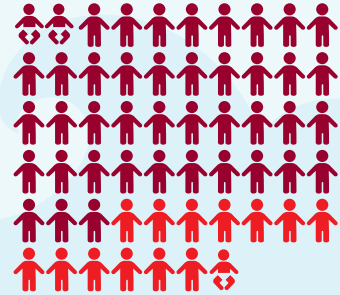




CANADIAN
RED CROSS

CHILD DROWNINGS IN CANADA

On average, **57 kids drown** every year in Canada (43 male, 14 female)



98% of parents say children must wear a lifejacket when boating. However, the majority of kids who drown while boating are not wearing one.



85% of parents say: **swimming with a buddy** changes the way they would supervise a child in the water.

Kids 5-14 who drown were with a buddy twice as often as they were alone.

1 in 3 kids who drown were **not expected** to be in the water.

Only 50% of parents say they **always supervise their kids** around water.

4 in 10 children drown in water **less than 1 metre deep**.

1 in 2 parents thinks they can effectively supervise kids in the water by listening for signs of problems. **Children who drown are often silent.**

More than 90% of kids who drown in shallow water are **not with an adult**.

Only 3% of kids who drown are identified as strong swimmers.

For more information, visit www.redcross.ca

Findings are based on an Ipsos Reid poll conducted on behalf of the Canadian Red Cross between April 29 and May 7, 2013, using a sample of 1,003 parents with children under 19 in the household. Drowning statistics are based on official reports of immersion-related deaths of children under 19 from 2001 to 2010.