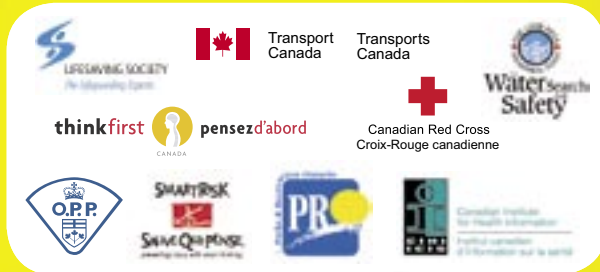


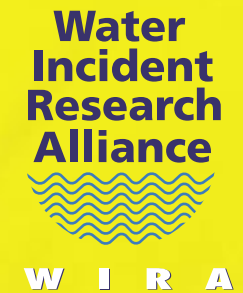


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## Top 10 Reasons to be a Partner with WIRA

- 1. Saving more lives is good news!** WIRA data can help facilities identify potential trouble spots and prevent predictable accidents, and it also demonstrates which technique is most effective in a particular situation. More data reporters will ensure that there are more stories about lives saved than lives lost.
- 2. Crucial, reliable data regarding water-related accidents and deaths.** WIRA will collate the data from all reported water related situations for your organization, municipality or province allowing clients to project trends and prevent similar incidents from happening again.
- 3. Effective intervention management tool.** WIRA can measure where and how a water related staff has intervened and averted a potential catastrophe.
- 4. WIRA can analyze risk in water related situations, including: frequency, location, and significance of incidents.**
- 5. The information is credible.** For example, the Chief Coroner's office has used WIRA information as part of an investigation that reviewed legislative requirements for admission and supervision of children in public pools in the Province of Ontario.
- 6. WIRA delivers analysis in a timely fashion.** As soon as reports are verified by WIRA staff, the information is then uploaded to the database.
- 7. Understanding the big picture.** WIRA data aids all organizations responsible for water safety in risk assessment and management planning for aquatic and other recreation programs. How often does your staff respond to situations in the aquatic environment? What types of situations are they responding to? What are the trends? How better to demonstrate to senior management the value of aquatic staff than to statistically validate their performance on a day to day basis? WIRA can offer you the empirical evidence you need to illustrate the value of your aquatic staff to the organization.
- 8. Legal risk management.** Since water related situations represent a higher degree of risk of expensive litigation than other recreation activities, WIRA data is valuable in providing comparative data for use in legal matters.
- 9. WIRA reports are clear, concise, and graphic.** They're easy to read and understand, making them a useful tool for everyone employed by the facility. These reports helps your staff to focus on primary responsibilities of prevention, recognition, and response.
- 10. WIRA reporting is quick and easy.** Reporting takes less than a minute per incident, which means minimal work for your staff. Reports can be completed on-line, emailed or in hard copy and faxed/mailed to the WIRA office.



## Who is WIRA?

WIRA is a non-profit alliance of partners dedicated to delivering research data regarding water-related incidents, injuries and fatalities. The data provided enables member agencies to analyze and interpret these occurrences and develop a course of action. Information includes drowning and water-related injury data summaries, information about how to get more detailed data, and a data collector resource centre.

The primary roles of WIRA are to:

- Collect, tabulate and publish Canadian water-related injury and death data in a timely manner.
- Reconcile WIRA's data with existing drowning reports produced by other organizations such as the Lifesaving Society, the Canadian Red Cross and the Canadian Institute for Health Information (CIHI).
- Provide links and contact information to other related databases.

WIRA's role is to provide "the facts." We provide our clients with the who, what, where, when and why of water-related incidents and injuries. The data provided by WIRA enables our clients to analyze and interpret these occurrences and develop a course of action.

## Information on Injuries & Fatalities

### Client Services

WIRA continues to work diligently to develop relationships and partnerships with key stakeholders in the water safety industry. It is through these partnerships that WIRA is able to develop a comprehensive database pertaining



to water rescues, incidents and drownings. This information has proven to be invaluable to our clients in terms of:

- Support information based on solid research
- Data that addresses issues relating to risk management
- Being incorporated into staff reports with regard to water incidents

WIRA offers a broad range of services to the water safety industry including boating, pools and water related activities.

**“ As Canada's lifeguarding experts, the Lifesaving Society is able to use the research data WIRA provides as the foundation on which our drowning prevention programs and public education efforts are built. ”**

Suzanne Gorman – Communication and Education Manager / Lifesaving Society

### The services include:

- Access to the most current and detailed information relating to water rescues, incidents and drownings not available from any other source in Canada
- Support documents and graphs designed for ease of understanding
- Four newsletters per year
- Direct access to our up-to-date information on our web site
- Working with key partners to maximize resources and eliminate duplication of services
- Water-related risk management training and resources



**“ The data that WIRA gathers, analyzes and makes available is invaluable in that it is the only organization in Canada with such comprehensive information. This data permits agencies like Transport Canada, Boating Safety to be better informed and tailor our awareness programs to ensure future boaters operate in a safe and enjoyable manner. ”**

Peter Garapick – Regional Manager Boating Safety /Transport Canada

**“ The data provided to the City of Toronto by WIRA is used to allow us to measure our success against a national database. This component of our risk management program allows us to demonstrate due diligence, accountability and measures of success. I highly recommend the use of WIRA data by all municipalities. ”**

Don Boyle – Director of Community Recreation, City of Toronto