

ACTIVE!

Swimming is one of the most popular summer recreation activities for children and their families. Manitoba lakes, beaches, and pools are visited by thousands of children and their families every summer for swimming, playing and boating.

and SAFE!

Drowning is the second leading cause of injury-related death in Canadian children. Children are attracted to water and don't understand the risks. In your community children are playing in the backyard pool, at the beach, or swimming in the local public pool for several months in the summer. You can **ACT NOW** to prevent drowning.

KEY MESSAGES FOR PARENTS

Visit <http://www.activesafekidsmanitoba.ca/docs/ACTIVEANDSAFEKIDSBrochureSWIMFINAL.pdf> for the complete Family Action Guide.

- ✓ **Supervise within arms-reach**
- ✓ **Wear a Lifejacket**
- ✓ **Learn to Swim**
- ✓ **Learn Lifesaving Skills**
- ✓ **Fence your pool**

What **COMMUNITIES** can do to **increase PFD and lifejacket use** in children and youth.

GOAL: Increase PFD use among children at highest risk

WHO: Infants, toddlers, and young non-swimmers at beaches, pools.
All children and their parents in boats.

HOW:

- PFD incentive programs** (Caught You Using Your PFD)
- PFD loan programs** (PFD Loan Kiosk)
- Promote the **Family Action Guide: Kids Don't Float**
- Use the **Key Messages** for parents in your newsletter, website, or recreation guide

SUCCESS? Monitor PFD use before and after the program (click [here](#) for sample form)



Manitoba Coalition for Active and Safe Kids
Ph: (204) 925-5651 • Fax: (204) 925-5703
Email: safekidsmb@sportmanitoba.ca
www.activesafekidsmanitoba.ca

Promoting PFD Use in Your Community

Caught you using your PFD

What you need:

- Establish a site, in consultation with your local municipality: choose a public beach, dock, or pool with frequent observed non-use of PFDs in at-risk children (infant/toddler/non-swimmer/boater)
- Staff or volunteers to “ticket” children “caught” using their PFD.
- Recruit a local private sector sponsor to assist with coupons and contest prizes (e.g. local retailers, food or entertainment vendors).
- Coupons and/or contest entry forms to use as tickets (you can also use stickers, tattoos or other promotional items). Visit www.activesafekidsmanitoba.ca for a sample template.

- TIPS

- ✓ The most effective “ticketing” incentive programs reinforce repeated use over time, so continue the program all summer with a contest at the end of August, so kids and families gain additional entries/tickets the more times they are observed using a PFD.
- ✓ Immediate reinforcement is also important, but can be simple, such as collecting one in a series of different stickers or tattoos, or small “buy one get one” coupons from local retailers.

PFD Loan Kiosk

What you need:

- Establish a swimming/boating site, in consultation with your local municipality: public beach, dock, pool with frequent observed non-use of PFDs in at risk children, with staff to secure PFDs after hours.
- Recruit a local private sector sponsor to assist with PFD purchase and kiosk materials.
- PFDs: 6-10 infant/child, 2-3 adult (purchased or donated) for a small loan program.
- PFD kiosk: rack or frame with hooks to hang PFDs.
- Signage to explain the procedure for loans, how to fit a PFD, and contact information for the loan program operator.
- Optional: screen-print messaging on the back of PFDs (e.g. Who is watching me? Or Kids Don’t Float!).
- Hang PFDs on kiosk during operational hours; secure overnight.
- Survey loan kiosk users for feedback and to find out why they used the PFD and whether they would use one again or purchase one, after their experience.

For examples of loan programs in other jurisdictions and templates for construction of loaner stations, visit <http://www.seattlechildrens.org/classes-community/community-programs/drowning-prevention/educators/>.

To learn about other Manitoba PFD loan programs and water safety resources contact the Manitoba Lifesaving Society at www.lifesaving.mb.ca. For further ideas about PFD promotion, see their *Get Caught Wearing Your Lifejacket Activity Guide* by downloading <http://www.lifesaving.org/download/Get%20Caught%20ativity%20guide.pdf%20Final%20copy.pdf>.

Other Active & Safe Kids Manitoba Resources

Caught You Using Your Head – Cycling Safety

Caught You Using Your Gear – Roller Sport Safety

Kids Don’t Bounce – Playground Safety

I Skate Safely - Ice Skating Safety