

Canadian Red Cross &  
Lifesaving Society  
BC & Yukon –  
Swim Transition Info  
Sessions - March 2-4, 2022

Presented By: Canadian Red Cross &  
Lifesaving Society - BC & Yukon Branch



# AGENDA

- 🛟 Welcome & Introductions
- 🛟 Pathway to Transition
- 🛟 Where to Begin – A Bit of History
- 🛟 LSC – Swim For Life – An Overview
- 🛟 Guideposts Along the Transition Path
- 🛟 Questions You've Asked

# PATHWAY TO TRANSITION

## Your Swim Transition Team

### Canadian Red Cross

Lisa Keeler

Helen MacDonald Windeler

### Lifesaving Society - BC & Yukon

Sheena Fulop

Denise Yoreff

Kyle Kronebusch

Carla Pruner

Dale Miller



# SETTING THE PATH

- 🛟 This is a collaborative presentation
- 🛟 Participants will be muted during the presentation
- 🛟 Questions submitted later in the chat will be answered at the end of the session
- 🛟 Please hold questions to the end of the session as they may be answered throughout the session

# WHERE TO BEGIN: CANADIAN RED CROSS AND LIFESAVING SOCIETY

- 🛶 Red Cross' 75 + Years in Swimming & Water Safety and Drowning Prevention
- 🛶 Why is Red Cross transitioning?
- 🛶 Red Cross & Lifesaving Society
- 🛶 Sharing the pathway to transition

# LIFESAVING SOCIETY

- 🛟 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.
- 🛟 Over 100 years of saving lives!

# SWIM FOR LIFE PROGRAM PHILOSOPHY

*“Basic swimming ability is a fundamental requirement in any meaningful attempt to eliminate drowning in Canada.”*

Lifesaving Society position statement



# HISTORY OF SWIM FOR LIFE



Swim for Life launched almost 20 years ago at the request of Affiliates.

Affiliates were looking for a learn-to-swim program to be:

- 🛶 Comprehensive
- 🛶 Cost-effective
- 🛶 Focused on basic swimming skills and strokes
- 🛶 A seamless lead into the Society's Canadian Swim Patrol program, lifeguard & instructor training



# SWIM FOR LIFE PROGRAM

1. Based on Progressions

2. In-water vs. on land

3. Focus on fun



# SWIM FOR LIFE MODULES



1. **Parent and Tot:** 3 levels for ages 4 months to 3 years
2. **Preschool:** 5 levels for ages 3 to 5 years
3. **Swimmer:** 9 levels for ages 5 to 12 years (Canadian Swim Patrol - Rookie, Ranger, Star can be marketed as Levels 7-9)
4. **Adult Swimmer:** 3 levels for ages 16+
5. **Fitness Swimmer:** 1 level for any ages

Details can be found at [lifesaving.bc.ca](http://lifesaving.bc.ca)



# SWIM FOR LIFE MODULES

1. Parent and Tot
2. Preschool
3. Swimmer
4. Adult Swimmer
5. Fitness Swimmer

Details can be found at [lifesaving.bc.ca](http://lifesaving.bc.ca)



# Programs At-a-Glance

Details regarding the items within each level can be found on our website in at-a-glance format.

## Preschool At-a-glance

The Swim for Life Preschool Program gives children a head start on learning to swim. They'll have fun developing the basics to be safe and confident little swimmers. Water Smart® education is part of every Preschool level.

### Preschool 1

1. Enter & exit shallow water - assisted
2. Jump into chest-deep water - assisted
3. Face in water
4. Blow bubbles in water
5. Float on front & back (3 sec. each) - assisted
6. Safe movement in shallow water - wearing PFD
7. Glide on back wearing (3 m. each) - assisted
8. Water Smart Messages

### Preschool 2

1. Enter & exit shallow water wearing PFD
2. Jump into chest-deep water
3. Submerge
4. Submerge & exhale (3 times)
5. Float on front & back (3sec. each) wearing PFD or with buoyant aid
6. Roll laterally front to back & back to front, wearing PFD
7. Glide on front & back wearing PFD (3 m each) wearing PFD or with buoyant aid
8. Flutter kick on back with buoyant aid (5m)
9. Water Smart Messages

### Preschool 3

1. Jump into deep water wearing PFD, return & exit
2. Sideways entry wearing PFD
3. Hold breath under water (3 sec.)
4. Submerge & exhale (5 times)
5. Recover object from bottom in waist -deep water
6. Back float; roll to front; swim 3 m
7. Float on front & back (5 sec. each)
8. Roll laterally front to back & back to front
9. Glide on front & back (3 m each)
10. Flutter kick on back (5 m)
11. Flutter kick on front (3 m)
12. Water Smart Messages

### Preschool 4

1. Jump into deep water, return & exit
2. Sideways entry
3. Tread water 10 sec. wearing PFD
4. Open eyes under water
5. Recover object from bottom in chest-deep water
6. Wearing a PFD, sideways entry into deep water; tread (15 sec.); swim/kick (5 m)
7. Front float; roll to back; swim 5 m
8. Glide on side (3 m)
9. Flutter kick: on front (7 m); on back (7 m); on side (5 m)
10. Front crawl (5 m) wearing PFD
11. Water Smart Messages

### Preschool 5

1. Forward roll entry wearing PFD
2. Tread water (10 sec.)
3. Submerge & hold breath (5 sec.)
4. Recover object from bottom in chest-deep water
5. Wearing PFD, sideways entry into deep water; tread (20 sec.); swim/kick (10 m)
6. Whip kick in vertical position (20 sec.) with PFD or buoyant aid
7. Front crawl (5m)
8. Back crawl (5 m)
9. Interval training: 4 x 5 m flutter kick on back with 30 sec. rests
10. Water Smart Messages

### You can spot people who are Water Smart® right away!

They're the ones who know how to swim and behave safely in, on and around water. Swim for Life includes fun, hands on teaching activities that focus on teaching water safety for the whole family. Lessons that will last a lifetime!

### Next Steps:

**Swimmer 1** - for children turning five or six

**Swimmer 2** - if the child has completed Preschool 5



# PARENT & TOT 1 – 3



Number of levels: 3

Ages:

Parent & Tot 1 - 4–12 months

Parent & Tot 2 - 12–24 months

Parent & Tot 3 - 2–3 yrs.



# PRESCHOOL 1 – 5



Number of levels: 5

Ages: 3 to 5 year-olds



# SWIMMER 1 – 9



Number of levels: 9

Ages: 5 to 12-year-olds

Swimmer 7 - CSP Rookie

Swimmer 8 - CSP Ranger

Swimmer 9 - CSP Star



# ADULT 1 – 3



Number of levels: 3

Ages: 16 years of age +





# FITNESS SWIMMER



Number of levels: 1

Ages: any age



# MODULE TIMES AND CLASS SIZES

Module and Level	Suggested Class Length	Suggested Class Size (per instructor)
Parent & Tot 1 – 3	30 min.	10–12
Preschool 1 – 5	30 min.	4–6
Swimmer 1 & 2	30 min.	6–8
Swimmer 3 – 6	45 min.	8–10
Rookie / Swimmer 7	60 min.	12
Ranger / Swimmer 8	60 min.	12
Star / Swimmer 9	60 min.	12
Fitness Swimmer	60 min.	10–12
Adult 1 – 3	45 min.	10–12

# FLEXIBLE DELIVERY

- 🛶 Choose Swim for Life modules based on your Affiliate needs
- 🛶 Choose candidate recognition pieces that are most appropriate for your clientele
  - Mix and match ours as you wish – or create your own based on style guide and with Branch review

# SAMPLE RECOGNITION MATERIALS



# PRESCHOOL 1-5



Samples only



# SAMPLE PROGRESS REPORT



# SIMPLE TRANSITION FOR WSIs

## *Swim Transition Instructor Clinic (STIC)*

- 🛟 WSI data transfer from Red Cross
- 🛟 Online self-guided transition clinic will be available at [e-lifesaving.ca](https://e-lifesaving.ca)
- 🛟 Requires purchase of Swim for Life Award Guide at \$21 as ongoing reference; will be automatically sent when you register for online clinic but also available digitally to allow you to complete clinic
- 🛟 Certificate upon completion
- 🛟 Must be completed before December 31, 2022

# NEW! SIMPLE TRANSITION CLINICS FOR INSTRUCTORS

Do you have a Swim for Life Instructor on staff who wants to become a Lifesaving Instructor? Check out our new Instructor Transition clinics!

<b>Swim to Lifesaving Instructor Clinic</b>	<p><b>8 hours in-person</b></p> <ul style="list-style-type: none"><li>• Taught by a Lifesaving Instructor Trainer</li><li>• Must hold a current Swim for Life Instructor</li><li>• *Must purchase Lifesaving Instructor kit</li></ul>
<b>Lifesaving to Swim Instructor Clinic</b>	<p><b>6 hours in-person</b></p> <ul style="list-style-type: none"><li>• Taught by a Swim for Life Instructor Trainer</li><li>• Must hold a current Lifesaving Instructor</li><li>• *Must purchase Swim for Life Instructor kit</li></ul>



# INSTRUCTOR DEVELOPMENT COURSES

Swim and Lifesaving Instructor Combo	Swim for Life Instructor	Lifesaving Instructor
<p><b>40 hours in-person</b></p> <ul style="list-style-type: none"><li>- Taught by a current Swim and Lifesaving Instructor Trainer</li><li>- Fast tracked, quality training for qualified staff!</li></ul>	<p><b>32 hours in-person</b></p> <ul style="list-style-type: none"><li>- Taught by a current Swim for Life Instructor Trainer</li></ul>	<p><b>32 hours in-person</b></p> <ul style="list-style-type: none"><li>- Taught by a current Lifesaving Instructor Trainer</li></ul>

The Swim and Lifesaving Instructor courses include much of the same content. It makes sense to offer these courses as a combination!

# STREAMLINED TRAINING FOR INSTRUCTORS

- 🛟 Programmers can offer a combined Swim and Lifesaving Instructor course (40 hours).
- 🛟 This combination option will reduce the training time required of new lifeguarding/instructor staff, potentially increasing available staff for hiring.
- 🛟 The Lifesaving Society has designed simple transition clinics for Swim Instructors to become Lifesaving Instructors to facilitate the Bronze Medal programs.

# SIMPLE TRANSITION FOR WSITs

## *WSIT to Swim for Life Trainer Orientation Courses*

- 🛶 Water Safety Instructor Trainers will also be required to complete the WSI transition clinic prior to doing the WSIT transition
- 🛶 WSITs then take an online transition clinic to become a Lifesaving Society Swim for Life Instructor Trainer.
- 🛶 Once complete, WSITs can facilitate the Lifesaving Society's Swim and Lifesaving Instructor course.

# SIMPLE TRANSITION FOR WSITs

## *WSIT to Swim for Life Trainer Orientation Courses*

If you have a	Before Dec. 31, 2022 you need to:	You'll achieve:
<p>Canadian Red Cross WSIT + Lifesaving Society Trainer (current)</p>	<ol style="list-style-type: none"> <li>1. Complete the 2-hour online Swim Transition Instructor Clinic</li> <li>2. Purchase Swim for Life Award Guide</li> <li>3. Complete the synchronous online 3-hour Swim for Life Trainer orientation</li> </ol>	<p>Swim for Life Instructor Trainer*</p> <p>*Apprenticeship waived for 2022</p> <p>*Apprenticeship waived for Lifesaving Instructor Trainer apprentices</p>
<p>Canadian Red Cross WSIT</p>	<ol style="list-style-type: none"> <li>1. Complete the 2-hour online Swim Transition Instructor Clinic</li> <li>2. Purchase Swim for Life Award Guide</li> <li>3. Complete the synchronous online 4-hour Lifesaving Society Trainer course</li> </ol>	<p>Swim for Life Instructor Trainer*</p> <p>Lifesaving Instructor Trainer given if Lifesaving Instructor is held*</p> <p>*Apprenticeships waived for 2022</p> <p>Must purchase WSIT Transition Kit</p>



# EASY ADMINISTRATION

- 🛟 Annual Swim License Fee
- 🛟 For 2022 there will be no Swim License Fees or instructor certification fees
- 🛟 Electronic Swim for Life Resources

# LOW COST

- 🌀 Annual Swim license fees aligned with current Affiliate fees

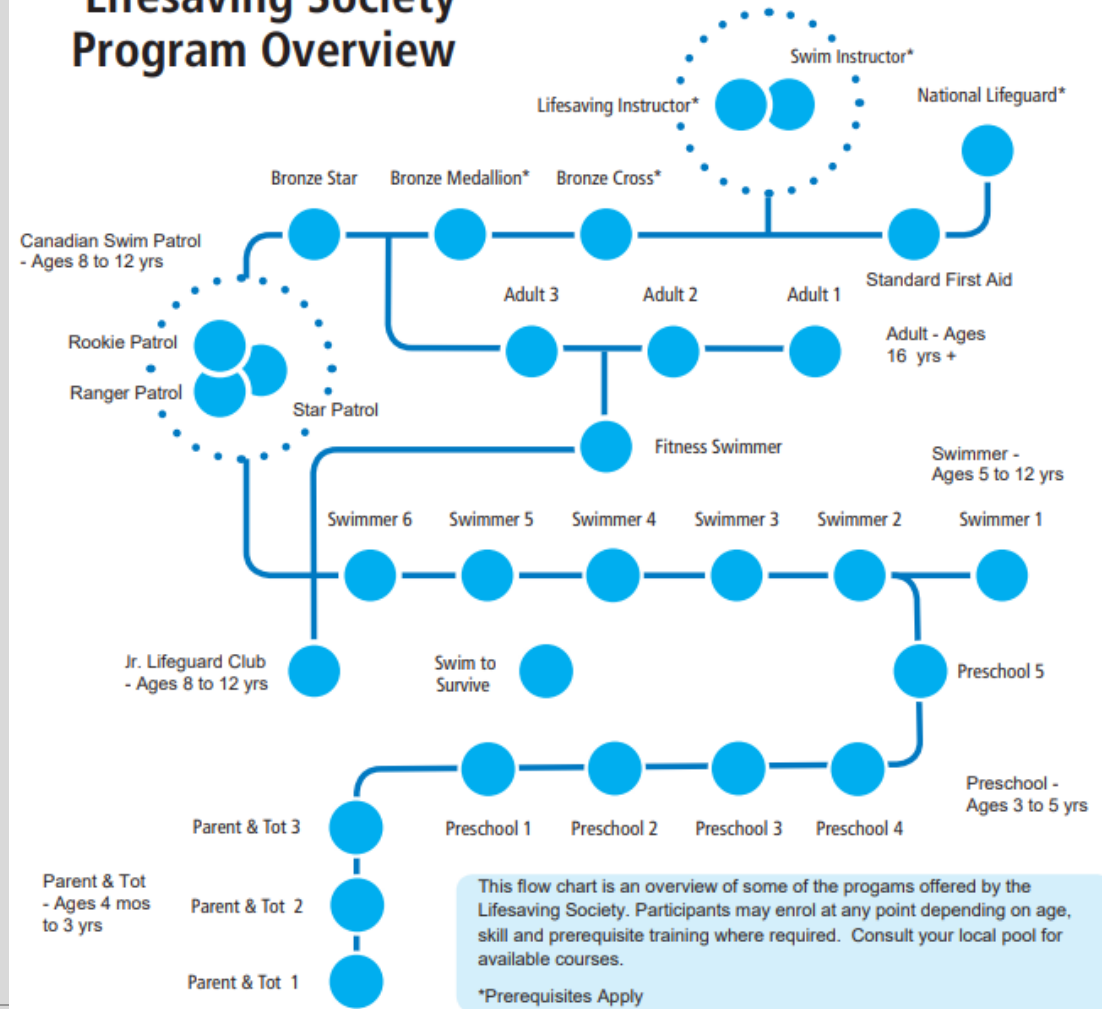
<b>2023 Lifesaving Affiliate Fees</b>	<b>Regular</b>	<b>Swim Only</b>	<b>Reg + Swim</b>
Year-round	\$120	\$250	\$370
Seasonal	\$85	\$160	\$245
Multiple facilities: First year-round	\$120	\$250	\$370
Additional year-round (each)	\$65	\$120	\$185
Seasonal (each)	\$55	\$120	\$175
Individual	\$55	\$120	\$175

Note: Swim license fees & instructor certification fees are waived for the 2022 transition year.





# Lifesaving Society Program Overview



This flow chart is an overview of some of the programs offered by the Lifesaving Society. Participants may enrol at any point depending on age, skill and prerequisite training where required. Consult your local pool for available courses.

## Swim for Life Aquatic Registration

*Before you make your swim class selection, please check our registration guidelines below.*

<b>If your child....</b>	<b>Register in Lifesaving Society:</b>	<b>Previously in Red Cross Swim:</b>	<b>Previously in YMCA:</b>
Is 4 to 12 months old and ready to learn to enjoy the water with parent...	<b>Parent &amp; Tot 1</b>	Starfish	Splashers
Is 12 to 24 months old and ready to learn to enjoy the water with parent...	<b>Parent &amp; Tot 2</b>	Duck	Bubblers
Is 2 to 3 years old and ready to learn to enjoy the water with a parent...	<b>Parent &amp; Tot 3</b>	Sea Turtle	Bobbers
Is 3 to 5 years and just starting out on his or her own.... If 5 years+...	<b>Preschool 1</b> <b>Swimmer 1</b>	Sea Otter	Bobbers
Can get in and out and jump into chest-deep water assisted; float and glide on front and back; blow bubbles and get face wet... If 5 years+...	<b>Preschool 2</b> <b>Swimmer 1</b>	Salamander	Floater
Can jump into chest-deep water; submerge and exhale underwater; float on front and back assisted for 3 sec.... If 5 years+...	<b>Preschool 3</b> <b>Swimmer 1</b>	Sunfish	Gliders Divers
Can jump into deep water wearing a lifejacket; recover objects from the bottom; hold breath underwater; float, glide and kick on front and back... If 5 years+...	<b>Preschool 4</b> <b>Swimmer 1</b>	Crocodile	Surfers
Can do solo jumps into deep water; swim front crawl 5 m wearing a lifejacket and flutter kick on front, back and side... If 5 years+...	<b>Preschool 5</b> <b>Swimmer 2</b>	Whale	Dippers



# LOW COST

- 🛟 Recognition material costs to be finalized shortly based on Affiliate preference of items and anticipated inventory volume required
- 🛟 Once finalized, a community-specific estimate can be provided based on your 2019 Red Cross sales history; to request your report, email Dale Miller at [dalem@lifesaving.bc.ca](mailto:dalem@lifesaving.bc.ca)
- 🛟 Self-print options can decrease your costs

# YOU'RE NOT ALONE

- 🛶 Dedicated volunteer Swim for Life Advisory Group
- 🛶 Training Program & Member Services staff support
- 🛶 Support from other Affiliates who have made the transition
- 🛶 Inservice training guide for instructors being developed
- 🛶 Help is a phone call or email away

# Swim for Life Support from Other Aquatic Professionals

“City of Vaughan participants have enjoyed the Swim for Life program since we began delivering it in 2010. It was an easy transition as families across Vaughan have been learning how to keep themselves safe in and around water for decades thanks to programs like Bronze Medallion and National Lifeguard. In that time, we have seen growth and dramatic change in our community and recreation; our confidence that the Lifesaving Society and its programs will continue to meet our needs is high.”

*--- Brook Beatty, Recreation Services Supervisor, City of Vaughn*

“The Brock University Aquatic Centre has just started the 16th year of the Swim for Life program. The program is very easy to teach, easy to learn and the administration is also easy. We love that it is one service provider, the flow of program is seamless, the resources provided answer all our questions and are educational for our families . We support the program 100% because we get the same support from the Lifesaving Society.”

*--- Margie Lizzotti, Aquatic Program Supervisor, Brock University*



# Swim for Life Support from Other Aquatic Professionals

“This is a big change. After the shock, I can't help but see an upside. Lifesaving Society as a one stop is awesome. I had the pleasure of running Swim for Life in Alberta from 2002 to 2005. It is a good strong program but different from Red Cross. Swim for Life has well-defined progressions for stroke development. I'm looking forward to hearing more about the transition process and how to contribute to it!”

*--- Stacey Yasinowksi, Aquatic Programmer & LS Instructor Trainer*

“While I firmly believe in the quality of the program, that alone is not what has kept the City of Markham as a Swim Affiliate. Working with the Lifesaving Society makes our programs run smoothly. Working with one agency for our entire curriculum from Parent and Tot through Adults and Leadership makes administration simpler.”

*--- Janice Carroll, Aquatics Lead, City of Markham*



# FOR MORE INFORMATION

**LIFESAVING SOCIETY\***  
BC & Yukon Branch

PROGRAMS & SERVICES   BE WATERSMART   COURSES   SHOP   MEMBERS   DONATE   ABOUT US   LOGIN

WELCOME TO THE  
**LIFESAVING  
SOCIETY  
BC & YUKON**

FIND A MEMBER  
FIND A JOB  
RESOURCES  
ONLINE LEARNING  
LEADERSHIP COURSES

Swim Transition Tool Kit [LEARN MORE](#)

**Swim Transition**  
Canadian Red Cross > 2022 > Lifesaving Society

[Become A Lifeguard](#)

## Swim Transition

<https://www.lifesaving.bc.ca/swim-transition>



# TRANSITION GOAL

**Let's Keep Your Community Swimming  
& Water Smart!**



# COPYRIGHT

Please note that:

- The copyright of the Red Cross Swim program is the property of the Canadian Red Cross.
- Red Cross will be passing the stewardship of their copyright to Lifesaving Society Canada as of January 1, 2023.
- The copyright extends to the whole Red Cross Swim program line including program content, progressions, levels and mascots.
- Merely renaming or rebranding the Red Cross Swim program content is a breach of copyright.
- As of December 31<sup>st</sup>, 2022, CRC Training Partners will be no longer licensed to use Red Cross Swim copyrighted materials.



# MEET WITH YOUR RED CROSS ACCOUNT MANAGER

- 🛟 Your CRC Account Manager will guide you through the first stage of the Swim Transition process
- 🛟 These first meetings will include topics such as:
  - 🛟 Inventory management
  - 🛟 Assessment of ongoing programming needs
  - 🛟 CRC staff training needs for 2022
  - 🛟 Estimated transition date



# MEET WITH YOUR RED CROSS ACCOUNT MANAGER




Other administrative components will include:

- 🛟 Complete the sign off on your Swimming & Water Safety Training Partner Account
- 🛟 If a Red Cross First Aid Training Partner, create account where applicable
- 🛟 Switch over to your Lifesaving Society Account Manager



NOTE: Some of the Swim Transition details may overlap and you will work with both Account Managers in 2022 at the same time



# IMPORTANT RED CROSS TRANSITION DATES

-  **October 14, 2022** – Last Day to order Red Cross Lifeguard and Instructor Development materials
-  **November 15, 2022** – Last Day to order Red Cross Swim Materials
-  **December 31, 2022** – Last Day to offer CRC Programs & CRC Swim Transition pathways to Lifesaving Society end

# IMPORTANT RED CROSS TRANSITION DATES CONT'D

-  **January 1, 2023** – Red Cross Swim and Instructor Development Programs are no longer available
-  **January 14, 2023** – Last day to enter and submit Red Cross courses on Course Management

# YOUR RED CROSS SWIM TRANSITION TEAM

Lisa Keeler, Account Manager

Email: [Lisa.Keeler@redcross.ca](mailto:Lisa.Keeler@redcross.ca) Phone: 403-827-0951

Helen MacDonald Windeler, Account Manager

Email: [Helen.MacDonaldWindeler@redcross.ca](mailto:Helen.MacDonaldWindeler@redcross.ca)

Phone: 250-469-3813

*You will find detailed Swim Transition information and regularly updated FAQs on MyRC > News > Swim Transition*



# LIFESAVING SOCIETY TRANSITION TEAM

Sheena Fulop, Education Manager

Email: [sheenaf@lifesaving.bc.ca](mailto:sheenaf@lifesaving.bc.ca)

Phone: 604-299-5450 ext. 6

Kyle Kronebusch, Education Manager

Email: [kylek@lifesaving.bc.ca](mailto:kylek@lifesaving.bc.ca)

Phone: 604-299-5450 ext. 5

Denise Yoreff, National Trainer

Email: [denisey@lifesaving.bc.ca](mailto:denisey@lifesaving.bc.ca)

Website: [www.lifesaving.bc.ca](http://www.lifesaving.bc.ca)

*For detailed information, select the*

Swim Transition

*button on our homepage*



# NEXT STEPS

- Ensure your Red Cross award holders give permission for data transfer (employers should follow-up with their staff)
- Red Cross Training Partners need to contact their Account Manager
- Take necessary internal steps for approval of program change
- Shift your programming and marketing to Swim for Life
- Ensure your Swim Instructor/Trainer staff complete the required transition clinics
- Encourage professional development through in-service training



