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# MANITOBA WATER SAFETY AND DROWNING PREVENTION STRATEGY

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2015 – 2020



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## Background

In February 2015, the Manitoba Water Safety and Drowning Prevention Strategy was renewed and updated for an additional five years. Members of the Manitoba Coalition for Safer Waters (MCSW) participated in consultations that included reviewing the 2005 strategy and setting goals and priorities for the 2015 to 2020 plan.

This strategy was created after Manitoba Health, Healthy Living and Seniors renewed the provincial injury prevention strategy. Under this overarching strategy, the Manitoba Coalition for Safer Waters has agreed to lead the development and implementation of a plan addressing water safety and drowning prevention in Manitoba.

The Water Safety and Drowning Prevention Strategy has four strategic pillars: leadership and policy development; surveillance, research and evaluation; capacity building; and, sustainability. Key goals of the Manitoba Water Safety and Drowning Prevention Strategy include:

1. providing leadership to coordinate stakeholder efforts to promote of water safety and drowning prevention.
2. ensuring policy makers, program planners, program delivery personnel and the public will have timely access to evidence-based information.
3. providing Manitobans reasonable access to effective water safety and drowning prevention programs by working with stakeholders and co-ordinated campaigns and initiatives.
4. creating a sustainable strategy.

## Vision

Safe waters and a drowning-free Manitoba

## Mission

To contribute to a safe and injury-free Manitoba by engaging Manitobans in making water safety and drowning priorities for prevention.

## Approach and Principles

- Comprehensive
- Culturally-appropriate
- Multi-sectoral
- Evidence-based
- Partnership-based
- Drowning is predictable and preventable

## Strategic Pillars

- Leadership and policy development
- Surveillance, research and evaluation
- Capacity building (awareness, education and training)
- Sustainability

## Goal

To reduce drowning and water-related injury in Manitoba through targeted prevention aimed at:

- Toddlers (one to four years of age)
- Boaters
- Aboriginals
- Men (18 to 24 and more than 65 years of age)
- Newcomers to Canada

## Sub-Goals and Activities

The MCSW will:

- provide leadership to coordinate stakeholder efforts to promote of water safety and drowning prevention.
- ensure policy makers, program planners, program delivery personnel and the public will have timely access to evidence-based information.
- provide Manitobans reasonable access to effective water safety and drowning prevention programs by working with stakeholders and co-ordinated campaigns and initiatives.
- create a sustainable strategy.

### Leadership and Policy Development

Sub-Goal	Priority Actions	Tasks
The MCSW will provide leadership to coordinate stakeholder efforts to promote of water safety and drowning prevention	Establish a communication and engagement plan to support continued coordination with stakeholders	<ul style="list-style-type: none"> <li>• set meetings one year in advance for annual and core meetings</li> <li>• share agendas, meeting minutes</li> <li>• open up core group meetings to a broader audience</li> </ul>
	Improve contact and engagement with possible new "target" groups	<ul style="list-style-type: none"> <li>• outreach to organizations representing newcomers, Hutterite colonies</li> <li>• broaden membership base</li> </ul>
	Identify priority water safety prevention gaps and opportunities with stakeholders	<ul style="list-style-type: none"> <li>• survey membership</li> </ul>

## Surveillance, Research and Evaluation

Sub-Goal	Priority Actions	Tasks
The MCWS will ensure policy makers, program planners, program delivery personnel and the public will have timely access to evidence-based information.	Work with other organizations to engage them with the evidence-based information	<ul style="list-style-type: none"> <li>include data/research updates as an agenda item for general meetings</li> </ul>
	Increase social media presence	
	Encourage reciprocal links among stakeholders	<ul style="list-style-type: none"> <li>ensure relevant drowning reports are posted to the MCSW website in a timely fashion.</li> <li>link back to partner organizations</li> <li>disseminate reports to membership through email with links back to partner organizations' websites</li> </ul>

## Capacity Building

Sub-Goal	Priority Actions	Tasks
The MCWS will provide Manitobans reasonable access to effective water safety and drowning prevention programs by working with stakeholders and co-ordinated campaigns and initiatives.	Review eligibility criteria of the personal flotation device (PFD) loaner program and grants to ensure good quality applicants and encourage sustainability	<ul style="list-style-type: none"> <li>talk to Transport Canada about linking to boat safety grants on MCSW website</li> </ul>
	Host a water safety event	
	Engage with schools, educators and community centres	<ul style="list-style-type: none"> <li>explore opportunities to provide education to youth in schools (tied to physical education curriculum)</li> <li>Present at SAGE conference</li> <li>set up a train the trainers model for water safety education</li> </ul>
	Working with non-traditional organizations to develop safety awareness campaigns to increase capacity	<ul style="list-style-type: none"> <li>explore opportunities with Manitoba Public Insurance and others</li> </ul>

## Sustainability

Issue	Action
Limited member engagement	<ul style="list-style-type: none"> <li>Implement an engagement plan</li> </ul>
Limited funding	<ul style="list-style-type: none"> <li>Continue to make the case for water safety</li> <li>Continue to find efficiencies</li> </ul>
Member organization capacity	<ul style="list-style-type: none"> <li>Form sub-committees to distribute work</li> <li>Implement a "train-the-trainers" model targeting teachers and non-sector professionals</li> </ul>
Secretariat capacity	<ul style="list-style-type: none"> <li>Engage membership in other work through task groups or sub-committees</li> </ul>

# Water Safety and Drowning Prevention Framework

(March 2015)

<p>Vision</p>	<p style="text-align: center;"><b>Vision</b></p> <p style="text-align: center;">Safe waters and a drowning free Manitoba</p>	<p style="text-align: center;"><b>Key Settings</b></p> <p style="text-align: center;">Home</p> <p style="text-align: center;">School</p> <p style="text-align: center;">Remote communities</p> <p style="text-align: center;">Recreational settings</p> <p style="text-align: center;"><b>Target Population</b></p> <p style="text-align: center;">Toddlers (one to four years of age)</p> <p style="text-align: center;">Boaters</p> <p style="text-align: center;">Aboriginals</p> <p style="text-align: center;">Newcomers</p> <p style="text-align: center;">Men (18 to 24 and more than 65 years of age)</p>
<p>Mission</p>	<p style="text-align: center;"><b>Mission</b></p> <p style="text-align: center;">To contribute to a safe and injury-free Manitoba by engaging Manitobans in making water safety and drowning priorities for prevention</p>	
<p>Approach and Principles</p>	<ul style="list-style-type: none"> <li>• Comprehensive</li> <li>• Culturally appropriate</li> <li>• Multi-sectoral</li> <li>• Evidence-based</li> <li>• Partnership-based</li> <li>• Drowning is predictable and preventable</li> </ul>	
<p>Strategic Pillars</p>	<ul style="list-style-type: none"> <li>• Leadership and policy development</li> <li>• Surveillance, research and evaluation</li> <li>• Capacity building (awareness, education and training)</li> <li>• Sustainability</li> </ul>	
<p>Goal &amp; Target</p>	<p><b>Goal:</b> To reduce drowning and water-related injury in Manitoba through targeted prevention aimed at:</p> <ul style="list-style-type: none"> <li>• Toddlers (one to four years of age)</li> <li>• Boaters</li> <li>• Aboriginals</li> <li>• Newcomers</li> <li>• Men (18 to 24 and more than 65 years of age)</li> </ul>	
<p>Sub-goals (broad statements of intent)</p>	<ol style="list-style-type: none"> <li>1. The Manitoba Coalition for Safer Waters will provide leadership to coordinate the efforts of stakeholders committed to the promotion of water safety and the prevention of drowning.</li> <li>2. Policy makers, program planners, program delivery personnel and the public will have timely access to evidence-based information.</li> <li>3. Manitobans will have reasonable access to effective water safety and drowning prevention programs through partnerships with stakeholders and co-ordinated campaigns and initiatives.</li> <li>4. The Water Safety and Drowning Prevention Strategy will be sustainable.</li> </ol>	

## Acknowledgements

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- The Lifesaving Society of Manitoba (MCSW Secretariat)
- The Canadian Red Cross, Manitoba Region
- The Manitoba Paddling Association

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- Manitoba Conservation and Water Stewardship
- Manitoba Health, Healthy Living and Seniors