



LIFESAVING SOCIETY
The Lifeguarding Experts

lifeline

Winter 2009/2010

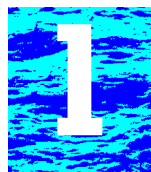
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Member Services at
www.lifesavingsociety.com



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Program delivery and H1N1



Like many organizations, the Lifesaving Society is concerned about the H1N1 influenza virus. The Society suggests that its affiliate members follow the recommendations of their local health authorities in developing policies and procedures to prevent the transmission of communicable diseases among their staff, participants and members of the community.

People who are sick should not participate in lesson programs. The Society recommends that affiliate members adopt policies that encourage people to stay away from lessons or practices if they are sick. This may mean providing “rain checks,” credit notes or refunds for lessons missed.

The Public Health Agency of Canada recommends the following to reduce an individual’s exposure. More information is available at their website www.fightflu.ca:

- Wash your hands or use an alcohol-based hand sanitizer.
- Avoid touching your eyes, nose or mouth.
- Cough and sneeze into your arm, not your hand.
- Get the H1N1 flu shot.
- Keep common surfaces clean and disinfected.
- If you are sick, stay home.

We offer these additional tips for instructors, coaches or lifeguards:

- Don’t share towels, water bottles, whistles, gloves, masks or fanny packs.
- Clean and disinfect CPR equipment between users.
- Meet and greet without hand or face contact.
- Maintain your personal space at about an arm’s length away.
- Don’t share food or clothing.

The H1N1 virus is a strain of influenza that can be transmitted from person to person. The Lifesaving Society believes it is important for individuals to continue to practice behaviours to prevent contamination and spread of this disease. All individuals should take the usual health precautions and usual prudent personal hygiene steps.

FAQs

Lifesaving Society staff are available to answer your questions Monday to Friday during business hours. Here are the four questions we get asked the most: you can find the answers on our website at www.lifesavingsociety.com.

1. I lost my card (or it was stolen or damaged). How do I get a replacement card and how much does it cost?
2. How long are my awards/qualifications good for?
3. How do I recertify my Instructor qualification?
4. What is the expiry date of my Standard First Aid qualification?



LIFESAVING SOCIETY
The Lifeguarding Experts

The Lifesaving Society is Canada’s lifeguarding expert. The Society is a national, charitable organization working to prevent drowning and water-related injury through its training programs, Water Smart® public education, safety management services and lifesaving sport.

The Society’s National Lifeguard certification is the standard for professional lifeguards in Canada. The Society represents Canada’s lifeguards and lifesavers internationally as an active member of the Royal Life Saving Society and the International Life Saving Federation.

The Society is the governing body for lifesaving sport – a sport recognized by the International Olympic Committee.

All donations are gratefully received. A charitable receipt for income tax purposes is issued for donations over twenty dollars. Ontario Branch Charity Registration No. 10809 7270 RR0001.

NEW Lifeguard uniforms



The new standard for lifeguard uniforms in Canada offers a distinctive new look consistent with International Life Saving Federation guidelines. Available exclusively through the Lifesaving Society, these uniforms are Canadian-made, readily identifiable at a distance of 50 m or more, durable and lightweight; they provide instant credibility, offer UV protection and use internationally recognized colours of warm yellow and red.

All of our uniforms can be customized to include your corporate logo or a corporate sponsor. View the entire line of uniforms and clothing in our store at www.lifesavingsociety.com. To order, call 416-490-8844, fax 416-490-8766 or email thestore@lifeguarding.com



Lifeguard singlets are available in both men's and women's-fitted styles.

NEW 2010 SHOP Catalogue

Our latest SHOP Catalogue is now available! It lists all Lifesaving Society literature and merchandise and complements our store online at www.lifesavingsociety.com. When you purchase merchandise from us you support Water Smart® drowning prevention education. To order, call 416-490-8844, fax 416-490-8766, email thestore@lifeguarding.com, or come see us in person!



trendwatch

Lifeline

Lifeline is published twice yearly and distributed to over 60,000 members of the Lifesaving Society in Ontario. Opinions expressed in Lifeline are not necessarily the policy of the Society nor of its officers, except where noted. Indicate change of address on the mailing label and return it to the Lifesaving Society at the following address.

Return undelivered copies to the:

Lifesaving Society
400 Consumers Road
Toronto, Ontario
M2J 1P8

Telephone: (416) 490-8844

Fax: (416) 490-8766

E-mail:
experts@lifeguarding.com
www.lifesavingsociety.com



'Tis the season to be ice smart!

Image designed by:
DRAFTFCB

Illustrated by:
Lars Rudebjer

RBC translates Swim to Survive



Whether you grew up in Mumbai or your parents are from Moscow, now there is a way for speakers of different languages to read an important message about the importance of learning basic swim survival skills.

Thanks to the generosity of the RBC Foundation, the Lifesaving Society's Swim to Survive parent handout is available in 26 languages (in addition to English and French) free of charge!

The Society's Swim to Survive standard is simple, straightforward and focused: it defines the essential minimum skills required to survive an unexpected fall into deep water.

Approximately 60 per cent of Canadian children never enroll in traditional learn-to-swim lessons. In some cases, parents don't recognize the need for instruction as they are from cultures where learning to swim isn't a priority; our translated handouts aim to break culture barriers so everyone understands the importance of learning to swim.



The Society's Swim to Survive parent handout is currently available in the following languages and available to all Grade 3 classroom teachers who participate in the Swim to Survive School Grant Program:

Arabic / Chinese / Czech / English / Farsi / French / Greek / Gujarati / Hindi / Hungarian / Italian / Khmer / Korean / Macedonian / Pashto / Polish / Portuguese / Punjabi / Romanian / Russian / Somali / Spanish / Tagalog / Tamil / Twi / Ukrainian / Urdu / Vietnamese

To order, contact Sindy Parsons at 416-490-8844 or email sindyp@lifeguarding.com. For more info on Swim to Survive or the School Grant program, visit www.lifesavingsociety.com.



From left to right: Brian Wynn, Lifesaving Foundation Board of Directors; Vic Dhillon, MPP, Brampton West; Tony DePascal, RBC Vice President, Commercial Financial Services – Peel; Barbara Byers, Lifesaving Society Public Education Director; Patrick D'Almada, Lifesaving Society President, along with Grade 3 students from Worthington Public School, pose with an \$18,000 cheque from RBC.

2009 Aquatic Safety Collection

Did you miss the Parks and Recreation Ontario Aquatics Conference? Now you can order your own DVD with all nine Lifesaving Society PowerPoint presentations including appendices, videos and other resources. Just \$47.50 plus GST. Contact us today to get yours!

The nine presentations are:

- Lessons Learned 401
- Waterfront Ops 4U
- Admissions Standard – How to Make it Work
- Not on my Watch
- Effective In-service Staff Training
- It's the Real Thing...
- Camera, Lights, and... Action!
- Canadian Symposium on the Design and Operation of a Healthy Swimming Pool...the synopsis
- How to Deal Effectively with the Media

Ask the expert



lifeguard

For lifeguards to be able to do their job, they must be able to see all areas of the pool bottom clearly within their zone. It seems obvious, doesn't it?

Ontario's building code states that every indoor swimming pool is required to ensure at least 200 lux – a measure of light intensity – at the water's surface. But even brand new facilities occasionally fail to meet this standard. The Lifesaving Society believes light-level standards should be upheld at all times while the pool is in operation, even though Ontario's public pools regulations make no mention of such policy.

Adequate lighting must be provided by overhead lights. There is a tendency in newer constructions to shine the lights up to the ceiling rather than down over the water. This might be for a variety of reasons such as creating ambience or to show off a new ceiling design. There is also a misconception that light facing up creates less glare, when the actual result is lighting levels that fall below standard.

The easiest step to ensure adequate light levels is to be vigilant in changing burned out overhead lights. This is everyone's responsibility, owners/operators as well as lifeguards. Remember that a lighting fixture's intensity decreases over time so light intensity levels must be monitored frequently; if it seems dark, it probably is – test the light levels right away. A light meter will quickly evaluate the light intensity in the area. If the results are below standard, take corrective action immediately.



ATTENTION BOAT INSTRUCTORS!

We are pleased to announce the release of our new BOAT Instructor CD complete with PowerPoint slides, exams, BOAT logos, "BOAT Test Centre" artwork, a trip plan worksheet and colour cutouts for boats and buoys. You'll also receive the Cold Water Boot Camp DVD (while supplies last).

Available only to BOAT instructors and trainers. Just \$20.76. Order today. Call 416-490-8844, fax 416-490-8766 or email thestore@lifeguarding.com.

BRUSH UP YOUR ICE SMARTS

On January 18, 2009, a seven-year-old boy died after falling through the ice in Nottawasaga Bay. He was the first of too many ice-related fatalities last year. As winter closes in again, give yourself an ice safety refresher. Check out our ice safety tips at www.lifesavingsociety.com.

In cold water, remember the 1-10-1 Principle:

1 minute – cold shock, involuntary gasping followed by rapid hyperventilation – do not panic.

10 minutes – cold incapacitation – use this time to self-rescue or call for help because soon you will be unable to do so.

1 hour – hypothermia – keep your airway open to breathe and you can remain conscious for about an hour while wearing a PFD.

Lifejackets



ata obtained over the past 15 years indicates that 9 out of 10 victims of boating-related drowning were found *not* wearing a lifejacket. Many boaters feel safe if a lifejacket is within reach. But think about it: you don't plan a boating accident, it usually happens suddenly, and trying to put a lifejacket on just before you capsize is like trying to buckle your seatbelt right before your car crashes – it's impossible.

Being a strong swimmer is no guarantee you will survive, either. Anxiety, wave-action, weeds, clothing and especially cold water are all working against you. In fact, 94 per cent of drownings occur in water less than 20 degrees Celsius. Most don't die of hypothermia – they drown in the first minutes from cold shock. A person can inhale more than a litre of water in an instant gasp reflex. Continued gasping and uncontrollable hyperventilation impair movement and cause panic.

Two-thirds of people who drown are also within 15 metres of safety. The simple act of wearing a lifejacket can save your life by buying you precious time until someone can rescue you.

The Lifesaving Society advocates that lifejackets/PFDs be worn by all occupants and passengers of all types of recreational craft six metres or less in length, while passengers are on-deck and while the vessel is underway.

This position is consistent with the Canadian Safe Boating Council's (CSBC) proposed standards for PFD wear. The CSBC is asking individuals and organizations to weigh in on the topic by providing a letter documenting their position. To date, the CSBC has received letters of support from organizations including the OPP, Peel Regional Police, Durham and York Regional Police as well as the Search and Rescue Volunteer Association of Canada.

As volunteer chair of the PFD Taskforce, the Society's Public Education Director Barbara Byers is leading the effort to collect these letters. Go to the CSBC website (www.csbc.ca) for a sample letter of support and make your opinion heard today. You can also email Barbara directly at barbarab@lifeguarding.com.

Contact other organizations, too, and ask them to send a letter of support. Together we can save thousands of lives!



2010 WATER SMART AWARD

It's time again to send in your Water Smart® Award submissions! If you promote Water Smart behaviours in your community through activities such as water-safety days, contests or other methods, let us know!

Only Lifesaving Society affiliate members are eligible.

The deadline for submissions is **January 15, 2010**.

Visit www.lifesavingsociety.com for more info.

The next generation



In 2002 our affiliates asked us to develop a low-cost, hassle-free and flexible swim program that focused on basic swimming skills, and led seamlessly into the Canadian Swim Patrol program. Now, with years of experience and feedback under our belts, we present the next generation – Swim for Life®.

What's new?

The new Fitness Swimmer provides a structured approach to improving physical fitness based on accepted training principles and practices including interval training. Participants set their own goals.

Swim to Survive® is a theme embedded throughout all levels and has many progressions that lead up to the mastery of the Swim to Survive standard in Swimmer 3.

Glides on front, back and side have been introduced.

Endurance swim is replaced by interval training; swimming shorter distance repeats with breaks in between encourages better strokes and promotes physical fitness.

The naming of Preschool 1–5 (formerly A–E) and Adult Swimmer 1–3 (formerly 101–301).

Have the resources changed?

Yes. New resources will be available for purchase in January 2010 including:

- *Swim for Life Award Guide* contains all of the content and “Must Sees” for all levels of the program.
- *Teaching Swim for Life* contains things like core plans, stroke charts, stroke drills, games and songs, as well as specific information on how to teach preschoolers, teaching Water Smart® and information required to teach Fitness Swimmer.

Do I have to attend an update clinic?

Swim instructors do not have to attend an update clinic to teach Swim for Life, but are required to have the new resources.

If your employer desires, there is an optional three-hour staff training module (developed by the Lifesaving Society) that highlights the changes and gets you in the water to try them out.

What do current swim licensee's need to do?

Current swim licensees will receive information on transitioning. The phase-in of Swim for Life can occur anytime between January 2010 and December 2012. Summer seasonal affiliates will receive Swim for Life resources for the summer of 2010.

For more info contact Becky Lehman at 416-490-8844 or email beckyl@lifeguarding.com

brainwaves

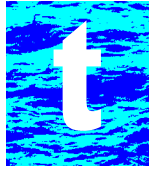
The Society's *First Aid Instructor Resource CD* has first aid lesson plans and PowerPoint presentations to help you deliver first aid content. Yes, this means you lifesaving and swim instructors. Your fellow first aid instructors got their flashy presentations on a CD, which features teaching tips for Bronze and Canadian Swim Patrol levels, too!

THE SECRET IS OUT!

Be sure to get yours today and perk up your presentations! Just \$20.76 from the Lifesaving Society. To order, call 416-490-8844, fax 416-490-8766 or email thestore@lifeguarding.com.



Donations help save lives



Two men, ages 76 and 64, were on a fishing trip on Kabinakagami Lake in central Ontario. Their boat capsized while crossing rapids. The bodies were recovered a few days later; their unworn lifejackets were found with their boat.

Every year, drowning stories such as this affect the lives of Canadian families. The summer of 2009 saw an increase in water-related fatalities in Ontario – 74 people died between the Victoria Day and Labour Day weekends – most could have been prevented.

When you donate to the Lifesaving Society, you help us take meaningful action to make people aware of the

inherent dangers of water activities such as the importance of wearing lifejackets – not just having them on-board.

There are also options to make donations that we will receive at a later date called “planned giving.” It’s a great way to maximize tax benefits and increase inheritances while providing vital financial support to a cause you believe in.

For more information about planned giving or to make a donation, please contact Kelly Manoukas at 416-490-8844 ext. 243 or email fundraising@lifeguarding.com.

Get certified, or row your boat

Guess what? The 10 year phase-in period for becoming a certified motor-boat operator is over. Now, anyone operating a motorized boat in Canada – regardless of age – must hold a Pleasure Craft Operator (PCO) card.

Be ready to show your Lifesaving Society PCO card when asked, or be prepared to pay a minimum \$250 fine. Still need to take the test? You can purchase a Lifesaving Society BOAT Study Guide and review the questions to prepare to write the test; alternatively, you and your family can register for a Lifesaving Society BOAT course.

Contact your local participating recreation centre, YMCA, swim school, camp, college, university or fire hall for additional information on times and availability.



Spring Thing 2010

The Essential Aquatic Workshop

Wednesday May 12, 2010
For information visit:

www.yrac.ca

Aftermath



o you're a waterfront lifeguard. Your training has prepared you for worst-case scenarios. Still, could you imagine pulling a body from a lake? It happened last summer near Toronto Island.

The tragic sequence began early one morning when three young men decided to go for a swim prior to leaving the island. Lifeguards were not on duty at the time. Thirty minutes later, one of the men was missing.

A police search was initiated, led by Bruce Hollowell, manager of the Toronto Police Lifeguard Services (TPLS). After several scans of the area, someone spotted a shape underwater near where the men last saw their friend. Using the submerged recovery dive technique (taught in the Society's National Lifeguard Service), Hollowell recovered the body of the 20-year-old. Marine unit paramedics rushed him to shore where he was transported to hospital and pronounced dead.

After 29 years with TPLS, this was Hollowell's first personal removal of a drowning victim. "The recovery itself was not difficult, but the impact of the drowning is still very saddening," he says. But "it's a reality of working the Toronto beaches."

And this reality is not something Hollowell shies away from telling lifeguards; the fact is people will die in Lake Ontario.

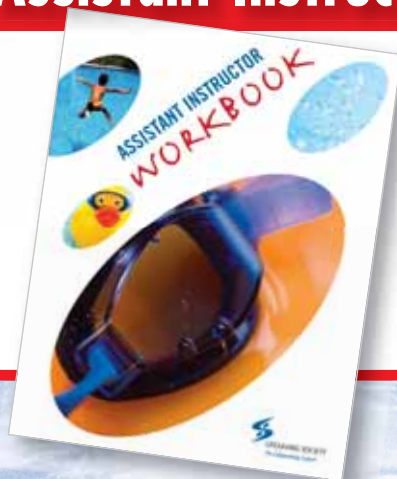
All of those involved with the rescue this past summer had been through a recovery search before. Still, lifeguards' reactions to a rescue will vary from one individual to another; some are able to detach themselves from the situation while others have a difficult time coping.

What's vital is to have a plan in place to deal with the aftermath of a tragedy. As part of their standard first aid training, TPLS lifeguards are taught critical stress management each summer; they are taught about the grieving process and the impact rescues – with positive and negative outcomes – can have on lifeguards.

Thousands of people visit Toronto's 11 swimming beaches each year, yet drowning fatalities on these beaches are a rare occurrence. A beach lifeguard's job is challenging; it requires dedication, vigilance, hard work and long hours. But often with high risk comes high reward.

NEW – Assistant Instructor Workbook

The Lifesaving Society is pleased to announce a new candidate resource for use on Assistant Instructor courses. The Assistant Instructor Workbook contains content and learning activities that allow instructor trainers to guide their candidates through the content sequentially and draw from the candidates' personal experiences.

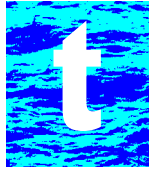


Activities include:

- Facility orientation scavenger hunt
- Reinforce the positive – A-Z
- Physical principles – pool activity

The Assistant Instructor Workbook is available now at the low introductory cost of \$4.25 plus GST. For more info visit our store online at www.lifesavingsociety.com. To place an order, call 416-490-8844, fax 416-490-8766 or email thestore@lifeguarding.com.

Boating safety campaign



The Lifesaving Society launched a national boating safety campaign during the summer of 2009 with funding from Transport Canada's Boating Safety Class Contribution Program.

Two posters were distributed throughout Canada and displayed prominently in every province, in both large and small communities. The first, "Cold Water Kills" – communicates the need to wear a lifejacket. The second, "Don't Drink and Drive" – promotes responsible use of alcohol when boating.

A survey of 1,000 adults designed to measure awareness, communication effectiveness and impact of the two posters among boaters, indicated that both posters effectively communicated their intended boating safety messages.

Four public service announcements were also produced in both official languages for airing in 2010.

Our partners in the project included DRAFTFCB, which donated the poster development costs, and Pattison Outdoor Advertising, which delivered the lifejacket messages via mall and street signage. Further support came from the Canadian Safe Boating Council, MADD Canada and the LCBO.

If you'd like a poster to display, contact us (while supplies last).



NEW – Training manikins

Rescuers in training and lifesaving sport competitors require different features from a training manikin. That's why we designed two:

Rescue Training Manikin

Our easy-fill / easy-drain rescue training manikin is ideal for lifesaving courses, lifeguard training, employer screenings and lifesaving sport athletes. Similar to our competition manikin but without white trims and screw caps, this manikin has an open bottom (no cap) that fills with

water to simulate an unconscious victim and provides more realistic training than bricks. The manikin drains when elevated above the water.

Competition Manikin

Our competition manikin is Canadian-made with paint that won't fade or chip. The painted nose meets ILS evaluation criteria. Spin-welded, one-size fittings prevent water leakage and use the same cap on all openings. The secured weight is

now non-removable to eliminate risk of loss. The new location of the middle plug allows you to fill and drain the manikin to the precise location – no more guessing, shaking or time delays in event set-ups.

For more info visit our store online at www.lifesavingsociety.com. To order, call 416-490-8844, fax 416-490-8766 or email thestore@lifeguarding.com.



2010 Literature Prices

Effective January 1 through December 31, 2010.

Canadian Lifesaving Manual	\$35.88
Alert: Lifeguarding in Action.....	\$35.88
Canadian First Aid Manual	\$11.14
Canadian CPR-HCP Manual	\$9.67
BOAT Study Guide.....	\$10.35
Swim Instructor Pac.....	\$38.93
Lifesaving Instructor Pac.....	\$47.19
Combined PAC (Swim & Lifesaving Instructor) ..	\$66.52
NLS Instructor Pac	\$49.12
BOAT Instructor Pac	\$49.12
Waterfront Safety Guidelines	\$9.67
Wading Pool Guidelines.....	\$9.67
Backyard Pool Safety Guidelines	\$9.67
Guide to Ontario Public Pools Regulation	\$36.26
Guide to Ontario Public Spas Regulation.....	\$36.26
Standards Journals	\$36.26

Ontario AGM

The 101st Ontario Annual General Meeting of the Lifesaving Society will be held on March 26 at the Tillsonburg Community Centre, 45 Hardy Avenue, Tillsonburg. Members and friends of the Society including instructors, examiners and affiliate representatives are cordially invited to attend.

Registration is at 6:00 pm. The business meeting begins at 7:00 pm followed by the awards presentation.

2010 Exam Fee Schedule

Effective January 1 through December 31, 2010.

Award

Junior Lifeguard Club Recognition Seals	\$4.77/sheet of 18
Canadian Swim Patrol – Rookie, Ranger or Star	\$12.75/kit for class of 10
Bronze Star	\$8.40
Bronze Star Recert	\$4.20
Bronze Medallion	\$14.00
Bronze Medallion Recert	\$7.00
Bronze Cross or Recert	\$17.00
Distinction	\$12.00
Distinction Recert	\$6.00
Diploma	\$35.00

First Aid

Anaphylaxis Rescuer	\$1.10
CPR: A, B and C	\$1.10
Basic First Aid or Recert	\$1.10
Emergency First Aid (with CPR B) or Recert	\$8.70
Standard First Aid (with CPR C) or Recert	\$16.80
Automated External Defibrillation	\$13.50
CPR-HCP	\$13.50
Airway Management	\$8.70
BOAT	\$13.75
Boat Rescue	\$8.70
Lifesaving Fitness	\$5.10
Wading Pool Attendant	\$8.70
Patrol Rider	\$17.00
National Lifeguard Service or Recert	\$28.00
Level 1 Official, Judge, Meet Manager, Referee	\$24.50
Instructor, Instructor Trainer, Coach	\$24.50
Instructor Recert	\$24.50
Each additional Recert at same time	\$7.00 (max. of 50.00)
Aquatic Supervisor Training	\$25.50
Aquatic Management Training	\$25.50

Calendar

Get Calendar updates at www.lifesavingsociety.com

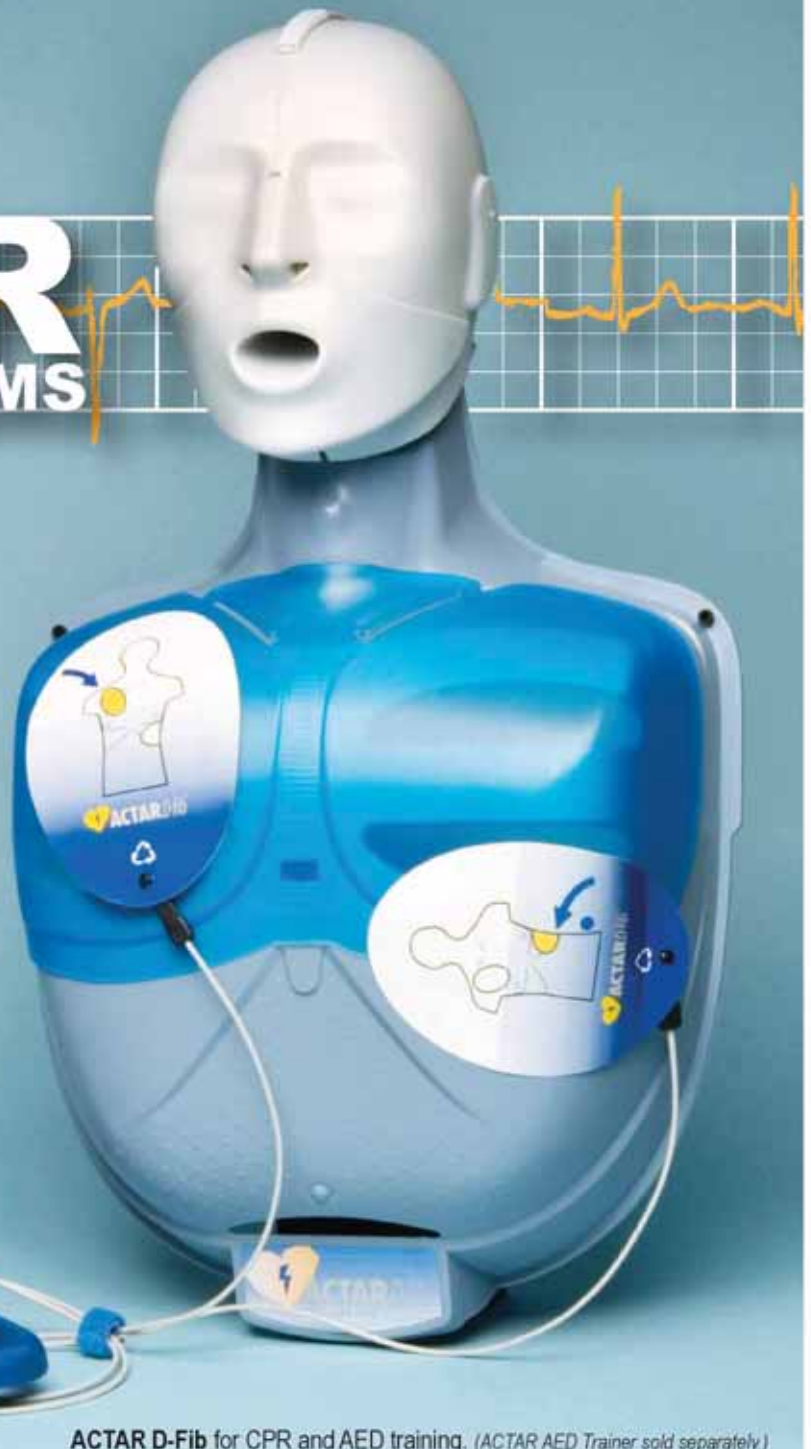
<p>2010</p> <p>March 6 Ontario Senior/Masters Lifesaving Championship (Tillsonburg)</p> <p>March 26 Lifesaving Society Ontario AGM (Tillsonburg)</p> <p>March 26 – results due Junior Lifeguard TeleGames – Winter (All pools)</p>	<p>June 19 Ontario Junior Lifeguard Games – Pool (Richmond Hill)</p> <p>June 25 – results due Junior Lifeguard TeleGames – Spring (All pools)</p> <p>July 31–August 1 Ontario Lifeguard Championship (Ottawa)</p>	<p>August 15 Ontario Junior Lifeguard Games – Waterfront (Ottawa)</p> <p>August 15 Ontario Masters Lifesaving Championship – Waterfront (Ottawa)</p> <p>August 16–17 Ontario Senior Lifesaving Championship – Waterfront (Ottawa)</p>	<p>August 27 – results due Junior Lifeguard TeleGames – Summer (All pools)</p> <p>October 5–16 ILS World Lifesaving Championships (Alexandria, Egypt)</p> <p>December 31 – results due Junior Lifeguard TeleGames – Fall (All pools)</p>
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ACTAR TRAINING SYSTEMS

ACTAR is Canada's No.1 CPR and AED training system. Lifesaving Society instructors and those from other agencies depend on ACTAR for teaching groups of candidates simultaneously and cost effectively.

The ACTAR training system meets the 2005 CPR Guidelines outlined by the International Liaison Committee on Resuscitation and the American Heart Association.

ACTAR products are lightweight and come in convenient carrying bags that are easy to transport. They are easy to clean and require little maintenance. A full line of accessories and parts is available as your systems age or when you need to restock supplies.



ACTAR D-Fib for CPR and AED training. (ACTAR AED Trainer sold separately.)

• ACTAR 911 for Adult / Child CPR:



• ACTAR 911 Infantry for Infant CPR:



• ACTAR AED Trainer for simulating live sequences:



SHOP NOW

LIFESAVING SOCIETY | thestore@lifeguarding.com | www.lifesavingsociety.com

400 Consumers Road, Toronto ON M2J 1P8 | Phone: 416.490.8844 | Fax: 416.490.8766