

Manitoba Water Safety & Drowning Prevention Strategy:

Review 2008

June 2008

Prepared for:

Manitoba Coalition for Safer
Waters

Manitoba Health and Healthy
Living

By:

Shawn Feely
Program Director



Health Sciences Centre
NA335-700 McDermot Avenue
Winnipeg, Manitoba, R3E 0T2
TEL: 204-787-1823
FAX: 204-787-2070
Sfeely1@mts.net

Purpose of Review

The purpose of this review was to

- a) Identify and document activities completed as outlined in the Manitoba Water Safety and Drowning Prevention Strategy (July 2005)
- b) Identify any gaps that could then be addressed by the Manitoba Coalition for Safer Waters
- c) Create a document that would act as a record of organizational history

* Please note that recommendations on future direction or activities have not been made as that should involve the entire Coalition. The overall intent of this review was to see if we did what we said we would do.

Suggested Next Steps

- a) In the summer of 2008, circulate this report to the full membership of the Coalition.
- b) In September of 2008, the Core Group establish a process to update the Manitoba Water Safety and Drowning Prevention Strategy.
- c) During the Fall of 2008, the Coalition should update the Manitoba Water Safety and Drowning Prevention Strategy.

Background

In 2005 the Manitoba Coalition for Safer Waters developed the Manitoba Water Safety and Drowning Prevention Strategy. The intent of this strategy was to provide overall direction for the Coalition and create opportunity for cooperation. Over the past three years the Coalition collectively and its members individually have worked diligently in trying to carry out the spirit of this strategy.

Goal & Target

In 2005 the goal of the strategy was “To reduce drowning and hospitalizations in Manitoba by 25% by December 2008 by showing reductions in the following target populations; toddlers, boaters, Aboriginals and males”.

Over the past four years we have seen a steady decline in the number of drowning deaths in Manitoba. For a number of years the frequency of drowning deaths remained constant at approximately 25-26 deaths per year. The most recent preliminary data from the Chief Medical Examiners office suggest a downward trend: 2004 (26), 2005 (22), 2006 (17) and 2007 (8). In the fall of 2008 we will work at obtaining hospitalization data as well as rates per 100,000. With this information we will then be able to determine if we reached or reduction targets.

2005 Original Objectives and Status as of June 2008

Strategic Pillar – *Leadership and Policy Development*

Sub-goal 1- *The Manitoba Coalition for Safer Waters will provide leadership to co-ordinate the efforts of stakeholders committed to the promotion of water safety and drowning prevention.*

Objectives	Proposed Activities	Comments / Status as of June 2008
a) <u>By September 2005</u> , the Coalition will have “launched” the Water Safety and Drowning Prevention Strategy.	<ul style="list-style-type: none"> • Share strategy with field • Advise all stakeholders • Hold a press conference • Place on Website 	<ul style="list-style-type: none"> • Strategy was released in August 2005 and shared with stakeholders • No press conference • Placed on both IMPACT’s and Manitoba Health and Healthy Living’s Websites
b) <u>By October 2005</u> , the Coalition will approve its renewed structure, functions and mandate.	<ul style="list-style-type: none"> • Establish a working group • Establish terms of reference • Explore the cost / benefit of incorporation • Working group to make recommendation to the Coalition on structure, function and mandate • Review need for staff support • Coalition to vote on recommendations 	<ul style="list-style-type: none"> • The Core Group took on the task of reviewing the Coalition’s structure and recommended incorporation. • Coalition approved recommendation and papers of incorporation have been filed • The Coalition decided that the current secretariat support from IMPACT is sufficient and a staff position is not warranted at this time • <i>Terms of reference have not been developed</i>
c) <u>By September 2005</u> , the Coalition will integrate the regional health authorities drowning prevention plans into the provincial strategy.	<ul style="list-style-type: none"> • Identify individuals to review RHA IP plans • Assess common issues / gaps and links to best practice papers • Communicate with RHAs on possible opportunities 	<ul style="list-style-type: none"> • The RHA plans were reviewed • Discussions with appropriate RHAs on specific programming opportunities were held • Main gap in programming is in north so focus is on northern and remote communities
d) <u>By April 2006</u> , the Coalition will implement a plan to promote healthy public policy as it pertains to water	<ul style="list-style-type: none"> • Set up a policy and legislative issues / advocacy committee • Develop issue sheets on potential advocacy issues / use as starting point 	<ul style="list-style-type: none"> • Core Group acted on this by focusing on developing partnership with MB Government and seeking and obtaining funding for northern and remote programming e.g.

safety and drowning prevention.	<p>best practices paper</p> <ul style="list-style-type: none"> • Prioritize advocacy issues • Develop advocacy plan • Implement plan 	<p>PFD Loaner program, media campaign</p> <ul style="list-style-type: none"> • These projects address recommendations identified from the Healthy Kids Healthy Futures Task Force recommendations • <i>Advocacy plan has not been developed</i>
e) <u>By April 2006</u> , the Coalition will have reviewed progress and have identified new objectives and activities (based on progress)	<ul style="list-style-type: none"> • Core Group to lead review of progress and present recommendations of new objectives and activities to Coalition 	<ul style="list-style-type: none"> • Informal review was completed in the form of Core Group discussions as well as during Coalition meeting in Fall 2006 • Decision to continue with support of PFD Loaner program (06=08), targeted media campaign (06-08), Life Saving Societies Northern and Remote Water-smart program (07-08) and Red Cross's ice safety initiative (07-08)
f) <u>By September 2007</u> , the Coalition will have conducted a preliminary evaluation of the Water Safety and Drowning Prevention Strategy	<ul style="list-style-type: none"> • Establish activity tracking system • Assign task to individual members of Coalition / contract task to outside group • Share results 	<ul style="list-style-type: none"> • Review completed June 2008 • IMPACT is tracking progress / activities as they pertain to the strategy • Results will be sent to the coalition for consideration and further action

Strategic Pillar – Surveillance, research and evaluation

Sub-goal 2 - Policy makers, program planners, program delivery personnel and the public will have timely access to information that is based in evidence.

Objectives	Proposed Activities	Comments / status as of June 2008
a) <u>By January 2006</u> , a list of research priorities will be established.	<ul style="list-style-type: none"> • Hold a meeting of researchers and interested organizations to identify priority research topics • Identify possible ways of implementing the research • Promote program 	<ul style="list-style-type: none"> • <i>A meeting has not happened</i>, however research has taken place that is of interest to the Coalition such as exploring PFD wear rates in Manitoba and child supervision at MB beaches etc. • These projects were funded either by the Coalition or by

	evaluations (and sharing of results)	members directly <ul style="list-style-type: none"> Evaluation / review of the strategy has taken place (June 08) as well as the PFD Loaner Program (June / July 08)
b) <u>By March 2006</u> , agreements will be established with data holders for timely access to water related injury data such as MB Health, RHAs, and WIRA, police, etc.	<ul style="list-style-type: none"> Identify lead member organization Establish procedure for analyzing data Establish procedure for reporting and translating data Establish procedure for distribution 	<ul style="list-style-type: none"> <i>Work on this objective has not happened</i>
c) <u>By January 2005</u> , a system will be developed to review, translate, distribute and store research pertaining to water safety and drowning prevention.	<ul style="list-style-type: none"> Distribute the best practices paper / or it's summary Establish procedure for reviewing new research Establish procedure for translating new research Establish procedure for the distribution of translated research Establish distribution list Confirm and promote the existence of the water safety and drowning prevention research library 	<ul style="list-style-type: none"> The best practice paper was distributed as well as presented to stakeholders at meetings, conferences and through MB Tele-health system (to RHAs) Since the fall of 2006, IMPACT has taken the lead on collecting, reviewing and distributing results of water safety related research (other than Red Cross and Life Saving Society's Drowning Reports). Twice a year this information is sent out to Coalition members Note - There seems to be only a small amount of this type of research being published

Strategic Pillar – Capacity Building (awareness, education and training)

Sub-goal 3- *Manitobans will have reasonable access to effective water safety and drowning prevention programs.*

Objectives	Proposed Activities	Comments / Status as of June 2008
a) <u>By January 2006</u> , the Coalition will update the gap analysis between available programming and target groups (including	<ul style="list-style-type: none"> Complete inventory of water safety / drowning prevention programs. Compare programs with availability in target population Share results 	<ul style="list-style-type: none"> An update of an earlier inventory was completed The availability of water safety programs in northern and remote communities was found to be lacking

programming for lifeguards).		
b) <u>By March 2006</u> , the Coalition will have a plan to advocate for programming priorities.	<ul style="list-style-type: none"> • Form group to write plan • Share results of gap analysis • Coalition will advocate for appropriate programs • Monitor program delivery progress as it relates to gap / targets 	<ul style="list-style-type: none"> • Core Group acted as lead on this issue and advocated for funding for programs for Northern and remote communities • Partnership with MB Health and Healthy Living on the PFD Loaner Program and targeted media campaign • Funding from the following Mb Governments departments - Aboriginal and Northern Affairs, Culture, Heritage, Tourism and Sport, Conservation and the Coalition has allowed the Life saving Society to deliver water safety programs directly to the target population (Swim to Survive, first aid and boating safety) • These initiatives are being monitored and activity updates shared • The Coalition was a funding partner for the Red Cross's ice safety education and awareness campaign

Strategic Pillar - Capacity Building (awareness, education and training)

Sub-goal 4- *In partnership with stakeholders, the Manitoba Coalition for Safer Waters will co-ordinate a targeted water safety and drowning prevention awareness campaign*

Objectives	Proposed Activities	Comments / Status as of June 2008
a) <u>By May 2006</u> , Manitoba Coalition for Safer Waters will launch a targeted water safety and drowning prevention campaign	<ul style="list-style-type: none"> • Establish committee • Determine target(s) based on evidence • Plan campaign with media consultant (consider issues of sustainability) • Seek funding • Determine media type • Launch campaign 	<ul style="list-style-type: none"> • Core Group acted as lead on this • Partnered with MB Health and Healthy Living • Target is Northern and Remote communities • Radio time purchased by MB Government using already established PSAs provided by members of the Coalition • This campaign has been run in

	<ul style="list-style-type: none"> Establish tracking system / evaluate plan for campaign 	<p>conjunction with the PFD Loaner program in summers of 2006 and 2007</p> <ul style="list-style-type: none"> A review of this initiative was conducted in June / July 2008
--	--	--

Strategic Pillar - Sustainability

Sub-goal 5 – The Water Safety and Drowning Prevention Strategy will be sustainable.

Objectives	Proposed Activities	Comments / Status as of June 2008
a) <u>By April 2006</u> , the Coalition will have a system of providing programming grants to projects that meet identified priority issues.	<ul style="list-style-type: none"> Identify program funding priorities Act as a consultant in grantsmanship Identify funding bodies, application dates, types of projects funded etc 	<ul style="list-style-type: none"> Summer 2008 the Coalition will offer grants to community groups to address water safety issues in their communities An application process, selection criteria and monitoring system are being developed Funding is being provided by MB Health and Healthy Living
b) <u>By January 2006</u> , the Coalition will support fundraising and grant applications of key stakeholders.	<ul style="list-style-type: none"> Provide a link between policy makers / funders and deliverers Write letters of support 	<ul style="list-style-type: none"> The Coalition's Secretariat (IMPACT) has acted as link to between policy makers / funders and delivers of services
c) <u>By October 2005</u> , the coalition will start advocating for increased funding for water safety and drowning prevention funding	<ul style="list-style-type: none"> Identify funding priorities Identify appropriate organization for increasing its budget/staff resources for water safety / drowning prevention activities 	<ul style="list-style-type: none"> Funding priorities have been for programs that support water safety in Northern and remote communities Funding has been secured for the PFD Loaner program, swim to survive, first aid and boating safety training, ice safety campaign, media campaign, supervision on beach research study, and community-level grants for water safety initiatives The following Mb Government departments have contributed funding- Aboriginal and Northern Affairs, Culture, Heritage, Tourism and Sport, Conservation, Health and Healthy Living

Coalition Members

Aboriginal & Northern Affairs	Manitoba Underwater Council
Addictions Foundation of Manitoba	Manitoba Wildlife Federation
Assembly of Manitoba Chiefs	Northern Association of Community Councils
Association of Manitoba Municipalities	Office of the Fire Commissioner
Canadian Red Cross	RCMP Underwater Recovery Team
First Nations Inuit Health Branch, Health Canada	Risk Management, Manitoba Finance
Girl Guides of Canada, Manitoba Council	Safety Services Manitoba
IMPACT	Scouts Canada
Lifesaving Society, Manitoba Branch	Sport Manitoba
Manitoba Association of Cottage Owners	Sports Medicine Council of Manitoba
Manitoba Camping Association	Think First Manitoba
Manitoba Child Day Care	Water Ski Manitoba
Manitoba Conservation	Winnipeg Police Service
Manitoba Culture, Heritage, Tourism and Sport	Winnipeg Fire Paramedic Service
Manitoba Education Citizenship and Youth	
Manitoba Healthy Living	
Manitoba Hydro	
Manitoba Labour and Immigration	
Manitoba Naturalists Society	
Manitoba Paddling Association	
Manitoba Sailing Association	