



INTRODUCTION

Orientation to M.C.A.S.K.

MODULE 1

Presented by Dr. Lynne Warda
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August 9, 2012

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Funding for this initiative is provided in part by the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.



OUTLINE:

- A. M.C.A.S.K.**
- B. MCASK Partners**
- C. Active and Safe Kids Manitoba**
- D. Additional Modules 1 - 6**

ABOUT M.C.A.S.K.



The Manitoba Coalition for Active and Safe Kids (MCASK) is an unincorporated partnership of non-profit organizations with a shared objective of promoting injury prevention during recreational play and informal sport activities.

ABOUT M.C.A.S.K.



Recognizing the importance of injury prevention for children 0 – 19 years of age, MCASK has five key initiatives:

1. Promotion of safe participation in play, recreation and informal sport activities through leadership development, dissemination of information and communication of existing resources and research.
2. Increased safe play behaviour through use of protective equipment and supervision.
3. Education in safe play environments for children and youth.
4. Promotion of safe recreational policies and practices.
5. Collaboration with public and private sectors as injury prevention partners.

KEY INITIATIVES



The MCASK is a partnership between sports, recreation and injury prevention organizations and involves government departments, non-profit organizations, the private sector and public health.

M.C.A.S.K. PARTNERS



- Program initiative created by MCASK, January 2012
- Part of National injury prevention commitment
- Funded through Public Health Agency of Canada, administered by Recreation Connections MB and supported through MCASK
- Aims to increase use of protective equipment and to raise awareness about preventing injury during popular recreational activities such as cycling, skateboarding, swimming, ice skating and unstructured play.

ACTIVE & SAFE KIDS MANITOBA



MODULE 1 Introduction to M.C.A.S.K.

MODULE 2 Kids Don't Float – Water Safety

MODULE 3 Caught You Using Your Head – Bicycling Safety

MODULE 4 Playground Safety

MODULE 5 Ice Skating Safety

MODULE 6 Skate Safety

ADDITIONAL TRAINING MODULES



Kids Don't Float

Orientation to Injury Prevention

MODULE 2

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- A. Kids Don't Float - Overview
- B. Participation Statistics & Injury Rates
- C. Evidence Based Strategies for Injury Prevention
- D. Incentives
- E. Available Resources & Programs
- F. Potential Funding Sources
- G. Communication Strategies and Tools
- H. Evaluation Methods

ORIENTATION OUTLINE



- convenient training designed for communities
- access to some of the many valuable resources on water safety including statistics, program ideas, funding
- focuses on preventing injuries and drownings related to informal recreation rather than those associated with organized competitions and practices for children ages 0 – 19 years of age
- family & community guides provide ideas and information

KIDS DONT FLOAT - OVERVIEW

Who participates in swimming?

70% of children aged 1 to 4 years

90% of children aged 5 to 12 years and

75% of youth aged 13 to 17 years



PARTICIPATION RATES



- **Drowning is the second leading cause of injury-related death to Canadian children.**
- **A Canadian study found that boys were more likely to drown than girls and the most common age for drowning was 0 to 4 years.**
- **89% of persons who drowned while boating were not wearing a lifejacket. Almost all of these fatalities are considered predictable and preventable.**

DROWNING STATISTICS



Although swimming injuries only account for just over 1% of all sport and recreational injuries seen in BC emergency departments, consequence of these injuries can be severe.

Nearly half of all swimming-related presentations to BC emergency departments involved injury to the head and neck.

INJURY STATISTICS



Who is Supervising Children in Water?

A Manitoba study measured how well infants and toddlers were supervised at local beaches. Key findings included:

- the low prevalence of PFD use**
- the high prevalence of inattentive caregivers (25%)**
- poor visual supervision in 17% of cases**
- and the fact that 93% of infants and only 49% of toddlers were within arm's reach.**

SUPERVISION STATISTICS



- **The American Academy of Pediatrics recommends “touch supervision” when swimming, which requires the caregiver to be within an arm’s reach of the child at all times.**
- **Research has shown parent education to be effective in improving knowledge.**
- **Studies suggest that pool fencing significantly reduces the risk of drowning.**

EVIDENCE BASED STRATEGIES



Communities may benefit from participating in the Active & Safe Kids Manitoba initiative by:

- **sharing Provincial/National commitment on active & safe play**
- **accessing multiple sources to create local active and safe campaigns**
- **leveraging local support through public and private partnerships**
- **learning how to observe safe play behaviour and measure the impact of community injury prevention strategies and**
- **learning the importance of recreation safety and preventing unnecessary injuries.**

COMMUNITY INCENTIVES



Open Water Wisdom -

www.openwaterwisdom.ca

An initiative offered collaboratively through the Canadian Red Cross and the Lifesaving Society that focuses on safety in and around open water areas.

Lifesaving Society -

www.lifesaving.mb.ca

Includes the “Water Smart Public Education Guide” that educates people about how to be safe in, on or around water and ice.

Canadian Red Cross -

www.redcross.ca

Offers the “Course Locator” to help locate a swimming safety course near your area as well as articles related to “Lifejackets and Personal Floatation Devices” and “Swimming and Water Safety.”

AVAILABLE RESOURCES & PROGRAMS



Transport Canada -

www.tc.gc.ca

Provides a useful guide on lifejackets and pfds

Manitoba Conservation -

www.gov.mb.ca

A description of the various systems and signs posted at Manitoba beaches as well as a "Beach Safety" brochure for safe water participation at the parks.

MORE RESOURCES & PROGRAMS



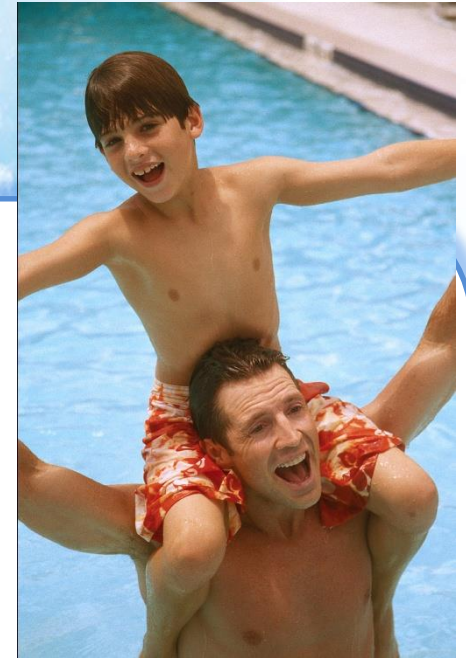
Key strategies to encourage water safety is:

- 1. to actively supervise and be within arms' reach of any child under 5 years of age**
- 2. to wear a properly fitted lifejacket in or near water**
- 3. to learn how to swim and to learn basic water safety skills**
- 4. to learn infant/child CPR**
- 5. to fence your pool and empty wading pools when not in use.**

STRATEGIES FOR INJURY PREVENTION

What about Supervision Ratios?

The Manitoba Lifesaving Society recommends having a ratio of one parent or childcare provider for every four swimmers (1:4) and one parent or childcare provider for every two young children (1:2)



SUPERVISION RATIOS



Supervise within arms-reach

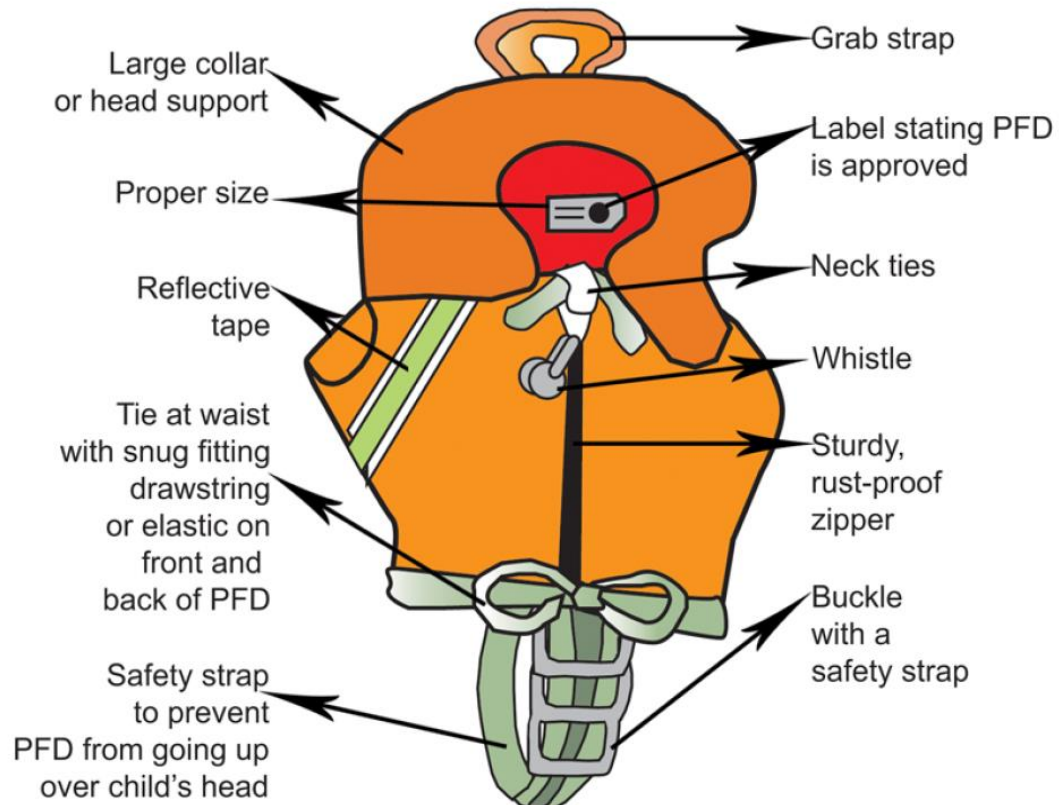
Stay within arms-reach of infants, toddlers and young non-swimmers when swimming or playing in water.

Wear a Lifejacket

Infants, toddlers and young non-swimmers should wear a properly fitted and fastened lifejacket or PFD when swimming or playing near water such as in backyards where there is a pool, at the beach, on a dock, and while fishing. All persons in the boat should *wear* a lifejacket or PFD when boating.

ACT NOW: learn how to choose and fit a PFD for children. Transport Canada has tips for purchasing and choosing a new PFD.

Family Action



CHOOSING A PFD



Learn to Swim

- Everyone should learn to swim and learn basic water safety skills.
- Promote swimming and water safety training in your community or search [online](#) for a Red Cross or Lifesaving Society course provider near you.

Learn Lifesaving Skills

- Offer or Promote infant/child CPR courses in your community
- Ensure caregivers designated to supervise swimming children have CPR and water safety training.
- Coordinate training through Red Cross or Lifesaving Society.

WATER SAFETY EDUCATION



Promote Pool Fencing:

Portable wading pools and backyard pools, hot tubs and spas are a drowning risk to young children.

- Empty wading pools when not in use. Use covers with locks for hot tubs and spas. Fence all permanent backyard pools.
- The best pool fencing completely encloses the pool and isolates it from the house (4-sided fencing). Pool fences should have a self-closing and self-latching gate and should be constructed to discourage climbing.
- Check local municipal bylaws for fencing requirements.

POOL FENCING



- Parachute Canada online guide about backyard pool safety, including fencing, alarms, covers, and safety equipment at <http://www.parachutecanada.org/injury-topics/item/pool-safety-lt>

POOL FENCING RESOURCES



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

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

HOW: **PFD loan programs** (PFD Loan Kiosk)
PFD incentive programs (Caught You Using Your PFD)
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.

COMMUNITY LEADERSHIP



- Establish a swimming/boating site with your local authority with staff to secure PFDs after hours
- Recruit a local business to assist with PFD purchase & materials
- PFDs: 6-10 infant/child, 2-3 adult (purchased or donated)
- PFD kiosk or storage: rack or frame with hooks to hang PFDs
- Signage and sign out instructions
- Optional: screen-print messaging on the back of the PFD
- 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.

PFD LOAN PROGRAM



Promoting PFD Use in Your Community

“Caught you using your PFD”

- **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 or contest entry forms to use as tickets (you can also use stickers, tattoos, or other promotional items).**

INCENTIVE PROGRAM



“Manitoba Coalition for Safer Waters” - www.mbsaferwaters.ca
Manitoba’s PFD Loaner Program - A grant application for lifejackets available to community organizations who want to help reduce drownings by improving water safety in their communities.

POTENTIAL FUNDING



KEY MESSAGES FOR FAMILIES

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

COMMUNICATION STRATEGIES



- valuable exercise to gauge how injury prevention strategies are impacting behaviour
- can be a simple process of a few volunteers observing and recording the number of people supervising their children or the number of young children wearing vs. not wearing a life jacket at a local beach
- observations made before and after an event/activity or public awareness campaign is a measure of impact due to the injury prevention efforts and can be valuable feedback to be shared as a motivator to the public.

EVALUATION METHODS



DROWNING PREVENTION DATA COLLECTION FORM

Site _____ Date _____ Time _____ M T W R F Sa Su

Sex	Age	PFD	Type of PFD	Child Activity	Caregiver Within Arms Reach	If Not WAR
M	Infant	Yes	Program	In water	Yes	< 6ft
F	Toddler	No	Other	On beach	No	Over 6 ft
	Child	Other		In boat	N/A	
	Youth					
	Adult					

EVALUATION TOOL



1. share the information with other community leaders
2. explore the resources and many links to organizations who share the injury prevention objective
3. visit the website www.reconnections.com
4. work with others to coordinate educational campaigns featuring the key water safety messages
5. coordinate events or activities to raise awareness of water safety strategies
6. Be Active, Be Safe!

TAKE ACTION



**Thank you for participating in
“Kids Don’t Float” Module 2.**

BE ACTIVE, BE SAFE!