

National Drowning Prevention Week: even one drowning is one too many

Bradford West Gwillimbury, ON (July 14, 2020) – Drowning is still the third leading cause of death in Canada, so the Town of Bradford West Gwillimbury joins with the Lifesaving Society Canada to raise awareness during National Drowning Prevention Week. From July 19-25, the BWG Leisure Centre will be promoting awareness to increase safety in, on and around the water and help reduce preventable deaths.

Did you know that more than 400 people 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, and that Indigenous, northern and new Canadians have a disproportionate mortality risk?

Statistics show that almost 70% of those who drown never intended to go into the water and were often within 15 metres of safety when tragedy occurred.

To help reduce drowning, all Canadians are encouraged to:

- Ensure that children are under the direct supervision of an adult when around barrier-free bodies of water.
- Wear a properly fitted lifejacket or PFD when out on a boat.
- Refrain from drinking alcoholic beverages while participating in aquatic activities.

The majority of drownings are preventable in a Water Smart community!

To help you become Water Smart, the BWG Leisure Centre's Bradford Lions Aquatics Centre is hosting special activities on social media daily during National Drowning Prevention Week. Every day has had a different theme, all geared towards increasing awareness of water safety and drowning prevention.

Please visit www.bwgleisurecentre.ca/ndpw/ or check out www.facebook.com/bwgleisurecentre/ to learn more and participate in activities.



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Photo supplied by Town of BWG:

All passengers in boats should have a PFD on at all times when on open water.

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