

NEWS RELEASE

Distributed July 18, 2022

National Drowning Prevention Week

Education campaign runs July 17-23, 2022

Summary

Led by the Lifesaving Society, the City of Nanaimo is actively supporting National Drowning Prevention Week (NDPW) as an opportunity to focus attention on the drowning problem and provide valuable education to residents on drowning prevention through social media posts and safety supervision at community recreational facilities.

From July 17-23, check out the City's social media sites to find key messages to ensure that our community stays 100 percent drowning free this year and in the future.

Join us as we ensure residents stay safe in, on and around the water this summer by participating in the information share going on nationally this week. Residents are invited to learn and know the risks to safely enjoy the many bodies of water found in the Nanaimo community, including learning how to swim, taking a course in lifesaving or first aid.

Drowning is preventable. Learn the risks, statistics and how to increase safety.

- 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

By following a few steps, everyone can have fun while staying safe this summer.

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

Key Points

- Led by the Lifesaving Society, the City of Nanaimo is actively supporting National Drowning Prevention Week (NDPW) as an opportunity to focus attention on water safety.
- Drowning is preventable by following simple guidelines, such as wearing a PDF while boating, swimming with others, avoiding alcohol or drug consumption and knowing your swimming limitations.

Quotes

"Pay attention as you enjoy all of our wonderful water features. Drowning does and can happen to anyone so please be responsible."

Leonard Krog
Mayor
City of Nanaimo

Quick Facts

- Most at risk of drowning are children under 5 years old and young adults between the age of 20 to 34.
- 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.
- 88% of children drown as a result of absent or distracted supervision by adults.

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