

News Release

National Drowning Prevention Week - July 16th to July 22nd, 2023

NORTH HURON, ON (July 14, 2023) – Drowning is preventable. Despite a downward trend, drowning is still the third leading cause of death in Canada. The Township of North Huron wishes to join Lifesaving Society Canada in bringing awareness to the drowning problem during National Drowning Prevent Week from July 16th to 22nd, 2023.

The mission of Lifesaving Society Canada is to prevent drowning as even one drowning is one too many. Over 450 people fatally drown annually in Canada, making it the second leading cause of unintentional death for children and the third leading cause of unintentional death for adults. During the week of July 16th to 22nd, 2023, Lifesaving Society Canada will be educating and promoting safety awareness in, on, and around the water.

“The majority of drownings are preventable in a Water Smart community. The Township of North Huron is excited to be an affiliate of the Lifesaving Society and share this message during National Drowning Prevention Week” says Reeve Heffer. “I encourage you all to participate in the events at the North Huron Westcast Community Complex beginning Sunday, July 16th to learn the Water Smart messages and skills to keep yourself, your family, and your community Water Smart.”

QUICK FACTS

Statistics show that almost 70 percent of drowning fatalities never intended to go into the water and were often within 15 metres of safety. Nearly every Canadian has known someone who has drowned or had a non-fatal drowning experience, whether personally or from their community. To help reduce drowning, all Canadians are encouraged to:

- Take the Lifesaving Society Swim to Survive Standard (which teaches how to survive an unexpected fall into the water) and participate in a learn-to-swim program.
- Wear a properly fitted life jacket when out on a boat.
- Refrain from drinking alcoholic beverages while participating in aquatic activities.
- Ensure that children are under the direct supervision of an adult when around barrier-free bodies of water.

LEARN MORE

For more information on National Drowning Prevent Week visit the following locations:

Website: www.northhuron.ca

Facebook: [@NorthHuronRecreationDepartment](https://www.facebook.com/NorthHuronRecreationDepartment);

Facebook: [Lifesaving Society Ontario](https://www.facebook.com/LifesavingSocietyOntario);

Twitter: [@LifesavingON](https://twitter.com/LifesavingON);

Instagram: [lifesavingsocietyon](https://www.instagram.com/lifesavingsocietyon)

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