



In a landmark 10-year study, the Canadian Red Cross, together with its partners, has compiled critical information on drownings in Canada. One of the key factors identified in boating-related drowning deaths in Canada is not wearing a PFD or lifejacket.

10 Years of Research Fast Facts – Lifejackets and PFDs

What we have learned

- The main cause of boating drowning death (87%) is not properly **wearing** a lifejacket or PFD.
- **You should always wear a lifejacket or PFD. Close by isn't close enough.**

The Facts

- On average, there are 180 boating drowning deaths each year in Canada
- Of those who drown, 87% are not wearing, or are not properly wearing, a PFD or lifejacket.
- In a 10 year span, over 1,000 people (60%) drowned while powerboating and almost 700 (40%) while unpowered boating (canoe, kayak, sail boat, raft)
- 93 % of those who drown while boating are male.
- Men between the ages of 15 and 45 years old are at greatest risk for drowning.

Based on known cases:

CANOE

88% of canoe drowning victims are not wearing, or not properly wearing, a flotation device.

KAYAK

67% of kayak victims are not wearing, or not properly wearing, a flotation device.

RAFT

55% of rafting and inflatable watercraft drowning victims are not wearing, or not properly wearing, a flotation device.

ROWBOAT

94% of rowboat drowning victims are not wearing, or not properly wearing, a flotation device.

SAILBOAT

70% of sailboat drowning victims are not wearing, or not properly wearing, a flotation device.

POWERBOAT

88% of powerboat drowning victims are not wearing, or not properly wearing, a flotation device.

Prepare! Stay Safe! And Survive!

When aboard any water craft, make sure you and all passengers are **wearing** a properly fitted and Transport Canada approved PFD or lifejacket – it could save your life.

For more information on lifejackets and PFDs, please visit:
www.redcross.ca lifejackets or www.wearalifejacket.com