

# NEWS RELEASE

Distributed July 16, 2020

## National Drowning Prevention Week

*Education campaign runs July 19-25, 2020*

### Summary

Despite the downward trend, drowning is still the third leading cause of death in Canada, and it is completely preventable!

Join the City of Nanaimo and the Lifesaving Society of Canada in bringing awareness to the drowning problem during National Drowning Prevention Week from July 19 to 25, 2020.

Residents are invited to check out the City's Facebook page, the Nanaimo Parks and Recreation Instagram page (@nanaimoparksandrec) and connect with the Water Safety Education Team as City staff address key safety messages for staying safe in, on and around the water. To help reduce drowning, everyone is encouraged to:

- Assess the risk involved with every aquatic activity
- Wear a lifejacket or PFD (Personal Floatation Device) when swimming or boating
- Swim with a buddy
- Avoid alcohol or drug consumption near, in or on the water
- Know your swimming limitations
- Ensure children are under direct supervision of an adult when around bodies of water

Drowning is preventable, and by following a few steps, everyone can have fun and be safe this summer. Let's make Nanaimo a Water Smart community and aim for a drowning-free summer!

*Strategic Link:* The City of Nanaimo is committed to the safety and well-being of its residents.

### Key Points

- The Water Safety Education Team is made up of City aquatic staff who are visiting various parks in Nanaimo this summer to share safety tips through presentations and hands-on activities.
- There is a Personal Floatation Device Loan Program happening at Westwood Lake this summer. Residents borrow the appropriate-sized PFD and then return it when finished swimming.

### Quotes

"We invite the community to follow us on social media from July 19 to 25 where we will be presenting water safety tips as part of the Lifesaving Society's Drowning Prevention Week. We want everyone to have fun and be safe this summer as they visit the lakes, rivers and beaches of our area."

Ashley Rowe  
Aquatics Coordinator  
City of Nanaimo

## Quick Facts

- Most at risk of drowning are children under 5 years old and males aged 18-49.
- Most drownings that happen in BC (64%) occur between the months of May to September.
- Having a lifejacket or Personal Floatation Device (PFD) while in the water is one of the best ways to prevent drownings.
- 92% of children drown as a result of absent or distracted supervision by adults.

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