



LIFESAVING SOCIETY®  
*The Lifeguarding Experts*



## National Drowning Prevention Week 2026

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Welcome to National Drowning Prevention Week 2026. We are thrilled to have your support as we work to highlight the risk of drowning and the importance of water safety.

This year's National Drowning Prevention Week theme, "**Prepare to be Water Smart**" aims to teach New Brunswickers the simple steps they can take to prevent drowning and water related injury by preparing themselves to be in, on, and around the water.

### Campaign Details

**Theme:** Prepare to be Water Smart

**Launch Date:** Sunday, July 19

**Hashtags:** #NDPW2026 | #SNPN2026

**Website:** [lifesavingnb.ca](http://lifesavingnb.ca)

### Main Messages

- Drowning is preventable.
- Preparation saves lives.
- Small steps can make a big difference:
  - stay within arms' reach
  - wear a lifejacket
  - learn to swim
  - swim where the lifeguards are
  - actively supervise children at all times

### Asset Kit

We've developed the following resources for our partners to share with their communities, followers and friends. In the NDPW 2026 Asset Kit, you'll find:

- **Social media copy** – pre-written posts that you can customize or copy/paste
- **Social graphics** – graphics sized for popular platforms and ready for upload. We've even left space for you to add in your organization's logo!

- **Fast Facts** – drowning stats that have impact
- **Screen graphics** – Water Smart messaging sized to fit on a screen in your facility
- Also included in our kit will be a copy of our **Visual Guidelines** all affiliates, partners and anyone using the society logo and/or brand must follow.

## Connect with us!

Follow us on social media, tag us in your posts and use the campaign hashtags to share what you're doing throughout the week.

Facebook: [Lifesaving Society New Brunswick](#)

Instagram: [@lifesavingsocietynb](#)

Questions? Reach out and let's chat.

Lifesaving Society New Brunswick

Email: [info@lifesavingnb.ca](mailto:info@lifesavingnb.ca)