



Did You Know?



The Lifesaving Society has a proven & reputable swim lesson program!

The Swim for Life® program has been teaching Canadians to swim for 20 years in other Canadian provinces.

**Built on the principles of success, fun,
and healthy active living**

The Lifesaving Society Swim Program features both Swim for Life and Canadian Swim Patrol - a recipe for creating good swimmers.

Parent and Tot 1-3

Splash! Splash! Laugh! Water can be so much fun! These instructor lead sessions help adult and child safely explore water together.

Preschool 1-5

Children get a head start in swimming with our Preschool levels. They will learn to be safe, confident little swimmers. Safe entries, surface support, underwater skills, and movement/swimming skills provide a strong foundation for continued learning in Swimmer levels.

Swimmer 1-6

School aged children develop everlasting habits for healthy and active living as good swimmers. Lots of in-water practice develops solid swimming strokes and skills, with the ability to stay safe in deep water.

Swimmer 7-9 Rookie Patrol, Ranger Patrol and Star Patrol

For more challenge and fun, kids continue in our Canadian Swim Patrol levels. As good swimmers, they'll swim further, faster, and learn first aid and basic water rescue skills in Rookie, Ranger, and Star Patrol.

Fitness Swimmer

Get in, get fit! Fitness Swimmers participate in workouts that are worthy of their time. Regardless of age, Fitness Swimmer will improve overall physical fitness.

Adult 1-3

Teens or adults will get the help they need with our Adult Swimmer levels. Just starting out or looking for pointers? Our Adult program can be adapted to anyone's needs.



Why have I never seen Swim for Life before?

The Lifesaving Society in BC & Yukon had an agreement that Red Cross would only offer swim lessons, while the Lifesaving Society would only offer lifesaving and lifeguarding courses.



Red Cross worked closely with the Lifesaving Society to ensure an easy transition for:

You and your swimmers

- all levels and age group programs included
- ready to go with seamless transition

You and your staff

- a simple online transition for instructors to transfer their credentials



Associated costs are minimal

- all fees related to the Swim for Life program and transition are waived for 2022
- future Swim for Life fees and material costs will be reasonable and aligned with current Affiliate fees



Swim for Life Program Fact Sheet

Have the information you need to make the right decision for your community!

Let us help!

The Lifesaving Society's sole objective is to help ensure that Canadians are safe around the water with robust and readily available learn-to-swim, lifesaving and lifeguarding courses being a key part of achieving that objective.

With the mid-January announcement from the Canadian Red Cross that they are winding down their learn-to-swim program through 2022, they took great pains to ensure their successor would be capable of ensuring continuity of water safety information and training for the future.

The Red Cross chose the Lifesaving Society and have stated that they "are confident Canadians will continue to receive high quality swimming and water safety education through the Lifesaving Society." They added that they are committed to supporting the transition to the Lifesaving Society.

To be sure you have all the facts before making your important decision on the way forward for your customers, please consider the following questions and answers:

Who is the Lifesaving Society?

- ✓ The Lifesaving Society has been training Canadians to be lifesavers since 1896 in Canada and since 1911 in BC.
- ✓ Over 1.2 million Canadians take Lifesaving Society courses each year.
- ✓ We are a national volunteer-based, not-for-profit organization committed to the prevention of drowning and water-related injury.
- ✓ We are a member of the Commonwealth Royal Life Saving Society (RLSS) and the Canadian member of the International Life Saving Federation (ILS).
- ✓ We provide drowning-related research that drives our program content and public education messaging which is provided to Affiliates on a regular basis.

What is the Lifesaving Society's Swim for Life program all about?

- ✓ Here in the BC & Yukon Branch (and Quebec) you have not seen our Swim for Life program to date as we have maintained agreements with Red Cross not to enter the learn-to-swim market just as they agreed not to enter the lifeguard training market.
- ✓ Swim for Life has been successfully offered for 20 years in other provinces and territories.

Swim for Life Program Fact Sheet

- ✓ It is ready now, easy to implement & affordable. More information is available on our [website](#).
- ✓ The learn-to-swim continuum includes:
 - 3 Parent & Tot levels (4 month to 3 years)
 - 5 Preschool levels (3 to 5 years)
 - 9 Swimmer levels (5 to 12 years); Level 7 is the Canadian Swim Patrol (CSP) Rookie program, Level 8 is CSP Ranger and Level 9 is CSP Star
 - 3 Adult Swimmer levels (16 years +)
 - 1 Fitness Swimmer module that is flexible to the participant's skill level
- ✓ The simple numbered levels make it clear for the participant what their next level is and the simplicity is appreciated by those with English as a second language.
- ✓ The [Swim for Life continuum](#) leads seamlessly into lifeguard and instructor training.

What should some of my internal considerations be?

- ✓ The combination of Lifesaving & Swim Instructor certifications in one course decreases the cost and time for aspiring and new aquatic staff.
- ✓ Using an existing instructor training program allows transferability between cities and provinces as well as offering employers a national pool of already trained instructors.
- ✓ The Lifesaving Society's instructor training program is well-established and based on current competency models used in modern educational settings.
- ✓ Staff who coordinate swim programs, buy supplies, comply with standards and policies, deal with invoicing and many other aspects now only need to deal with one agency.
- ✓ No need to plan for the time and cost to design, source and keep inventory of recognition items such as recognition awards and progress reports. The Swim for Life program has ready made options as well as the flexibility to create your own.
- ✓ The Lifesaving Society maintains Instructor records safely and securely, accessible online 24/7.

What are my financial and legal considerations?

- ✓ The Lifesaving Society and Red Cross have agreed to not charge swim program licensing or instructor transfer fees in 2022.
- ✓ The Swim for Life program is established and ready for you to use rather than incurring the substantial cost of designing, developing, implementing and maintaining your own program.
- ✓ With current COVID-related expenses, decreased revenues and the aquatic staff shortage, is your organization ready to allocate the financial and staff resources required to develop and maintain a learn-to-swim program?
- ✓ Add to that the financial and staff cost to develop and maintain an instructor training program for a different learn-to-swim program.
- ✓ There are significantly decreased costs by accessing volume pricing from a national program for recognition items, teaching materials and training manuals.

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- ✓ The Lifesaving Society has existing staff (currently 6 FT & 4 PT in BC & Yukon Branch) whose only task is to support you through the development and maintenance of high value programs, quality assurance and excellent customer service that has been proven over many decades.
- ✓ The Lifesaving Society maintains comprehensive commercial & professional liability insurance as well as offering personal liability insurance to instructors certified through the Society.
- ✓ The Canadian Red Cross has agreed to transfer the intellectual property and aquatic trademark rights to the Lifesaving Society.
- ✓ The Lifesaving Society's proven and established national instructor training program emphasizes the importance of safety supervision within lessons to minimize liability exposure.
- ✓ If a legal case does occur, the Lifesaving Society provides the support of experienced aquatic expert witness services.

What are the considerations for my customers?

- ✓ A national learn-to-swim program provides consistency and transferability when participants move between municipalities and provinces.
- ✓ Easy change from existing program to Swim for Life based on [transition chart](#).
- ✓ Simplicity in numbered levels allow participants and parents to know what level is next.
- ✓ Decreased costs to be passed on to the customer by using an established national program and accessing volume discounts on recognition materials.

Let us know if there are other questions you may have in your deliberations about next steps for a learn-to-swim program as this is an important decision that will affect your aquatics department and your customers for many years to come.

We hope you will participate in one of the upcoming webinars to help answer your questions.

In the meantime, feel free to reach out to:

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