



LIFESAVING SOCIETY
SOCIÉTÉ DE SAUVETAGE

The Lifeguarding Experts

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New Community Water Safety Campaign Project

On October 13, the Minister of Health, the Honourable Leona Aglukkaq, has confirmed the approval for funding of a project proposal jointly submitted by the Royal Life Saving Society Canada and the Canadian Red Cross. Entitled Community Water Activity Safety Campaign (CWASC) the project is a significant national drowning prevention effort funded under the Active and Safe Injury Prevention Initiative.

The Lifesaving Society and the Red Cross will, in the next 18 months, engaged more than 250 communities across the country in a major educational initiative to increase the safety of the youth (0-19) near, on and in the water.

The Lifesaving Society and Red Cross want to sustain ongoing awareness and lifejacket access in communities to prevent drowning and reduce incidents of near drowning. Supported by social marketing tools, the campaign intent is to disseminate 25,000 lifejackets package with educational resources kit particularly in rural, remote, northern and open-water communities.

The project is inspired by successful similar campaigns run by the Lifesaving Society in Manitoba and Alberta and by Red Cross throughout Atlantic Canada. The funding contribution agreement has been signed and we are already working on the staffing process. Next week you should see a job posting for the Project Manager position. We plan to start the initiation phase of the project at the beginning of November and more details will be released at that time.

The Lifesaving Society and the Red Cross would like to thank the Canadian Government for this \$1.46 M contribution. We also wish to commend the excellent work of the proposal team composed of Barbara Kusyanto from Alberta, Carl Shier from Manitoba, Shelley Dalke and Caroline Tees from British Columbia.

Further details will be shared as the campaign progresses.