

National Drowning Prevention Week 2026

Prepare to be Water Smart®

Campaign Details

Theme: Prepare to be Water Smart

Launch Date: Sunday, July 19

Hashtags: #NDPW2026 | #SNPN2026

Website: <https://lifesavingsocietypei.ca/>

This year's National Drowning Prevention Week theme, **"Prepare to be Water Smart"** aims to teach Prince Edward Islanders the simple steps they can take to prevent drowning and water-related injury by preparing themselves to be in, on and around water.

Main Messages

- Drowning is preventable.
- Preparation saves lives.
- Small steps can make a big difference:
 - stay within arms' reach
 - wear a lifejacket
 - learn to swim
 - swim where the lifeguards are
 - actively supervise children at all times

Campaign Posts

You can prepare (*see what we did there?*) for National Drowning Prevention Week (July 19-25, 2026) by prescheduling some of the social media copy below. Use these posts as-is, or tailor them for your audience to help share the Lifesaving Society's Water Smart® messages. Couple them with the images in the asset kit to make joining the campaign quick and easy.

Follow us on social media and tag us in your content:

Facebook: [Lifesaving Society Newfoundland and Labrador](#)

Instagram: [@lifesavingNL](#)

Swim where the lifeguards are

- Less than 1% of fatal drownings occur in #lifeguard-supervised settings. Plan ahead and choose to swim where the lifeguards are. #NDPW2026
- Lifeguards make your swim safer, but they don't replace active adult supervision. Follow facility rules, listen to the lifeguards, and keep children within arms' reach. #NDPW2026

Lif jackets are for everyone

- Gear up for safety with properly fitted life jackets for the whole family. Check for safety straps, working buckles and zippers and no rips or tears. #NDPW2026
- DYK? 62% of people who fatally drowned while boating were either not wearing a #lifejacket or weren't wearing it properly. Prepare for a safe boat ride by always wearing your life jacket. #NDPW2026
- Parents, protect your family by protecting yourself. Wear a life jacket! #NDPW2026
- Don't wait until it's too late. #Lifejackets are like seatbelts: they're meant to be worn. Prepare for safe boat trip and wear your life jacket. #NDPW2026
- Paddleboards, canoes and kayaks are boats. Prepare accordingly by wearing a life jacket and bringing a boat safety essentials kit on board. #NDPW2026

Actively supervise children

- Drowning can happen in small amounts of water. Kiddie pools, water tables and even buckets still require active adult supervision. #NDPW2026
- When you're swimming with your little ones, stay close enough to support them if needed. If you're not within arms' reach, you've gone too far. #NDPW2026

Stay Tub-side

- 6% of fatal drownings happen in bathtubs. Always stay tub-side with your kids and gather everything you need for bath time before running the water. #NDPW2026

Boat safety

- In 25% of boating-related fatalities, the person was alone. Prepare for a safer boat ride by grabbing some lifejackets and some friends! #NDPW2026
- Weather can change quickly. Check the forecast before and during your boat trip and leave a float plan with a trusted person. #NDPW2026
- Are you prepared for a safe boat trip? Be sure to pack lifejackets, a cell phone, a bailer bucket, rope and your PCO card. Get a boat safety essentials kit: <https://lifeguarddepot.com/fox-40-boat-essentials-kit-41-6001-00> #NDPW2026

Take a first aid course

- Are you prepared for accidents? What if your child breaks their arm, gets a nosebleed or has a seizure? Don't leave anything to chance. Learn how to treat common injuries and perform CPR when you take a #FirstAid course. Find one here from the Lifesaving Society: <https://lifesavingsocietypei.ca/find-a-course.aspx> | #NDPW2026
- Learning #FirstAid and CPR is an easy way to keep your loved ones safer. You don't need any previous training or knowledge to sign up for a Lifesaving Society course: <https://lifesavingsocietypei.ca/find-a-course.aspx> | #NDPW2026

Become a lifesaver

- Prepare to save yourself or someone else by taking Canadian Swim Patrol Program, Bronze Star, Medallion and Cross lifesaving courses. Find a course now on the Lifesaving Society's website: <https://lifesavingsocietypei.ca/find-a-course.aspx> | #NDPW2026
- Prepare to be a lifeguard by taking Bronze Star, Medallion and Cross. These programs teach advanced swimming proficiency, lifesaving skills and more. Look for a course near you on the Lifesaving Society's website: <https://lifesavingsocietypei.ca/find-a-course.aspx> | #NDPW2026

Learn to swim

- Learning to swim is the best way you can prepare to be in, on, or around water. Sign up for lessons today. #NDPW2026
- The Lifesaving Society's Swim for Life program is a national program that teaches hundreds of thousands of Canadians how swim and prepare for a great time in, on or around water. Call your local pool and sign up today! #NDPW2026

Backyard pool safety

- All backyard pools need four-sided fencing and a gate that is securely fastened, self-closing, and can be locked when the pool is not in use. #NDPW2026
- Use the Lifesaving Society's backyard checklist to help prepare your family for a safe summer in the backyard pool: <https://lifesavingsocietypei.ca/water-safety/backyard-pools.aspx> | #NDPW2026

Swim to Survive

- Can you survive a fall into deep water? Prepare for the unexpected by completing the Lifesaving Society's Swim to Survive program. Reach out directly to your local aquatic facility to ask how you can participate: <https://lifesavingsocietypei.ca/swim-to-survive.aspx> | #NDPW2026
- The majority of people who drown had no intention of going into the water. The Lifesaving Society's Swim to Survive program teaches you the skills to survive an unexpected fall into deep water. Reach out directly to your local aquatic facility to ask how you can participate in this program: <https://lifesavingsocietypei.ca/swim-to-survive.aspx> | #NDPW2026
- Swim to Survive+ prepares you to use simple, safe rescue techniques – TALK, REACH, THROW – to help someone struggling in the water, while keeping yourself safe. Contact your local aquatic facility to ask how you can participate in this Lifesaving Society program: <https://lifesavingsocietypei.ca/swim-to-survive.aspx> | #NDPW2026

Fast facts

- Drowning is fast and silent, often occurring in less than 30 seconds.
- On average, there are about 450 fatal drownings each year in Canada.
- Most people who drown never intended to go in the water. Swimming as a recreational activity accounts for 27% of fatal drownings.
- Drowning is the third-leading cause of injury-related death for Canadian children under 14 years of age, and statistics show that children under 12, boaters, young men and seniors 65+ are at the greatest risk.
- Just under one third of victims were swimming alone when they drowned.
- In 27% of swimming-related fatalities, the person was a weak or non-swimmer.
- Powerboating accounts for over 70% of recreational boating-related fatalities in PEI.