



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE

The Lifeguarding Experts
Les experts en surveillance aquatique

THE LIFESAVING SOCIETY CANADA MISSION VISION AND VALUES

Mission

Our mission is to prevent drowning and reduce water-related injury.

Vision

Our vision is a Canada free from drowning and water-related injury.

Values

Guided by humanitarian principles, we are the Canadian leader in the prevention of drowning and water-related injury.

We are collaborative, innovative, and ethical.

We operate with fairness, respect, trust and integrity.

We value diversity, flexibility, and creativity.

We seek inclusiveness, driven by the needs of our community.

We are a dynamic organization that succeeds through volunteerism, pro-active leadership, and the pursuit of excellence.

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 Lifesaving Federation (ILS). The World Health Organization recognizes ILS as the

Lifesaving Society – National Office

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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 Lifesaving Society in 1904. Today, we are known simply as the Lifesaving Society.

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. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 40,000 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 cases 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 certification programs for officials and coaches

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