



LIFESAVING SOCIETY®

The Lifeguarding Experts

DATE: May 5, 2023

TO: Water Smart Partners

FROM: Lisa Hanson Ouellette, Senior Research Officer

RE: **2023 Water Smart Award**

Enclosed please find information and the submission form for the **2023 Water Smart Award**, to recognize affiliate members for outstanding community service to drowning prevention education. The award recognizes affiliate members for promoting Water Smart activities/messages.

The Water Smart Award is presented to the winning affiliate at the Lifesaving Society's Governor's Awards Gala and they are also recognized in the Lifesaving Society Annual Report.

The submission report process is easy to do and highlights many campaigns you may already be doing. It is important that you track, document and send examples of the work that you have done to demonstrate your accomplishments.

The deadline for submissions is **January 12, 2024**. I also encourage you to make your submission early while the memories of your efforts are fresh!

Affiliates who have won the Water Smart in the past have included some or all of the following:

- New innovative ideas incorporating key drowning prevention messages
- Messages delivered throughout the year
- Messages delivered to the public outside of the aquatic setting
- The use of community partners
- Proclamation by the Mayor for National Drowning Prevention Week (**July 16th – 22nd**)
- Media coverage of the drowning prevention events
- A complete report including examples of the program (i.e. pictures, media clippings, new drowning prevention messages, videos)
- Water Smart Drowning Prevention efforts targeted at new Canadians/adults

You can download the form from our website. Go to **www.lifesavingsociety.com /Water Safety / Community Events /Water Smart Award**.

I look forward to receiving your submission.

2023 WATER SMART AWARD SUBMISSION REPORT

Purpose:	To recognize affiliate members for promoting Water Smart activity /messages.
Eligible:	All Lifesaving Society affiliate members.
Deadline for submission:	January 12, 2024.
Submission process:	<p>Complete report on pages 2 and 4.</p> <p>Attach examples and submit to the Lifesaving Society office to the attention of Lisa Hanson Ouellette – 400 Consumers Road, Toronto, Ontario M2J 1P8</p>
Campaign Resources:	<p>Go to www.lifesavingsociety.com</p> <p>Drowning Research for 2020 National Drowning Report, 2020 Ontario Drowning Report and Canadian Drowning Prevention Plan. Water Safety for Posters, brochures, etc.</p>

2023 WATER SMART AWARD SUBMISSION REPORT

Save this form on your computer. Fill it in and forward to Lisa Hanson Ouellette, Senior Research Officer by:
email (LisaO@lifeguarding.com), or by fax (416-490-8766), or by mail Lifesaving Society, 400 Consumers
Road, Toronto, Ontario M2J 1P8
Deadline January 12, 2024

1.	Affiliate	
2.	Contact Name	
a)	Contact Email Address	
b)	Contact Phone Number	
3.	Location(s) of Activity / Event:	
4.	Indicate the Water Smart messages used in your campaign:	
	• If you're not within arms' reach, you've gone too far.	
	• Always swim with a buddy.	
	• Don't drink and drive your boat.	
	• Always wear your lifejacket in a boat.	
	• Check the ice.	
	• Watch me not your phone.	
	• All Canadian children should learn to Swim to Survive.	
	• ON GUARD- When you wear the card, you're On Guard.	
	• Family Swim to Survive.	
5.	Identify the key activities / events that you used to deliver your Water Smart campaign: (see chart on the next page for examples)	

EXAMPLE ONLY

Message	Activity / Event	Attach Event Materials	Date	# People
If you're not within arms' reach, you've gone too far.	Information event at day cares, children's fair.	Photos	July 19, 2021	25
Always wear your lifejacket in a boat.	Displays set up at 3 marinas with poster and lifejackets	Photos	July 20, 2021	200
All the messages	Social Media throughout the year	Copies of postings, msg.	Jan. 1 – Dec. 31, 2021	# of followers
National Drowning Prevention Week	Mayoral Proclamation	Newspaper articles and photos	July 21, 2021	50+
Always swim with a buddy	Community Booths ie; pool opening, anniversary, March break event, Halloween, EMS/Police/Fire	Photos	Jan. 1 – Dec. 31, 2021	100+
Family Swim to Survive	Family Swim to Survive on Family Day	Photos	February 17, 2021	25
All Messages	Media platforms, videos, posters, banners	Photos Video emailed or link	Jan. 1 – Dec. 31, 2021	
Check the Ice				
All Messages	Water Smart Activities	Photos	Jan. 1 – Dec. 31, 2021	
ON GUARD- When you wear the card, you're On Guard.				

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