. In her free time, Sheila enjoys hiking with her wife, exploring Vancouver and discovering more about our beautiful world.



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# Primary Safety Topics

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## **PREPARE IT**

Preparation is the key to prevention. Ensure you have the 3 T's before you head out on the water: Training, Trip Plan, and Take the Essentials.

## **WEAR IT**

90% of boating-related drownings are caused by not wearing a lifejacket or PFD. The simple act of wearing a lifejacket can save your life.

## **KNOW IT**

Learning water safety and water rescue skills can dramatically increase your odds of surviving an emergency.

## **SHARE IT**

Promote WaterWise in your community. Visit [www.waterwiseteam.ca](http://www.waterwiseteam.ca) to find out how you can share it!

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# Strategic Initiatives 2018

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The WaterWise Team's key safety messages were conveyed through a variety of methods:

1. The Lifesaving Society employed and trained two Team Members to travel throughout British Columbia from May to August.
2. The Team provided free water and boat safety education to students aged 5-15 through their WaterWise Wisdom program at elementary schools, middle schools, and summer camps.
3. The Team visited boat launches, pools, and waterfronts, providing free resources and distributing WaterWise Team safety brochures, trip plans, posters, and tattoos to boaters and water enthusiasts across the province.
4. The Team attended high profile and community-based events, spreading their key messages: Prepare It, Wear It, Know It, Share It.
5. The Team worked closely with other organizations including Vancouver Police Department's Marine Unit, Transport Canada, the Canadian Safe Boating Council, the AdventureSmart Team, and the Vancouver Lifeguarding Association. raising awareness regarding the importance of boat and water safety.
6. The Team hosted several contests, encouraging WaterWise behaviour including their Caught You Sharing It and #CaughtYouWearingIt contests.
7. The Team communicated the importance of water safety and boat safety to the public through social media platforms, providing weekly tips, drowning updates, as well as Team updates.

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# 2018 Initiatives

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1. WaterWise Wisdom presentations were delivered to middle schools and elementary schools. For older audiences, the Team emphasized the dangers of drinking and boating, highlighted statistics on drowning, identified risk factors, and warned about the risk of cliff jumping.
2. The WaterWise Team worked with at-risk New Canadian populations this season, teaching Syrian refugees about water safety as well as delivering their WaterWise Wisdom to four new refugee families.
3. The WaterWise Team launched a new website this year, which includes tips of how to be WaterWise, blog posts and Team updates, booking request forms, and much more! Visit: [www.waterwiseteam.ca](http://www.waterwiseteam.ca)
4. WaterWise safety brochures were widely distributed to various community centres and boat dealerships in BC. The brochures include informative safety water tips, a safety equipment checklist, as well as a trip plan.
5. In response to the increasing water levels and drowning risk in the Okanagan, the Team directed their drowning prevention initiatives to the Interior, making two outreach trips to Vernon, Kelowna, Summerland and Penticton to provide boat and water safety education as well WaterWise Wisdom presentations to elementary and middle schools.

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# WaterWise Wisdom Presentations

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## SUMMARY

The WaterWise Wisdom presentation is a free educational and interactive presentation on boating safety, water safety and drowning prevention. It is designed for students aged 5-15 years of age and address age-appropriate drowning risks. Presentation topics include 4 key topics, Prepare it, Wear it, Know it and Share it. This includes necessary safety equipment, how to rescue someone who is drowning, and how to be advocates for personal safety. To promote classroom learning, the Team provided Teacher Packages complete with lesson plans and activities. Students were encouraged to 'Share It' and participate in the 'Caught You Sharing It' school poster contest.



## KEY TOPICS

- **Prepare It:** Check the weather and conditions of the water. Make a trip plan and give it to someone responsible and prepare essential safety items
- **Wear It:** Importance of wearing a lifejacket; different types of lifejackets; choosing the right lifejacket.
- **Know It:** Look before leaping into unknown water; swim with a buddy; how to recognize someone who is drowning; basic rescue skills.
- **Share It:** Share the information with friends & family; Caught You Sharing It contest information; importance of being advocate for own safety.





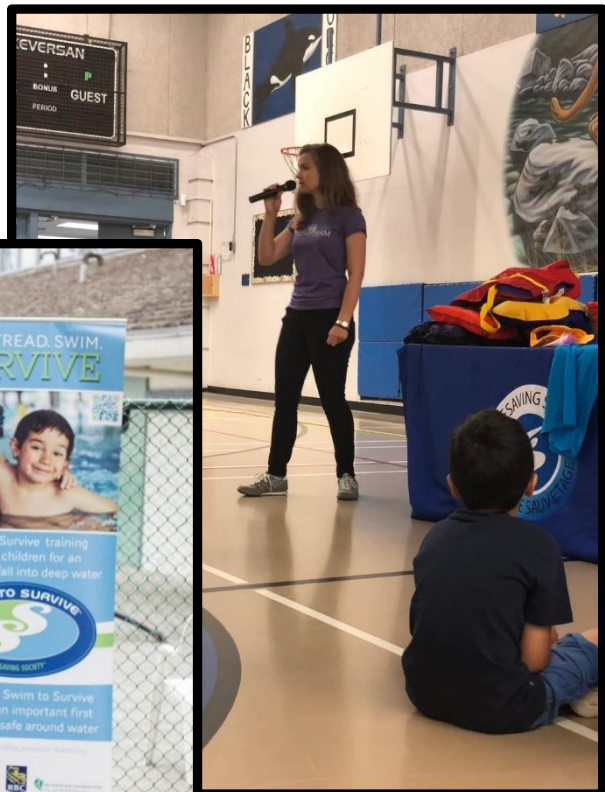
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# WaterWise Wisdom Presentations

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Total number of students reached at schools alone:

**12,043**



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# Leader Feedback

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Once again, the WaterWise Wisdom presentations were a huge success. We have continued to receive a lot of positive feedback from parents, teachers, schools, and camp leaders. Children enjoyed the humour and engaging tone of the presentations, and leaders recognized the importance of the water safety topics covered.

## Teachers' Responses 2018:

“Enthusiastic presenters with lots of great visuals to demonstrate to students. This presentation was a great learning experience!”

- *Teacher at BC Christian Academy, Port Coquitlam, BC*

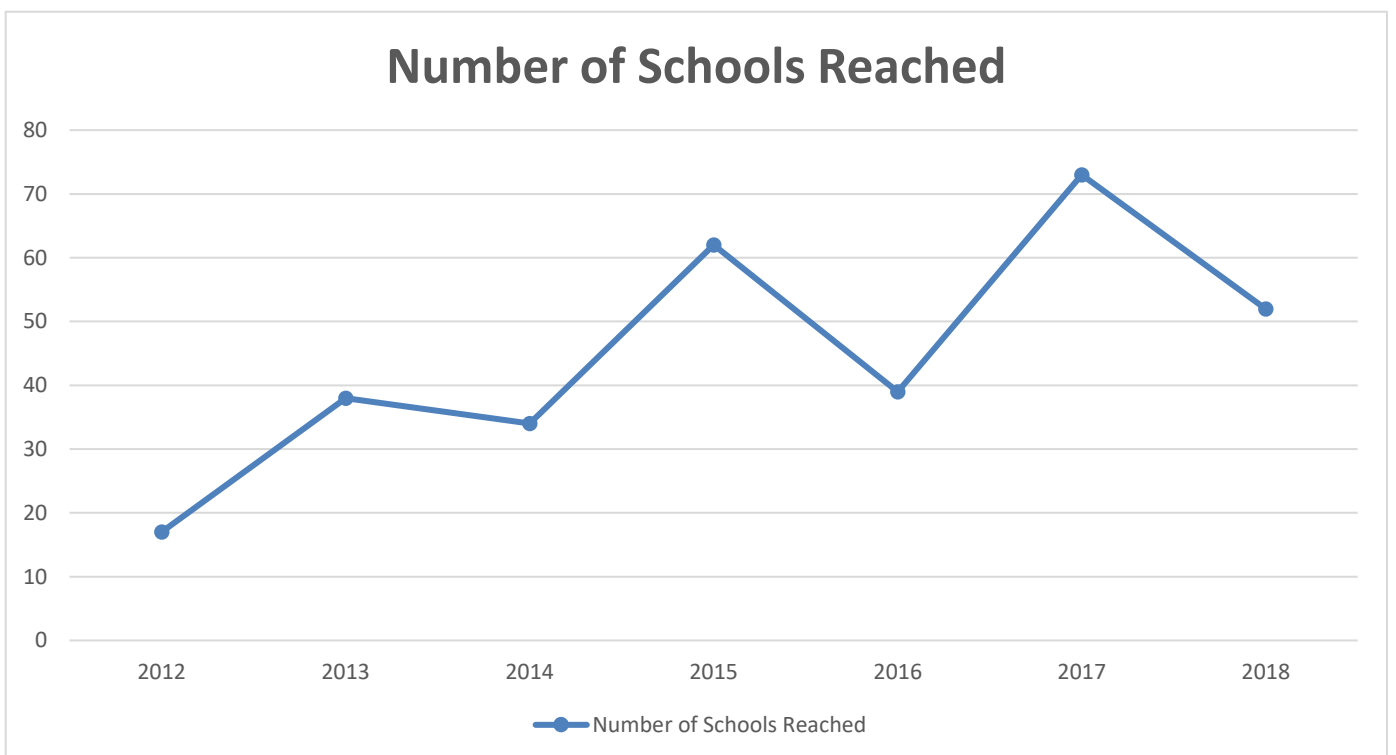
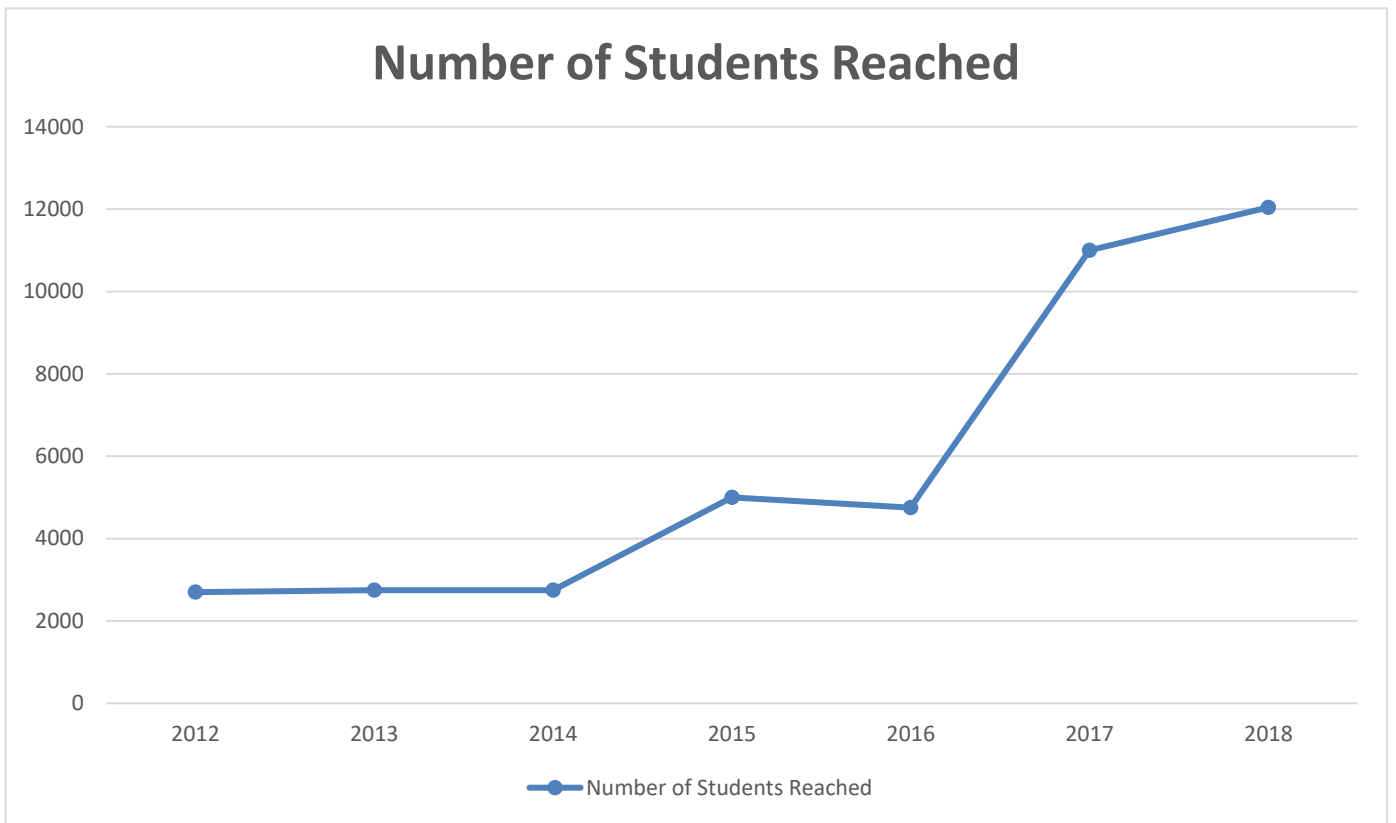
“Clear and direct. Well thought out, well presented. Good interactions with kids, and very engaging.”

- *Teacher at Tillicum Elementary, Victoria, BC*

“Great examples with adequate lifejackets. Handles questions well! The quiz at the end was a great idea!

- *Teacher at Columbia Elementary, Penticton, BC*

# Presentation Statistics



# Outreach

The WaterWise Team participated in outreach across BC this summer, conducting two trips to the Okanagan region, as well as two trips to Vancouver Island. We reached camp groups, aquatic centres, boaters, swimmers and adventurers at boat launches as well as hundreds of kids and families at Swim to Survive events.



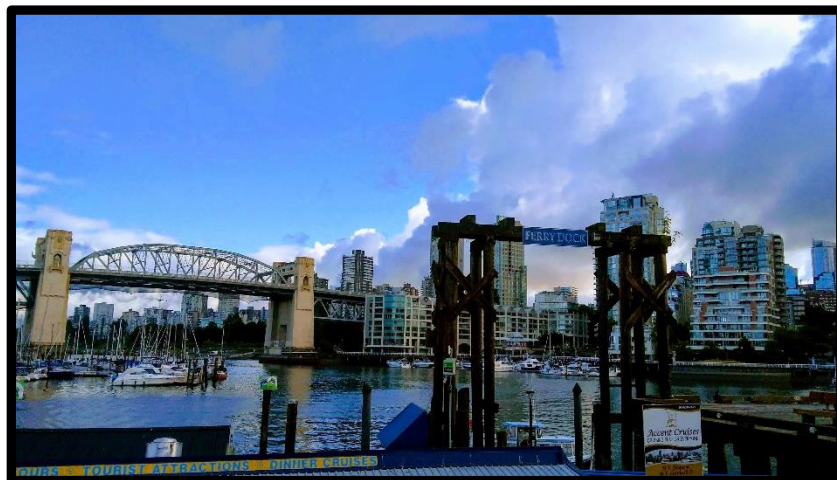
1 Ferry to Vancouver Island



3 Kelowna, BC



2 Display at Golden Spike Days, Port Moody



4 Variety Boat for Hope at Granville Island

# Outreach



6 Swim to Survive Day at Kits Pool with the Vancouver Lifeguard Association



5 WaterWise Wisdom presentation at New Brighton Pool Swim to Survive



9 Booth at Kelowna Across the Lake Swim



8 Booth at MEC Paddlefest, Vancouver



7 Busy booth at Golden Spike Days

# Boat Launch & Facility Visits

LOCATION	DATE
Juan de Fuca Swimming Pool	June 19
Saanich Commonwealth Place	June 19
Penticton Community Centre	July 12
Cedar Creek Beach Boat Launch Kelowna	July 13
H2O Adventure & Fitness Centre Kelowna	July 13
Kelowna Family YMCA	July 13
UBC Aquatic Centre	July 18
New Brighton Outdoor Pool	July 18
Karen Magnussen Community Recreation Centre	July 27
Delbrook Community Recreation Centre	July 27
Harry Jerome Recreation Centre	July 27
Ron Andrews Community Recreation Centre	July 27
Jericho Beach	Aug. 1
Locarno beach	Aug. 1
Third Beach	Aug. 7
Second Beach	Aug. 7
English Bay Beach	Aug. 7
Sunset Beach	Aug. 7
Kitsilano Beach	Aug. 7
Spanish Banks/Spanish Banks East	Aug. 7
Lord Byng Pool	Aug. 7
Kerrisdale Pool	Aug. 7
Maple Grove Pool	Aug. 7

# Events

LOCATION	DATE	NUMBER OF PEOPLE REACHED
CSBC Ready Set Wear It	May 19	57
Delta Water Safety Event	June 2	321
Variety Boat for Hope: Vancouver	June 9	n/a
MEC Paddlefest Vancouver	June 16	117
Kits Pool School Days Swim to Survive	June 21	78
Golden Spike Days: Port Moody	June 29 - July 2	1,068
Whistler Children's Festival: Whistler	July 7 – 8	542
Across the Lake Swim: Kelowna	July 12 - July 15	128
Government House Pool: Victoria	July 16	15
UBC Aquatic Centre	July 17	143
New Brighton Swim to Survive	July 18	421
Kits Beach Swim to Survive	July 20	23
Celebration of Light: Vancouver	July 28, Aug. 1, Aug. 4	337
Wesburn Family Picnic: Burnaby	August 8th	534
Kits Fest	August 10 – 13	1,873
		<b>TOTAL: 5,657</b>

# National Drowning Prevention Week

National Drowning Prevention Week (NDPW) 2018 was a great success. From July 15<sup>th</sup> to July 21<sup>st</sup>, the WaterWise Team participated in social media blasts about boating safety, the importance of wearing a lifejacket or PFD, and keeping young children within arm's reach. Visiting local aquatic centres with the newest BC Drowning Report and providing free educational presentations was another important factor of the WaterWise NPDW initiative. WaterWise also presented at Government House in Victoria, BC, and at Swim to Survive events at both New Brighton Pool for the Metro Vancouver community, and at Kits Beach for New Canadian residents. Brock assisted in the water with swimmers as they learned important survival skills such as rolling, treading, and staying warm, as Sheila helped with administrative tasks and organization. Thousands of Canadian individuals were reached this year with this important outreach supporting the prevention of drowning in Canada.

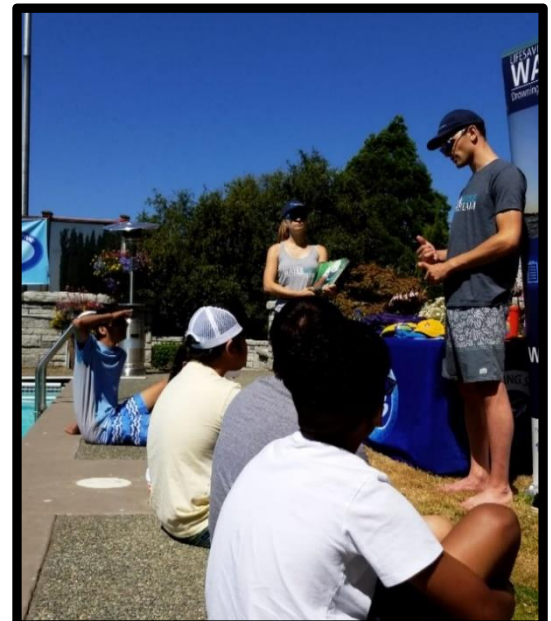




# Government House 2018



On Monday July 16th during National Drowning Prevention Week, the WaterWise Team participated in the launch of the Lifesaving Society's Family Swim to Survive program at Government House Pool in Victoria. They provided a WaterWise presentation to the family members participating in the event. The Team also had the pleasure of meeting Her Honour, Lieutenant Governor Janet Austin, OBC, at the event.



# Contests



## #CAUGHT YOU SHARING IT

Students from BC designed a postcard/poster that illustrated the importance of boat and water safety. Schools were encouraged to 'Share It!' including an important message they learned through the WaterWise Wisdom presentation. Selected posters were awarded a \$20.00 gift card to Dairy Queen.



## #CAUGHT YOU WEARING IT

Back again this year, the contest was a huge success. Water enthusiasts were encouraged to wear a lifejacket when swimming, on vessels, etc. There were weekly winners on social media who won prizes, which were kindly donated by North Water Paddle Sports Equipment.



# 2018 Partners and Sponsors



**The BC & Yukon Branch of the Lifesaving Society** is a not-for-profit organization whose mandate is to reduce water-related death and injury. The Society oversees the Team and provides invaluable resources throughout the busy summer season. The Team works hand-in-hand with the Society to help educate the public, while trying to reduce the number of water-related fatalities and injuries.

**Canadian Safe Boating Council** provided the Team with Boat Notes pamphlets, serving as a quick reference for safe boating. The Team and the Safe Boating Council have worked closely together throughout the summer to promote safe boating, such as cross-campaigning Operation Dry Water.

**North Water Paddle Sports Equipment** supplied the Team with the necessary safety equipment to have on board on various types of vessels. The Team used throw bags provided by North Water for interactive demonstrations, as well as for contest prizes.

**Transport Canada's Office of Safe Boating** provided hands-on training on boating safety during the first week of training for the WaterWise team. They have also collaborated during the Celebration of Light event as well as the Ready, Set, Wear It Event.

**MEC** is a retail co-op that has provided equipment and rental gear at fair prices since 1971. 1% of every sale goes to the support of the outdoor community. This year, MEC provided the WaterWise Team with \$500 of fantastic prizes and boating equipment to contribute to water and boating safety.

**AdventureSmart**, and its suite of five programs, is a national prevention program focused on reaching Canadians, and visitors to Canada, who participate in outdoor recreational activities. AdventureSmart and its partners take a broad, encompassing approach to the delivery of adaptable safety information in-person, and online. AdventureSmart is dedicated to encouraging participants to "Get informed and go outdoors".

**The Vancouver Lifeguard Association** worked with the Team specifically during the Swim to Survive Days, supplying volunteer lifeguards to assist with guarding, teaching, and organizing the events. They were a great asset to the Team in providing important water safety information to children and families.

# See you Next Year!

