



LIFESAVING SOCIETY®

*The Lifeguarding Experts*

DATE: April 8, 2024  
TO: Water Smart Partners  
FROM: Lisa Hanson Ouellette, Senior Research Officer  
RE: **2024 Water Smart Award**

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Please find enclosed information and the submission form for the **2024 Water Smart Award**. This award recognizes affiliate members for outstanding community service to drowning prevention education and 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. They will also be 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 31, 2025**. Be sure to make your submission early while the memories of your efforts are fresh!

Affiliates who have won the Water Smart Award 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 an aquatic setting
- The use of community partners
- Proclamation by the Mayor for National Drowning Prevention Week (**July 21<sup>st</sup> – 27<sup>th</sup>**)
- Media coverage of drowning prevention events
- A complete report including examples of the program (i.e. pictures, media clippings, new drowning prevention messages, videos, etc.)
- Water Smart Drowning Prevention efforts targeted for those new to Canada (adults, children and families)

Download the form from our website at **[www.lifesavingsociety.com](http://www.lifesavingsociety.com) /Water Safety / Community Events /Water Smart Award**.

I look forward to receiving your submission.



LIFESAVING SOCIETY  
*The Lifeguarding Experts*

## 2024 WATER SMART AWARD SUBMISSION REPORT

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<b>Purpose:</b>	To recognize affiliate members for promoting Water Smart activities /messages.
<b>Eligible:</b>	All Lifesaving Society affiliate members.
<b>Deadline for submission:</b>	January 31, 2024.
<b>Submission process:</b>	Complete report on pages 2 and 4.  Attach examples and submit to the Lifesaving Society office to the attention of Lisa Hanson Ouellette – 400 Consumers Road, Toronto, Ontario M2J 1P8
<b>Campaign Resources:</b>	Go to <a href="http://www.lifesavingsociety.com">www.lifesavingsociety.com</a> Drowning Research for 2020 National Drowning Report, 2020 Ontario Drowning Report and Canadian Drowning Prevention Plan. Water Safety for Posters, brochures, etc.

## 2024 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](mailto:LisaO@lifeguarding.com)), by fax (416-490-8766), by mail Lifesaving Society, 400 Consumers Road,  
Toronto, Ontario M2J 1P8

**Deadline January 31, 2025**

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). If you are submitting photos, please ensure photos are high resolution, that the activity promotes positive messaging, the background is appropriate (e.g., showcases safe behavior), and you have written permission from the individual(s) shown to take their photo and that the Lifesaving Society has permission to use the photo in future publications.

## 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	Feb 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.				

