



NEWFOUNDLAND
AND LABRADOR
REPORT

2014



LIFESAVING SOCIETY
The Lifeguarding Experts

Teaching Canadians to save themselves and rescue others

Annually, 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Lifesaving Society focuses Water Smart drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart messages through our swim program, through the media and community action. Our Swim to Survive program provides the essential minimum skills required to survive an unexpected fall into deep water.

Drowning Research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water rescue training and Water Smart drowning prevention education.

Setting the Standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal case involving aquatic safety.

Lifesaving Sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We use lifesaving sport to engage and inspire youth in our drowning prevention mission. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete regionally, provincially, nationally and internationally. We offer programs for officials and coaches.

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All donations gratefully received. Tax receipts issued for donations for \$20 or more.



The Lifesaving Society

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 40 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and as Canada's Full Member in the International Life Saving Federation (ILS). The World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers' Lifesaving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

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PRESIDENT'S REPORT

As my first year being president draws to a close, I reflect on the past year, the highs and the lows throughout. Me being located in Labrador City has really been a challenge for us all, however it has also strengthened our connection within our branch. (Bringing lifesaving to the big land) In 2014 we all have had new friendships, alliances, and working experiences throughout the year, also we experienced the departure and/or retiring of fellow board members. I am pleased to announce we have had another successful year for Newfoundland Labrador board of Directors, Lifesaving Society.



As our board moves forward, to continue to be proactive in drowning prevention, we tend to forget the many hours of work provided by our executive director, keeping us all together and sometimes forcing us to play nice in our sand box. Our new fiscal year has started off with the challenge of our beloved long-time friend, coach, mentor and executive director Jeanette Jobson retiring. The board has also seen new faces and changes in the past year. We also said our good bye to Carol Guzzwell, our past president, and said hello to our new Executive Director Scott Walters. To continue our mission in drowning prevention here in Newfoundland Labrador we all have to come together and proceed as one collective board. So let's put aside our differences, and focus, so the branch can provide the best possible service to affiliates and partners through all the new changes in the upcoming year.

Volunteering is sometimes difficult in our busy lives. A director at large may require long hours to get the job done, let's not forget our biggest support; our families. I thank my wife and little girl who have supported me in the past year. I would also take this time to thank all our volunteers for their support and hard work in the past year. I look forward to working with you all again in the upcoming year.

As president I have learned many new things. The last several months we have taken on new staff, which can be a challenge and difficult in the best of times. So I am reminded of what my mentor said to me; "take baby steps when moving forward into new projects". When replacing long term staff members, it seems everyone always remembers the way it used to be, but forgets what it can be. We have new and exciting projects in the near future, Nationally and Provincially. Including the World Conference on Drowning Prevention 2017 in Vancouver. I hope we will all still be active with the Lifesaving family during this conference. Once again let's continue our mission; I look forward serving you for another year as President. In the next couple of days let's work together to bring a plan to the table, so our new executive director can execute the strategies which we bring forth.

To all of you Members, Managers, Staff, Volunteers, and Affiliates/Partners on behalf of the board of directors I thank you for your confidence and also your continuous co-operation with NL Branch Lifesaving Society.

Respectfully submitted

Greg Daigle
President, NL Branch

EXECUTIVE DIRECTOR REPORT

In 2014, the Lifesaving Society worked through a year of revisions, advocacy, public education and strategic planning to move towards its mandate.

A clear message came through from affiliates in planning input which indicated an overtaxed infrastructure province-wide, hindering their ability to deliver all the programs that they or their communities would like. New pools are in the province's future which should ease some of the demand and make programs for lifesaving and lifeguarding more easily accessible.

The Society has continued to advocate on behalf of affiliates with government to make amendments to the pool regulations in respect to rolling back the lifeguarding age to 16 and continued recognition of National Lifeguard and the standard for lifeguarding in the province. Partnerships with government are strong and communication regular.



The 2014 National Drowning Prevention Week coincided with the Recreational Food Fishery and the week started off with a drowning on the first day. The previous week the branch did a launch with the Newfoundland and Labrador Injury Prevention Coalition. This was supported by various safety service providers and held at Rotary Sunshine Park on July 18th. Media from all stations were present. Jeanette did a long TV interview with CBC TV, and call in was done with VOXM nightline. Jeanette and a representative from the NLIPC completed two interviews for the CBC.

The Lifesaving Society works towards strategic goals with the help of volunteers at the board, committee and examiner levels. We have been working hard this past year to improve the HR resources for our affiliates by focusing on training new leadership for the province. The challenges that the Lifesaving Society faces are ever present, as with any non-profit organization in the province or across Canada. Human and financial resources are juggled annually to meet needs and achieve goals. Each year the Lifesaving Society strives to improve its programs and services through research and advocacy, with the goal of changing behaviours around water. Each year the number of drownings steadily decreases from their initial high numbers in the late 1990s. This decrease is one of our measures of success and something we are proud of, knowing that our message is reaching people and changing behaviours.

Respectfully submitted

Scott Walters
Executive Director

EXTERNAL HIGH SCHOOL CREDITS

This partnership between the Lifesaving Society and the Department of Education has an increasing stream of applicants who choose to use their lifesaving training as criteria to apply for two physical education credits towards high school graduation. In 2013 there were 38 applications for the external high school credit.

CPR in High Schools

The Newfoundland and Labrador branch opened discussions with the Department of Education on introducing CPR training into the high school curriculum. Changes in government and reduction of curriculum options have slowed the process, but alternate options are being reviewed to make this training available to high school students.

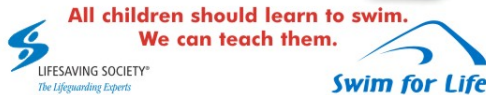
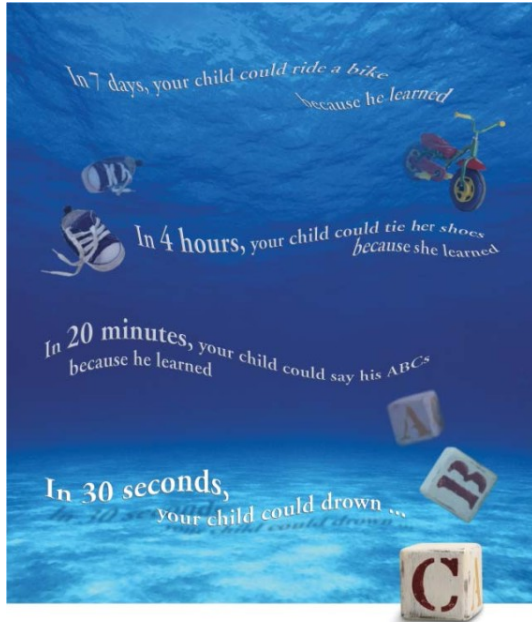
Advocacy

The Society continues to advocate on behalf of affiliates and aquatic safety in Newfoundland and Labrador. The Society has also had communication with Susan Sullivan, Minister, Department of Health and Community Services on lifeguard standards and requested that the current age for lifeguarding be rolled back to 16 instead of the current 17 it is in NL Public Pool Regulations. The Minister has confirmed that changes are being considered and that the Lifesaving Society and other aquatic partners will be informed of any amendments to the regulations with an opportunity to provide input.

Leadership

The society continued its dedication this year to training quality leadership candidates to support our affiliates and their needs. We sent Leslie White to PEI to be trained as an Instructor Trainer in the Aquatic Management Training and Supervision, Evaluation, & Enhancement auditor programs, both of which will help our affiliates train their organizations in better safety management at their locales. We also facilitated many other leadership courses, as evidence by the near 100% increase in leadership certifications this year over 2013.





Have you done the math?

This year we had our first affiliate change over to the Swim for Life



program. After some initial change over costs, they have found that the program to be cheaper to run than the previous courses they ran.

Program training costs comparisons for program delivery and instructor certification enable facilities to see how the Lifesaving Society can meet your needs both in cost saving, program delivery and customer service.

WHO Report on Drowning

The 2014 World Health Organization Report on Drowning was released in late 2014. It shined a light on the public safety issue that drowning has become around the world. It also called for National strategies on drowning prevention in all countries. The Lifesaving society here in Newfoundland, along with the other branches have taken up this mantle, and plan to continue to lobby the government for a National Strategy on drowning prevention. Electronic and hard copies of the report were distributed to the media, government, partners, and were made available as a [download](#) on the WHO's website.



Did you know that...

The major risk factors cited in fatal boating incidents were not wearing a personal floating device (PFD/Lifejacket (79% of 2005-2009 boating deaths for which PFD information was available); cold water (44%); capsizing (39%) and falling overboard (25%), often in rough water (20%); alcoholic beverage consumption (39%); and boating alone (29%) versus 71% of boating victims with a companion or companions who were unable to rescue them.

National Drowning Prevention Week

[National Drowning Prevention Week](#) was held from July 20 – 26, 2014. This week is declared by the Lifesaving Society to make people aware of the drowning problem across Canada. The Society provided a range of tools that could be [downloaded from the website](#) at no cost, to promote ideas for Water Smart® activities and events and provide information on how to stay safe around the water.

The branch did a pre-week launch with Newfoundland and Labrador Injury Prevention Coalition. RNC, CRC, RNL and Safety Services supported the initiative held at Rotary Sunshine Park on July 18th.

Media from all stations were present and interviews were provided including a longer interview with CBC TV. An interview was done as a call in on VOXM Nightline and B Fordham completed an interview with NTV News. J Jobson and L LeRiche (NLIPC) completed a prerecorded interview with Cecil Haire (Radio Noon) and a live interview for the CBC Morning Show.

NDPW coincided with the start of the Recreation Food Fishery (July 19 – August 10) and a drowning occurred on the first day which attracted media interest in water safety.

Annual Report as an e-book

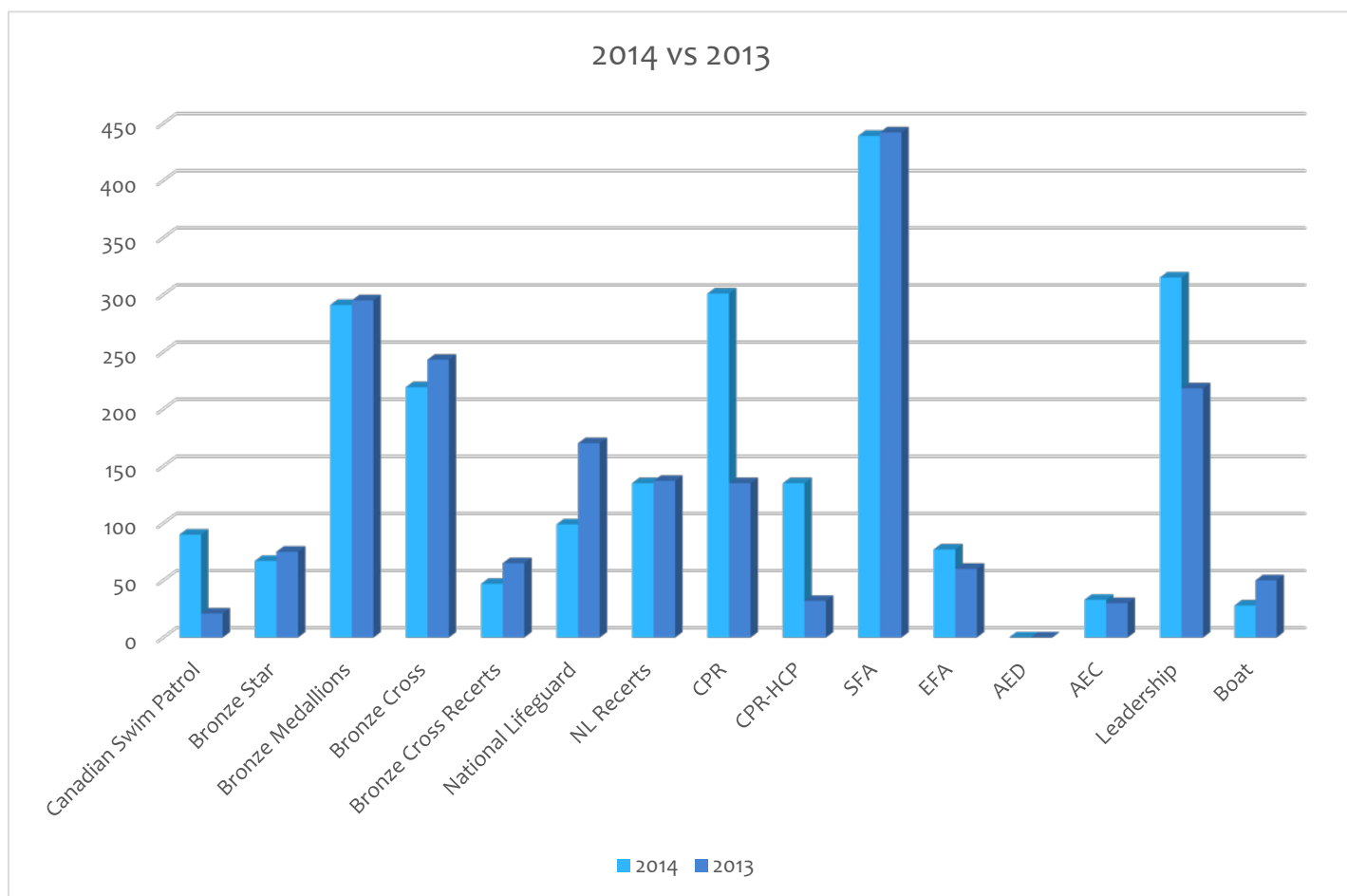
Technology continued to play a role in how the Lifesaving Society communicated with affiliates, customers and partners and made publications available. In 2013 the Newfoundland and Labrador Branch produced its Annual Report in e-book format only. Research has shown that printed copies of reports are rapidly becoming obsolete and the 'green' solution has moved towards electronic media. The e-book can be found on the Annual Report page of the [Society's website](#)



LIFESAVING PROGRAMS

Lifesaving awards are the backbone of the Society's mission, with the first Bronze Medallion being introduced in Upper Canada in 1891. Programs provide both practical rescue skills and lifesaving knowledge, in addition to fitness, teamwork and leadership.

The Society trains approximately 1,000,000 Canadians annually.



AFFILIATE AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs, promote Water Smart® public education and excellence in lifeguarding and leadership. Awards are earned on the basis of points assigned to each lifesaving course.

Top 10 Year round Affiliates	Top 3 Seasonal Affiliates
The Works, Aquarena - St. John's- 22340	Town of Marystown – 3520
City of St. John's – 16820	Gros Morne Recreation Centre – 3,130
City of Mount Pearl – 4920	Town of Bay Roberts – 2,375
Regional Aquatic Centre- 3810	
Town of Wabush – 3755	
Conception Bay South- 3700	
Town of Carbonear – 2,800	
YMCA Northeast Avalon – 3,770	
Town of Deer Lake – 2,555	
Exploits YMCA – 1,970	

OSMOND AWARD—Town of Marystown

This is awarded to the Affiliate Member running a seasonal facility with the largest number of lifesaving program points in 2014.

KEAN AWARD— City of Mount Pearl

The Kean Award is presented to an Affiliate Member operating a year round facility with the largest number of lifesaving program points, in a community with a population between 10,000 and 30,000.

LIFESAVING CUP— Town of Wabush

The Lifesaving Cup was created in 2003 and is presented to the Affiliate member who has shown the largest increase in lifesaving program points from the previous year.

ANNIVERSARY CUP— Town of Wabush

The Anniversary Cup marked the 35th anniversary of the Lifesaving Society in Newfoundland and Labrador in 2004 and is presented to an Affiliate member with the largest number of lifesaving program points operating in a community with a population



under 5,000.

Tina Moores Memorial Cup – Lifeguard of the Year – No Selections

POINT VALUES

FOR NEWFOUNDLAND & LABRADOR AFFILIATE AWARDS

Recertification is valued the same as original certifications.

Lifesaving Awards

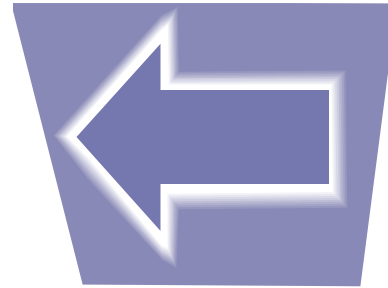
Rookie / Ranger / Star	15, 20, 25
Bronze Star	30
Bronze Medallion	40
Bronze Cross	60
National Lifeguard	75
Diploma Award	50
Distinction Award	100

First Aid Awards

Aquatic Emergency Care	30
Basic First Aid	20
Emergency First Aid	25
Standard First Aid	35
CPR A / B / C	15, 20, 25
CPR HCP	35
AED	30

Specialized Training

BOAT	15
Swim for Life	25
Swim to Survive	30



Meet the 2014 Board

Greg Daigle, President

Corinne Wright, Director at Large

Jeff Driscoll, Director at Large

Jonathan Mayo, Director at Large

Brian Harvey, Director at Large

Twyla Fradsham, Director at Large

Sheilagh Murphy, Governor

Branch Advisors

Barry Fordham, BOAT

Brian Harvey, Honour & Rescue Awards

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