



Rec Room!

10 Years Of Drowning Data: The Findings

Information from the Red Cross Did you know that drownings....

- From 1991 to 1995, the drowning rate was stable at an average of 1.8 deaths per 100,000 Canadians.
- 1996-2000, the drowning rate declined steadily to an average of 1.4 deaths per 100,000 – an improvement of 21%. This means that about 100 fewer Canadians died by drowning each year.
- Boating was the most frequent activity leading to drowning in Canada.
- Aquatic activities (swimming, wading, or playing near unprotected water such as swimming pools) were the second most frequent activities leading to drowning.

- Adult males and children are the most vulnerable to drowning. Most drowning victims were males between 15 and 74 years of age; next were children age 1-4.

The full Canadian Red Cross report can be downloaded at:

http://www.redcross.ca/cmslib/general/10drwn_english.pdf



PSP Community Recreation

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Communications Corner: Creating A Media Friendly Event

CREATING A MEDIA FRIENDLY EVENT

By Marion Grobb, DComm/CFPSA

You work hard to promote a special event, to entice the media to come and cover it. That's part of the battle. Once the media arrives, meeting their needs increases the chance of coverage and the media returning for future events. Here are some tips that I have found to be useful:

- **GREETING DESK:** When media arrives, have a media table available to greet them. Here, they receive the media release, backgrounder information (usually one page), and they sign in.
- **SIGN-IN SHEET:** The media sign-in sheet includes the media person's name, the media they represent and their contact numbers (e.g., phone #, e-mail). This information is important for follow-up with media and for building your media databases.

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- **INTERVIEWS:** On your media advisory, you will note interview opportunities. Be sure that your advisory and release includes the proper names and titles of your interviewees and that your people to be interviewed are aware that they are listed and are ready for media questions.
- **PHOTO OPPS:** Newspapers and especially television are visual media. As such, thinking in advance of interesting images – people, props, backdrops for interviews – is always appreciated by the media.



For people shots, offer action of some sort revolving around the event itself

For people shots, offer action of some sort revolving around the event itself, e.g., Invisible ribbon being clipped on to someone's lapel.

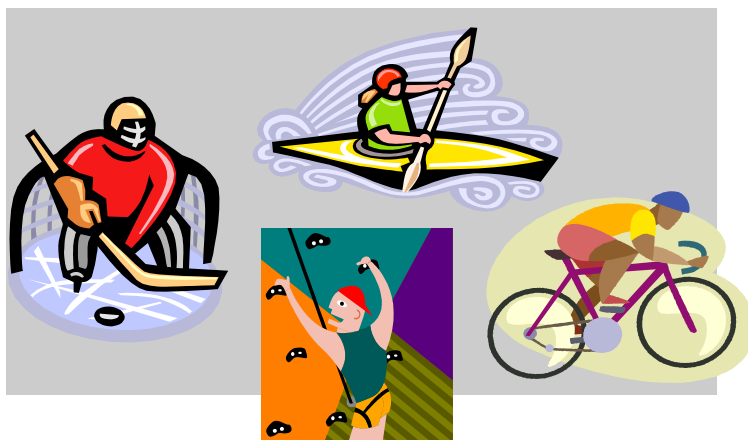
Good luck with your event. Here's to developing great relations with the media, one event at a time.

Marion Grobb is Director Communications at CFPSA, an author, Toastmaster and a national member of Canadian Association of Professional Speakers. She may be reached at grobb.marion@cfpsa.com 613-996-6826.

New sport related poster series under production

As part of a joint initiative of the Directorate of General Safety and the Canadian Forces Personnel Support Agency (CFPSA), a series of posters are being produced to draw attention to potential risks associated with sports related injury or illness. The poster campaign, aimed at all age groups, reminds sports enthusiasts to wear proper equipment and "play safe" during all their sporting activities.

For more information on this series or to place an order please contact Kristina Davis, Media Relations Coordinator for the CFPSA at Davis.kristina@cfpsa.com



Success on the Water in St. John's

On the December 1st episode of CBC Sports Journal, Tina Hunt, the Fitness, Sport and Recreation Coordinator at CFB St. John's, and her family, were profiled for their participation in the Royal St. John's Rowing Regatta. The Regatta, which is North America's oldest continuous sporting activity, began in 1818 and has run the first Wednesday in August ever since. Tina's family has a long history of success at the Regatta. In 1981, Tina's father, uncle and grandfather broke the long-standing course record.

This year, Tina's boat, which was coxswained by her father, placed fourth out of seventy-three teams in the women's one-kilometer race. Congratulations Tina.



Tina Hunt—FSR Coordinator at CFB St. John's and her crew at the St. John's Rowing Regatta

SISIP Financial Services Recognizes PSP and MFRC Volunteers

By Laurie Ogilvie, NRYSM/CFPSA

To follow up the success of the 2003 Volunteer Recognition Program, SISIP Financial Services will again fund the program for 2004. This year SISIP FS has contributed \$100000 to support volunteer recognition events at thirty-four locations.

Last year, over five thousand volunteers were recognized at forty-seven events throughout Canada, the US and Europe. The creativity of all the events was astonishing. While some events included themed activities, such as, game shows, slide shows and mu-



2003 Volunteer Recognition Event
hosted by CFB Valcartier

sical entertainment, others offered boat cruises, youth only events, discos, casinos and sporting events. Overall, the volunteers were treated to some excellent food and entertainment. Congratulations to all of you for your support and enthusiasm in recognizing volunteers.

This year there were some minor changes to the administration of the SISIP FS Volunteer Recognition Program. For information on these changes please consult the Event Checklist in the administration package, which was delivered, via email, to PSP Managers and MFRC Executive Directors on 29 January 2004. 2004 SISIP FS Volunteer Recognition funding applications are due to NRYSM within sixty days of your planned event. For more information, or if you have any questions, please do not hesitate to contact Laurie Ogilvie at (613) 995-7802.

Employment Contracts Update

By Sonja Gonsalves, Labour Relations Officer/CFPSA HQ

In October 2003 I had the pleasure of attending the National Recreation Conference in Esquimalt. The purpose of my attendance was to discuss the use of contracts for service within the recreation section of the CFPSA. As many of you are now aware, the Canada Custom and Revenue Agency (CCRA) has recently audited contracts for service at two of our Bases. In both cases, the CCRA determined that the relationship we had with the service provider was actually an employment relationship as opposed to an independent contractor/payor relationship. Accordingly, we were found to have erroneously used contracts for service and the Bases were required to retroactively pay the source deductions for those contracts with interest and penalties. In some circumstances, those hired as independent contractors also had to pay retroactive source deductions. In addition to the payment of source deductions, the Bases are also having to deal with other issues that arose as a result of these decisions. In both cases the Bases did not intend to misuse contracts for service and had thought they had taken the necessary steps to ensure the protection of their Base and the Agency. They had decided to use contracts for service because it allowed both parties (the Base and the contractor) a certain flexibility regarding the terms and conditions of the relationship that is not normally possible when hiring NPF employees. This practice is also very common within the recreation industry. However, as many of you are now aware, the decision of whether to use a contract for service or an employment contract is determined by the nature of the actual relationship between the service provider and the payor (i.e. is it an employment relationship or that of an independent contractor/payor). The nature of the relationship is determined by assessing who holds the responsibility in the areas of control of work, ownership/maintenance of tools

and equipment, risk of loss or chance for profit, and integration. The assessment of the relationship is done by examining those factors as they exist both on paper (i.e. the wording of the contract) and in the actual working relationship during day to day operations. Given the operational needs of the recreation section and the results of these audits, the Human Resources Division of the CFPSA has undertaken steps to find alternative options in order to assist the recreation staff to hire individuals with less risk of liability. We have been working with several individuals both in the field and at CFPSA HQ in order to identify the needs of the Bases/Wings/Units and find solutions that will meet those needs. We currently anticipate that we will have completed our research and finalized our options analysis for the end of the month of February 2004. Once completed it will be sent to Mr. Pearson, Executive Vice-President PSP for approval before being circulated to the field. At that time the recreation staff will have an opportunity to review the options and provide feedback as needed. We look forward to working with you to find a solution that meets your needs and we welcome your comments and suggestions.

"The Human Resources Division of the CFPSA has undertaken steps to find alternative options in order to assist the recreation staff to hire individuals with less risk of liability"

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Did you know... that CFPSA HR has a brand new webpage...
www.cfpsa.com/en/services/hrservices/index.asp

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Serving Those Who Serve



Have a questions you would like to put out to the rest of the field or a success story you would like to share???

The next edition of the Rec Room is due out in early June and submission are always welcome. Send them along electronically to rooke.lara@cfpsa.com along with any pictures you might have. We welcome stories of any length.

Thanks to all who contributed to this edition!!!!

Aquatics Related Links...



Did you know... resources are available from the Canadian Red Cross on **boating safety**, for people who like to boat and boat safely <http://www.boatsmartcanada.com/article.asp?id=002498&tid=012>

Did you know... that you can download **A Red Cross Water Safety Promotions Kit** at <http://www.redcross.ca/article.asp?id=001033&tid=001>

Lifesaving Society of Canada reports (including the 2003 Drowning Report) are available at : http://www.lifesaving.ca/ls2/Publications/Publications_EN.htm
(connects to main site with links to provincial offices)

The **Aquatics International** website provides links to numerous international aquatic related organizations http://www.aquaticsintl.com/2003/jul/0307_organizations.html

Check out the **Canadian Aquafitness LeadersAlliance Inc.** website for information on their upcoming “Exclusively Water – 2004” conference
<http://www.calainc.org/CALA/cal.htm>