



LIFESAVING SOCIETY®

The Lifeguarding Experts

LIFESAVING SOCIETY

ORGANIZATIONAL OVERVIEW

MISSION STATEMENT

“To provide lifesaving education which encourages safety in aquatic activity and prepares rescuers to respond to aquatic emergencies.”

THE LIFESAVING SOCIETY IS

- The national, non-profit, voluntary organization that has been training swimmers to be Lifesavers, Lifeguards and Instructors in Canada since 1908.
- Dedicated to the prevention of accidents and the saving of life in aquatic environments across Canada.
- A member of the Royal Life Saving Society Commonwealth Organization and the Canadian representative in the International Life Saving Federation.

AIMS OF THE LIFESAVING SOCIETY

- Promote public awareness and understanding of the responsibility every Canadian assumes when working or playing in an aquatic environment.
- Provide educational opportunities for preparing swimmers to be lifesavers and for training highly skilled lifeguards.
- Pursue research to enhance and support the continuing development of its programs and to maintain technical excellence.
- Provide consultation services for education, recreation and health agencies in communities throughout the country.

THE LIFESAVING SOCIETY SERVES THE CANADIAN PUBLIC THROUGH

- Offering a progression of challenging and fun lifesaving programs encompassing resuscitation, water rescue, fitness, lifeguard and aquatic emergency care training.
- Providing leadership and leadership training in communities across Canada.
- Offering programs for specialized activities & sport groups including boaters.
- Providing direction and leadership in aquatic lifesaving for other agencies including Recreation Departments, Schools, Colleges and Universities, Summer Camps and Private Resorts/Hotels.
- In 2018, over 1.2 million Canadians received Lifesaving Society qualifications.
- Those with Lifesaving Society training perform over 10,000 rescues annually.

BC & YUKON BRANCH VISION STATEMENT

The BC & Yukon Branch of the Lifesaving Society is an active member of the community dedicated to preventing death and injury in, on, or near the water. We search out opportunities to include everyone as driven by the needs of our community. We endeavour to collaborate with all groups and individuals with like aims. We are a dynamic organization that celebrates growth, flexibility, innovation, excellence and proactive leadership.

STRATEGIC FOCUS AREAS:

Program Education	Public Education	Safety Management	Lifesaving Sport
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- **The Canadian Swim Patrol** is designed for skilled young swimmers who are ready to go beyond learn-to-swim. *Canadian Swim Patrol* training is organized in three progressive levels – *Rookie, Ranger, Star* – and designed to make good swimmers into Water Smart lifesavers. The target ages are 8 – 12 years.
- **Junior Lifeguard Club** is a unique program, which is geared to a ‘coaching’ environment of long-term goals and short-term ‘personal best’ achievements. The *JLC* features a *Waterlog & Timetracker* that records swimmer achievements. These accomplishments and challenges are recognized with seals. The LS Coach Level 1 program supports the JLC. The target ages are 8 – 15 years.
- **Bronze Medal Awards** include Bronze Star, Bronze Medallion, and Bronze Cross. Developing proficiency in lifesaving, resuscitation and water rescue skills, these awards are important ‘building blocks’ toward further first aid and lifeguard training.
- **Lifesaving First Aid** includes Emergency First Aid, Standard First Aid, Aquatic Emergency Care and CPR. Each successive first aid course (EFA, SFA, & AEC) builds upon the items of the previous course, making the program progressive, interrelated and easy to promote to both ‘aquatic’ and ‘non-aquatic’ audiences.
- **National Lifeguard** trains Canadian lifeguards in injury prevention, public education, safety supervision, water rescue and first aid. There are four options to choose from: pool, waterpark, waterfront, and surf.
- **Specialized Training** The Lifesaving Society has developed a number of specialized training programs to meet specific training needs. Programs include Lifesaving Fitness, Distinction, Diploma, Aquatic Emergency Assistant, Aquatic Supervisor Training, Boat Rescue, and Water Rescue for First Responders (WRFR), as well as customized water rescue and safety training for business and government agencies.
- **Leadership** Each specialized area of lifesaving, first aid and lifeguarding requires certified instructors and instructor-trainers to support the programs and training.

PUBLIC EDUCATION

Our drowning research enables us to focus on those people most at risk – such as men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart® public awareness and behavioural change messages through the media, print and electronic communications, community action, special events, tradeshow and promotions. Examples include the boat safety WaterWise Boat Safety Team, Drowning Prevention Day, and annual Honour & Rescue Awards ceremony.

AQUATIC SAFETY MANAGEMENT SERVICES

As the lifeguarding experts, the Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues. The Society clarifies regulations for facility operators; establishes positions that set aquatic safety standards for the aquatic industry and government regulators; and serves as an expert in legal cases involving aquatic safety issues. The Society also provides Aquatic Safety Audits which are designed to maximize safety by identifying what steps can be taken to minimize the risk of drowning or of serious injury.

LIFESAVING SPORT

The Lifesaving Society is the Canadian governing body for competitive lifesaving – a sport recognized by the International Olympic Committee (IOC). Competition has proven to be an effective training incentive. Junior Lifeguard TeleGames – designed for serious fun – motivate young lifesavers, while provincial and national championships showcase the professionalism of our lifeguards. National Lifesaving teams represent Canada in international competitions.

DROWNING STATS & BRANCH FACTS

Canadian Drowning Stats		BC & Yukon Branch Facts	
Approx. number of water-related deaths in Canada each year (avg. 2012-2016)	450	Approximate number of water-related deaths in BC (avg. 2012-2016)	74
Percentage of Canadian drowning victims that are male	82%	Approximate number of water-related deaths in BC (avg. 2007-2011)	78
Percentage of victims engaged in recreational activities at the time of drowning	74%	Percent decrease in per capita drowning rate over 10 yrs (1.88 per 100,000 to 1.60)	15%
Percentage of water-related deaths involving boating activity	23%	Number of people trained in Lifesaving Society programs over the past 5 years:	130,930
Percentage of boating victims NOT wearing a PFD or lifejacket	81%	Lifesaving programs as percentage of total people trained over past 5 years:	37%
Percentage of preventable water related deaths involving alcohol consumption	35%	Lifeguarding programs as percentage of total people trained over past 5 years	19%
Percentage of drowning victims (under 5 years old) not supervised by an adult :	96%	First aid programs as percentage of total people trained over past 5 years	40%
Percentage of all drownings known to involve cold water (10 degrees Celsius or colder)	27%	Number of people trained in Bronze programs in 2018	8,505

ORGANIZATION STRUCTURE

- The work of the Lifesaving Society is done largely through the efforts of thousands of volunteers across the country.
- The Lifesaving Society is a self-sustaining organization deriving the majority of revenue from program participation fees and the sale of related literature & merchandise.
- The B.C. & Yukon Branch of the Lifesaving Society receives no provincial or federal government funding.
- The governing body of the B.C. & Yukon Branch consists of a volunteer Council made up of fifty-seven Council members representing all zones of the province and territory who meet annually to determine goals, policies and activities of the Society.
- The Lifesaving Society is nationally affiliated with the Canadian Armed Forces, St. John Ambulance, YMCA, RCMP, Canadian Red Cross and Swimming/Natation Canada.
- The National Patron of the Society is Her Excellency, The Right Honourable Julie Payette, Governor General of Canada.
- The Patron of the B.C. & Yukon Branch is the Lieutenant Governor of B.C., Her Honour, The Honourable Janet Austin.

HISTORY OF THE LIFESAVING SOCIETY

- The “Lifesaving Society” was formed in England in 1891.
- In 1904, by command of King Edward VII, it became the “Royal Life Saving Society,” with His Majesty as Patron. This tradition continues today with His Right Honourable, Prince Michael of Kent.
- In 1894, A/L. Cochrane, who had emigrated from England, was made Honourary Representative of the Society in Canada.
- In 1911, the B.C. Branch was formed.
- In 1973, the Yukon Territory was included to form the B.C. & Yukon Branch.
- In 1996, the Royal Lifesaving Society Canada began doing business as the Lifesaving Society, however, the legal name remains the same.

THE LIFESAVING SOCIETY TODAY

- Lifesaving Society has active Branches in all provinces/territories.
- It hosts a National Aquatic Conference and Canadian Lifeguard Championship each May in conjunction with Annual General Meeting of the Society.
- The Society has developed and implemented a five-year plan to best utilize its volunteer and financial resources.
- The National Office is in Ottawa.
- The B.C. & Yukon Branch Office is in Burnaby.
- In addition to the administrative personnel at the National and Branch levels, the Lifesaving Society is in reality made up of thousands who instruct, examine and train for the various awards. It is well recognized that all representatives and supporters of the Society in some way contribute to the fulfillment of our aim to reduce drowning and aquatic-related injury.