

Paula Kusack

Subject: FW: For the July 22 Council Agenda - Proclamation Request - National Drowning Prevention Week
Attachments: NDPW 2024 - Proclamation Template.docx

From: Kaelan D'Sena <kaeland@lifesaving.bc.ca>
Sent: Thursday, July 11, 2024 10:41 AM
Subject: Proclamation Request - National Drowning Prevention Week

Hello,

Canada faces a major problem – and a preventable one: over 450 people die every year from drowning. In fact, the drowning burden is so great around the world that the United Nations General Assembly passed the UN Resolution on Drowning Prevention (A/75/L.76) and named July 25th of each year as World Drowning Prevention Day. On behalf of the Lifesaving Society, British Columbia & Yukon Branch, I am writing to ask that you proclaim July 21st-27th, 2024 as **NATIONAL DROWNING PREVENTION WEEK** in your municipality. Please see a proclamation template attached.

The Lifesaving Society is a national, charitable organization working to prevent drowning and reduce water-related injury through our training programs, WaterSmart® public education, drowning research and aquatic safety standards. The Lifesaving Society certifies Canada's National Lifeguards.

National Drowning Prevention Week is one of the Society's leading public education initiatives, with events taking place across the country to focus media and community attention on the drowning problem and drowning prevention. During this week, the Society urges individuals to:

- Supervise children in and around the water.
- Refrain from drinking alcoholic beverages while participating in aquatic activities.
- Wear a lifejacket when boating.

If every Canadian followed these steps, we could greatly reduce Canada's drowning rate.

A proclamation from your office would give greater exposure to our lifesaving efforts to residents of British Columbia and Yukon. I hope you will consider our request.

If you have any questions, please do not hesitate to reach out.

Kindly,

[Kaelan D'Sena](#)
Member Services Manager

Lifesaving Society - BC & Yukon Branch
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I acknowledge the land on which I live, work, and learn on is the traditional territory of the Coast Salish peoples, specifically the Semiahmoo, Katzie, Kwikwetlem, Kwantlen, Qayqayt, and Tsawwassen First Nations.