

united nations resolution

affirming that **drowning is preventable**

effective and coordinated response

united nations development **flooding**

water safety international cooperation

global drowning prevention

public awareness **best practices**

recommended interventions

swim

skills

NEWFOUNDLAND AND LABRADOR REPORT 2021

promote research **drowning prevention plan**



LIFESAVING SOCIETY

The Lifeguarding Experts



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Working to prevent drowning and reduce water-related injury.

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 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. 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.

Teaching Canadians to save themselves and rescue others

Annually, over 1.2 million Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

Registered Charity No. 13237 8134 RR0001
All donations gratefully received. Tax receipts issued for donations of \$25 or more.

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* Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are registered trademarks of the Royal Life Saving Society Canada.

PRESIDENT'S REPORT

In 2021, I was afforded the pleasure of continuing in my role as President of the Newfoundland and Labrador Branch of the Royal Life Saving Society Canada. I am happy to relay that our Lifesaving Society maintains a strong and stable provincial presence thanks to the tireless work of our dedicated staff, volunteers and affiliates, to whom we are ever grateful. The year offered its share of challenges, but together we were up to the task. And our efforts ensure that our Society is able to advance our mission to deliver consistent and reliable member services, and critical and effective drowning prevention education to the citizens of our province.

2021 also saw a milestone in the arena of drowning prevention: the approval and issuance of the United Nations Resolution on Drowning Prevention. We celebrate this event on our cover. This resolution was adopted by the UN General Assembly on April 28, 2021, and was one in which

Canada played a key role, including being a co-sponsor of the resolution. This historic resolution will help focus attention and action on drowning prevention around the world. It is a significant milestone which will spur policies, research and support for our cause. As part of this resolution, the first ever World Drowning Prevention Day was recognized on July 25, 2021.

The World Health Organization estimates 236,000 people died from drowning last year making it a leading cause of unintentional injury deaths worldwide. This staggering number highlights the importance of good data to understand the extent of the drowning problem and to measure the impact of our drowning prevention work over time. I am proud to report that, despite the challenges in data collection, we were again able to publish our Newfoundland and Labrador Drowning Report.

The *2021 Newfoundland and Labrador Drowning Report* showed a historic low death rate for the province of 1.9 per 100,000. This is significant news when we consider the death rate was as high as 7.0 as recently as 2009. That is very positive and exciting news and validates the hard work we do in support of our mission. I hope it spurs all us to continue our efforts and to continue to drive the number of drownings in Newfoundland and Labrador towards zero.

Frustratingly, sharing these consequential stories in person remained a challenge in 2021, so maintaining consistent and ongoing digital contact with our members remained a priority. We continued to host our AGM and other meetings by videoconference allowing easy access for our members; and we maintained timely member communications via our website, social media accounts and the quarterly circulation of our *Currents* newsletter, which currently reaches over 3,000 members. Our provincial office also remains at the ready to assist our members and ensures there is always someone they can speak to for their needs.

On the program side, we oriented Lifesaving Instructors to the revised Bronze Medal awards with the *Explore Bronze Update Clinic* that launched in January. The clinic was easy to access online or in-person and was well received by our aquatic community. This coincided with the publication of our *2021 Program Guide* that featured the new Bronze medals award descriptions, updated prerequisites, and identification of certifications that can be delivered via blended learning or online.

In administrative news, our Branch continues to prosper in serving our members and affiliates under the stewardship of our excellent CEO, **Raegan Wiseman**, who continues to be an inestimable asset to the Lifesaving Society. We also had the pleasure this year to welcome **Ryan Gosse** to the Board as our new VP – Finance. We are thrilled to have him aboard.

In closing, I wish to offer my ongoing appreciation to my fellow Board members and to all our dedicated staff, volunteers, and affiliates for everything you do in service of drowning prevention in Newfoundland and Labrador.

Gary Nolan



FINANCIAL REPORT

The summary of the financial information presented here is derived from the Royal Life Saving Society Canada Newfoundland and Labrador Branch Inc. financial statements for the year ended December 31, 2021. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed financial statements are available upon request.

In 2021, the Society's expenses of \$93,337 exceeded net revenues of \$86,687 resulting in a deficit of \$6,650 compared to \$15,800 deficit in the previous year. The Society continued to face challenges due to the Covid-19 pandemic but thanks to federal grants and continued support from donors and members, the Society showed its resilience.

Government grants amounted to \$21,930 representing Canada Emergency Wage Subsidy to aid businesses with significant revenue drop caused by the pandemic.

Training program revenues increased \$9,000 (28%) due primarily to shorter duration of restrictions affecting operations, resulting in more courses being offered to our members. In 2021, core programs such as the Bronze medal awards increased over 300%, First Aid 57%, and National Lifeguard 188%.

Literature revenues increased by \$9,000 (219%). Literature sales are directly linked to training programs and, with an increase in awards, more books were sold, notably the *Canadian Lifesaving Manual, Alert* and the *Canadian First Aid Manual*.

Total expenditures increased \$6,000 (8%) to \$81,000. The increase was attributed to higher insurance premiums, an increase in postage amounts and rates that correlate to the increase in literature and award sales.

Despite facing some familiar challenges to in-person learning throughout the year, core revenue streams made a strong recovery in 2021 and the Society is well placed to continue its mission to prevent drowning in Newfoundland and Labrador.

Operations

Net Revenue	2021		2020	
	\$		\$	
Training program	40,340	47%	31,400	44%
Grants & Donations	22,170	25%	27,200	39%
Literature	12,816	15%	4,000	6%
Affiliation fees	5,550	6%	4,900	7%
Merchandise	3,562	4%	1,530	2%
Leadership	2,249	3%	1,670	2%
	86,678	100%	70,700	100%

Expenditures

Admin, salaries & occupancy	81,277	87%	75,500	87%
Member services	7,701	8%	7,000	8%
National levy	4,359	5%	4,000	5%
	93,337	100%	86,500	100%

Net Surplus/loss for the year

(6,650)	(15,800)
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Balance Sheet

Net Assets

Net working capital	95,110	101,600
Capital assets	440	600
	95,550	102,200

Fund Balances

95,550	102,200
95,550	102,200

AWARDS REPORT

TOP LINE SUMMARY		2021	2020	2019
	Swimming	0	0	843
	Lifesaving	278	67	649
	First Aid	1,342	1,338	1,921
	Lifeguarding	544	277	511
	Management Training	1	5	0
	Leadership	183	166	214
		2,348	1,853	4,138
SWIMMING	Swim for Life	0	0	826
	Swim to Survive	0	0	17
		0	0	843
LIFESAVING	Canadian Swim Patrol	0	0	400
	Bronze Star	30	12	47
	Bronze Medallion	248	55	202
		278	67	649
FIRST AID	First Aid	1,142	800	1,499
	CPR	200	538	422
		1,342	1,338	1,921
LIFEGUARDING	Safeguard	0	22	21
	Bronze Cross	195	43	174
	National Lifeguard	349	212	316
		544	277	511
MANAGEMENT TRAINING	Aquatic Supervisor	1	1	0
	Pool Operator	0	2	0
	Safety Inspector & Auditor	0	2	0
		1	5	0
LEADERSHIP	Instructor	92	79	115
	Examiner	78	67	80
	Trainer	13	20	19
		183	166	214

TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

The Society's training programs are cornerstone of our drowning prevention efforts so it is reassuring to report the level of participation in our lifesaving, lifeguarding leadership and first aid courses have rebounded significantly over the prior year. Bronze Cross and National Lifeguard numbers were particularly encouraging as both awards saw record levels of participation in 2021.

First Aid Revisions

VP Training Programs **Christopher Mercer**, with his counterparts across Canada, completed the review of the Society's first aid programs to identify any changes needed as a result of the most recent guidelines released by the International Liaison Committee on Resuscitation in collaboration with the American Heart Association.

The review led to minor editorial changes to the Society's first aid literature. No changes were needed that affected test items, standards or first aid course length.

Explore Bronze Update

In January, the Society introduced its Explore Bronze Update Clinic. The four-hour clinic, available online or in person, introduced existing Lifesaving Instructors to the key changes of the revised Bronze awards curricula.

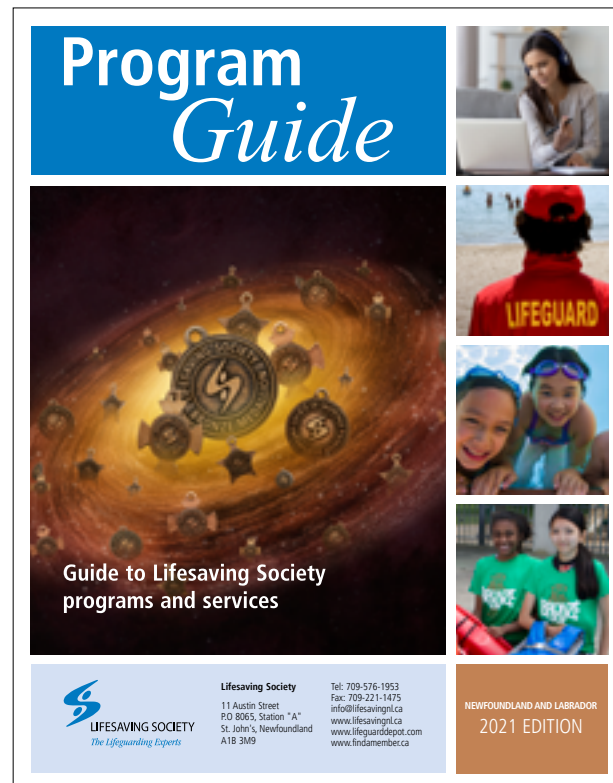
The closure of aquatic facilities posed a challenge to ensuring all Lifesaving Instructors had timely access to the clinic, particularly instructors who were not currently working at an aquatic facility. Consequently, the Society hosted a series of online Explore Bronze Update Clinics open to all. Through collaboration with other branches of the Lifesaving Society, members from New Brunswick, PEI, Nova Scotia and Newfoundland and Labrador could complete the clinic in any Atlantic branch to maximize opportunities available to lifesaving instructors.

Swim Transition

Work was undertaken in 2021 to prepare for the potential transition of Canadian Red Cross Training Partners and individual certification holders to the Lifesaving Society training programs. This included the development of transition pathway descriptions and corresponding flow charts, and a Swim Transition Instructor Clinic in a self-directed online version together with a version to be delivered by Swim for Life Trainers in person or synchronously online. Similar work was undertaken on a Trainer Orientation module.

Program Guide

In July, the Society published the 2021 edition of its *Program Guide*. The new edition identifies certifications that can be delivered virtually and includes updated policies and definitions; Bronze medal award descriptions; updated prerequisites (including the ever-popular Prerequisites-at-a-glance located on the inside back cover).



AFFILIATE RECOGNITION AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year.

Largest Lifesaving Program

Awarded to the affiliate member with the largest lifesaving program.

1 st	The Works	10,540
2 nd	Horwood's Homecare	4,775
3 rd	Lifesaving Skills NL	1,888
4 th	Glen Morris	1,656
5 th	Mohammed Taleb-Berrouane	1,541
6 th	Marystown YMCA	1,509
7 th	Stayin' Alive!	1,387
8 th	Jonathan Mayo	1,365
9 th	Ches Penney Family YMCA	1,247
10 th	New Depth	1,230

Kean Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 30,000.

1 st	City of Mount Pearl	1,135
2 nd	Arts & Culture Centre – Corner Brook	1,045
3 rd	Town of Conception Bay South	140

Anniversary Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population of less than 10,000.

1 st	Town of Port aux Basques	1,154
2 nd	Stephenville Regional Aquatic Centre	1,135
3 rd	Town of Carbonear	870

Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	Town of Springdale	737
2 nd	Town of Bay Roberts	464

Point System

Affiliate recognition awards encourage and recognize the use of the Society's training programs. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment. Recertifications are assigned half the point value of original certifications

Water Rescue Awards

Canadian Swim Patrol	7
Junior Lifeguard Club	10
Safeguard	10
Bronze Star	10
Bronze Medallion	15
Bronze Cross	20
Distinction	30
National Lifeguard	40

First Aid Awards

Anaphylaxis Rescuer	2
Basic First Aid	4
CPR-A /-B /-C	4 / 6 / 8
CPR-HCP	8
AED	10
Emergency First Aid	12
Airway Management	15
Workplace Standard First Aid	25

Specialized Training

Lifesaving Fitness: Bronze / Silver / Gold	5/7/9
Boat Rescue	10
Lifesaving Sport Officials	15

Leadership Training

Assistant Instructor	20
Swim Instructor	40
Lifesaving Instructor	40
Examiner Course	15
Update Clinics	15
Lifesaving Sport Coach	30
Specialized Instructors	30
Trainer Course	30

PUBLIC EDUCATION

Public Education activities contribute to the mission of the Society by increasing awareness of the risks associated with activities in, on and around water. The aim is to modify at-risk behaviour to eliminate drowning and water-related injury.

UN Resolution

The United Nations General Assembly adopted its first Resolution on Drowning Prevention on April 28, 2021, which by focusing attention on drowning as a highly preventable public health challenge, is expected to increase UN agency actions to reduce drowning. The resolution will also encourage national governments to reduce the burden of drowning through effective policies and legislation, research, and support for community-based drowning prevention action.

The resolution, proposed by Bangladesh and Ireland and co-sponsored by more than 50 nations including Canada, is a significant milestone in a long journey in which Canada has played a key role.

Canada's support for the Resolution aligns with global and domestic priorities for safe activities and improved health for all. Canada is well placed to achieve all (and more) of the voluntary actions that the Resolution encourages Member States to adopt. All the key World Health Organization recommended interventions are addressed across Canada.

July 25: World Drowning Prevention Day

The UN resolution designated a World Drowning Prevention Day to be observed globally every year on July 25. In 2021, the Lifesaving Society Canada promoted videos from **Martin Forcier**, National President; **Steve Beerman**, Chair, Canadian Drowning Prevention Coalition and Canada's lead for the UN Resolution; **Chris Brewster**, ILS America's President, and; **Clive Holland**, RLSS Commonwealth President.

Events were held around the world and in most provinces. The Society focused on learn to swim messaging based on the WHO's position that teaching swimming, water safety and rescue skills to school-aged children is an effective drowning prevention strategy.

Drowning Reports

In July, the Society published the *2021 Newfoundland and Labrador Drowning Report* prepared by the Drowning Prevention Research Centre Canada. The most recent data showed the number of drowning deaths in the province continued to steadily decline. The report notes that the drowning rate dropped from 2.3 per 100,000 in 2017 to 1.9 in 2018 (the most recent year for which data is available) moving Newfoundland and Labrador's drowning death rate for a single year below 2.0 for the first time.

Despite the significant reduction in the drowning death rate over the past 5 years, the factors remain largely the same. Fishing in Newfoundland and Labrador is the most common occupational and recreational activity when drowning occurs, and not wearing a lifejacket remains the single largest contributor to drowning deaths.

The Society has been researching and reporting on water-related deaths in Canada for over 30 years. The Society uses the drowning data to ensure its training programs and public education activities are properly focused and guided by a comprehensive fact base.

The *2021 Newfoundland and Labrador Drowning Report* is available at lifesavingnl.ca.



MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

Newfoundland and Labrador Board of Directors

A volunteer Board of Directors governs the Lifesaving Society Newfoundland and Labrador in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting. No person or body external to the Society is entitled to appoint any directors.

In June, we said goodbye to **Susan Quigley** who stepped down as Vice-President Member Services and we welcomed **Ryan Gosse** who joined the Board of Directors as Vice-President Finance.

Activity centre councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president, or another individual appointed by the Board of Directors, chairs each activity centre council.

All Council Chairs continued in their positions in 2021.

Annual meeting

The Lifesaving Society Newfoundland and Labrador convened its 2021 AGM by video conference on May 15. We acknowledge the contributions of the following volunteers who made the event a success: **Ryan Munn, Robyn Noseworthy, Matt LeRoux** and **Peter Mahony**.

Volunteers serving nationally

In 2021, Lifesaving Society Newfoundland and Labrador volunteers continued to contribute the National Society. **Christopher Mercer** represented Newfoundland and Labrador on the National Training Program Commission as well as the National Lifeguard and First Aid review teams. **Vanessa Legge** continued as NL's representative on the Canadian Athlete Council. **Christopher Mercer** replaced **Susan Quigley** as Newfoundland and Labrador National Board Member and **Barry Fordham** continued as the Society's Member Representative.

Information and communication services

In August, the Society migrated its email servers to Microsoft 365 to increase security and usability. The switch improved ease of access for staff while working remotely.

The Society kept members informed throughout the pandemic using its various communications channels, including the quarterly distribution of the *Currents* newsletter to over 2500 members.

Headquarters and office staff

Raegan Wiseman continued as CEO and the Lifesaving Society Newfoundland and Labrador continued its lease of office space at 11 Austin St. in St. John's.

Lifesaving Society Newfoundland and Labrador Board of Directors

From the top, left to right:

Gary Nolan, President
Corinne Wright, Past President
Crystal Stokes, Vice President – Member Services
Christopher Mercer, Vice President – Training Programs
Barry Fordham, Vice President – Public Education
Raegan Wiseman, CEO (ex officio)
Ryan Gosse, Vice President – Finance (no photo)



Council chairs

Training Programs Council

Matt LeRoux, Leadership
Robyn Noseworthy, First Aid

Member Services Council

Amber Hodder, Annual General Meeting



FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.

Donor clubs

The Society's donor clubs acknowledge individuals who donate funds towards the Society's work. In 2021, the Society received a *Bronze Club* donation (\$100 to \$299) from **Corinne Wright**.

Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank the **Government of Canada** for its support of the Lifesaving Society throughout the Covid-19 pandemic via the Canadian Emergency Wage Subsidy and Canadian Emergency Response Benefit.

We thank **LifeguardDepot.com** for its continuing generous support of the Society in Newfoundland and Labrador. All proceeds from LifeguardDepot.com sales in the province support drowning prevention and the development of young leaders through lifesaving sport. In 2021, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$3,500 for its drowning prevention work.

Finally, we thank the **Lifesaving Society Ontario** for their continuing contributions.

Donate to the Lifesaving Society online. Visit www.lifesavingnl.ca and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.

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