



LIFESAVING SOCIETY

The Lifeguarding Experts

Swim to Survive Standard to decrease drowning in Nova Scotia

Halifax (August 2006) The Lifesaving Society Nova Scotia Branch believes their recently established Swim to Survive Standard can decrease the number of drowning incidents in Nova Scotia by 50 per cent in the next ten years.

The Swim to Survive Standard is designed to prepare swimmers for an unexpected fall into water. The program is not a swimming lesson; it is a survival standard, and is a great lead into swimming lessons. Swim to Survive can be easily integrated into any facility's existing swim program, and can also be implemented at beaches, summer camps, and other facilities.

“If everyone in Nova Scotia could learn and follow this standard, drowning incidents would dramatically decrease,” stated John Strickey, executive director of the Lifesaving Society, Nova Scotia Branch. “Over 70 per cent of drowning victims had no intention of going in the water. With basic water survival skills in place, swimmers will be better equipped to handle any situation that may arise in a safe manner.”

The Swim to Survive standard has three basic components which must be accomplished in order to achieve the standard: roll into deep water, tread water for one minute, and swim 50 metres.

“Swimming is not an innate skill; children must be taught water safety just as they are taught fire safety,” asserts Strickey. “The Swim to Survive program has already been implemented in various facilities throughout Nova Scotia and has seen great success, and we want to see that continue.”

For more information regarding the Swim to Survive Standard, visit
www.lifesavingsociety.ns.ca.