

A LIFEJACKET / PFD FASHION SHOW

PURPOSE

Increase the use of lifejackets/PFDs for all age groups.

OBJECTIVES

After viewing show, audience members will:

1. Be familiar with wide range of lifejackets/PFDs available today
2. Know it is recommended that everybody wear lifejackets/PFDs:
 - a. whenever they are in boats, especially small boats such as rafts, canoes, kayaks, small motor boats and inner tubes, even if they are good swimmers; and
 - b. when swimming in lakes or rivers that are deep, cold or have a current
3. Be able to identify at least two key safety features to look for on lifejackets/PFDs
4. Be able to assess if fit/size is correct for wearer
5. Know where to buy lifejackets/PFDs that are activity appropriate

SET-UP

1. Secure a supply of different lifejackets/PFDs (there are currently over 290 models on the market) – you can partner with a local retailer or the local pool to assist you
2. Check all lifejackets/PFDs ahead of time to make sure they are in good condition
3. Pair lifejackets/PFDs with cards by matching numbers
4. Read through cards ahead of time
5. Set lifejackets/PFDs up in order you plan to demonstrate
6. Put information about each lifejacket/PFD on cue cards in the order you will speak about them
7. For fun, put on sunglasses, zinc oxide, visor, music, etc...
8. Recruit volunteers ahead of time; recruit for diversity in size (height/weight), ethnicity, gender.

You may want to use local celebrities as models. Match volunteers with best fitting lifejackets/PFDs ahead of time

A LIFEJACKET / PFD FASHION SHOW

IMPLEMENTATION

1. Give brief introduction (see “Introduction” script), including demonstrating Orange Keyhole lifejacket (#1) on Emcee

IF YOU HAVE TO RECRUIT FROM THE AUDIENCE

1. Ask for 4 to 8 volunteers to demonstrate the lifejackets/PFDs. (Use “demonstrate” and “volunteer” in the beginning, rather than “model” to encourage a wider range of people to participate)
2. If you can, recruit diversity in size (height/weight), ethnicity, and gender
3. Have volunteers put on first four to eight lifejackets/PFDs. (Don’t worry about getting proper sizes on kids; assessing good fit is part of the demonstration)

IF YOU HAVE RECRUITED VOLUNTEERS AHEAD OF TIME

1. Recruit diversity in size (height/weight), ethnicity, and gender
2. Match volunteers with closest-fitting lifejackets/PFDs ahead of time

3. Have volunteers put on first four to eight lifejackets/PFDs

IN EITHER CASE

4. Start with the traditional lifejacket. Ask volunteer to step in front of stage or walk across stage while you describe. Have volunteer wait on stage until you are finished reading description, then check for fit:
 - lifejacket/PFD should be snug around chest
 - eyeball size of model and note weight range on tag on lifejacket/PFD. **DO NOT** make direct comments about weight but **DO** note if lifejacket/PFD is too small or too large.
 - pick up lifejacket by shoulders. Model’s chin and ears should **NOT** slip through.
5. Have model take lifejacket off and put it aside
6. Check each model for fit each time
7. After first set of lifejackets/PFDs are demonstrated have volunteers put on next set

8. When all lifejackets/PFDs have been demonstrated, ask for a few of the volunteers to come back out for the “WHAT’S WRONG HERE?” activities

- Put a **LARGE** lifejacket/PFD on a small kid
- Put a **YOUTH** lifejacket/PFD on a big kid
- Buckle any lifejacket/PFD incorrectly

9. Thank volunteers; ask for round of applause before they return to their seats
10. Hand out educational resources and information provided by Safe Kids Canada

A LIFEJACKET / PFD FASHION SHOW

MAKE YOUR FASHION SHOW A SUCCESS: FAQs

Q. If we can't borrow any lifejackets/PFDs, where do we get lifejackets/PFDs to use in the show?

A. You probably have a small committee working on the arrangements for the fashion show. Start by brainstorming where in your community you might get lifejackets/PFDs donated or loaned for your show. Make sure you include: local swimming pools, marine supply stores, sports equipment stores, local Power Squadrons, Coast Guard, marinas and boat owners in your community. Not every community will have all those resources, but the more you look, the more you will find. When people hear what you're doing – a great water safety fashion show – they will want to be involved to help keep your community water safe.

Q. We have started locating lifejackets/PFDs to use, but what were the key points we want to illustrate in our lifejacket/PFD choices?

A. You definitely want to show your audience these different safety points:

- Bright color – so you are visible
- Proper fit – lifejackets/PFDs come in different sizes and activity specific styles
- Labels that tell you if the lifejacket/PFD is Transport Canada/Canadian Coast Guard approved
- Types of lifejackets/PFDs – this helps you pick the right one for the right activity – label on the lifejacket/PFD will tell you the type and for which activity it was designed.

Q. How do I make this show interactive and get some audience participation?

A. Take a look at the script, especially the section called, "What's Wrong Here?" You are demonstrating different lifejackets/PFDs and sharing a lot of information with your audience. Give them a chance to share information with you. Have your audience tell you what's wrong with several of the models you bring on to the runway.

Another great interactive approach is to get your audience to compare different lifejackets/PFDs you demonstrate. Look at the script for, the Mustang inflatable, yellow, adult lifejackets/PFDs. Have members of the audience tell you what's different about the lifejackets/PFDs designed for different water activities. That way, your audience will really watch and focus on the different life vest models you are sharing.

Q. Can I use my grant money to buy lifejackets/PFDs?

A. Yes. After the demonstration is over you may want to consider donating them to a local pool or raffling them off as prizes.

A LIFEJACKET / PFD FASHION SHOW

WHAT YOU NEED

- ✓ 10 -15 lifejackets/PFDs tagged with numbers and weight range

Lifejackets/PFD Sizes Approximate Weight

Infant less than 20 lbs (non-approved, optional*).

Infant PFD 21-40 lbs

Child 30-50 lbs.

Youth 50-90 lbs.

Youth 50-90lbs (non-approved, neoprene*)

Adult Extra Small 90-110 lbs. (water recreation, Canoe/Kayak)

Adult Small 110-125 lbs. (Boater)

Adult Medium (Personal Water Craft, Women's 3-buckle)125-150 lbs.

Adult Large (Water ski) 150-175 lbs.

Adult Universal – Keyhole Lifejacket 90+ lbs.

Adult Inflatable (pouch or suspender)

** Please refer to the attached script for explanation of all of these models.*

- ✓ Implementation Plan (that's this handout!) and Script
- ✓ Sample “blurbs” describing the event
- ✓ Educational resources provided by Safe Kids Canada
- ✓ *Appendix A, B and C* of Safe Kids Week *program update 3* – to understand sizing

Extras you may want to provide for the Emcee to have on hand to create ambiance

- sunglasses
- visor
- zinc oxide
- tape of beach music, portable tape player

A LIFEJACKET / PFD FASHION SHOW

SCRIPT FOR YOUR LIFEJACKET/PFD FASHION SHOW

#1 INTRO/ADULT UNIVERSAL ORANGE KEYHOLE STYLE

Welcome to “XXXX Lifejacket/PFD Fashion Show”

When you think “lifejacket” is this, what comes to mind? (Hold up Orange Keyhole PFD and put it on) Hey -- it works! And you’d be glad to have it on if your boat took a flip. It’ll also keep your head out of the water and it’s just as safe as a vest-style Coast Guard approved lifejacket.

Now you’re going to see the coolest collection of lifejackets and Personal Flotation Devices or PFDs around. Wear any one of these when you’re out on the waves and get all the looks you want. These and other lifejackets use the latest technology and are designed with you in mind. I would like to thank XXXX for their donation of lifejackets/PFDs for the show.

First, I’m going to need some volunteers to help me out.

Any volunteers? --- Great! (Get audience members to put on lifejackets/PFDs in order. You can either guide by size -- directing small youths to small lifejackets/PFDs, big kids to big lifejackets/PFDs, etc. -- or let them choose their own and comment on fit as you go.)

BOATER PFD – SMALL

This is a recreational boating lifejacket by (company name). You can use it sailing, fishing, or just cruising around -- any time you’re out on the water. It’s also a decent choice when you’re swimming in a lake or river. It comes in extra small adult sizes to better fit teens and young adults. That bright colour makes it easier to see you, especially with rescue boats in case you DO go overboard.

I’m going to check each one for a good fit. First, it should be snug but comfortable. (Check and comment on whether it is snug, loose, or too tight.) The zipper and ties are easy to use, and help keep in body heat in cold water.

Then, I pull up on the vest’s shoulders. Her/his chin and ears should NOT slip through. (Demonstrate.) You do NOT want to slip out of the lifejacket when you fall into the water.

PERSONAL WATER CRAFT PFD – MEDIUM

Here’s a sporty PFD by (company name). It’s perfect for riding on jet skis or sea-doo’s. This PFD has no collar to provide comfortable ride. It has both a zipper and buckles for high-impact protection. There’s even an inside storage pocket and ring for your keys and Operator Card! (NOTE: this may not be on all models). It uses special foam for comfort and flexibility. Check out boating and marine supply stores for PFDs like this.

INFLATABLE SUSPENDER OR POUCH STYLE – ADULT UNIVERSAL

(Emcee to put on)

What’s different about this vest? (Pause for answers -- look for “not as thick” or “flatter” or “skinnier”.) If they guess, say “That’s right!” If not, go right to “It’s INFLATABLE!! When everything’s OK, it’s sleek and flat against

A LIFEJACKET / PFD FASHION SHOW

your body. (or in a pouch) so it's comfortable and allows total freedom of movement. But if an emergency happens, pull this cord (point out) to inflate it automatically. If that doesn't work, you can also inflate it manually by blowing through this nozzle (point out and demonstrate blowing). That will bring your head above water in a matter of seconds. This vest is only for older teens and adults – you have to weigh over 80 pounds and be at least 16 years old to use it.

WATER SKI OR WAKE BOARD PFD – LARGE

Any water-skiers or wake-boarders out there? This PFD by (company name) is just for you. It's designed to keep you warm, with a tight fit, yet comfortable. A close fit is real important – you want the vest to stay on if you're knocked unconscious or hit the water hard. It's got both zipper and buckles to keep it on, and wide-cut armholes for maximum range of motion. You can buy a PFD like this at any water ski or wakeboard store. (Keep volunteer on stage while next vest is demonstrated.)

WATER SKI OR WAKE BOARD – NON COAST GUARD APPROVED VEST VARIOUS COLORS, SIZES, MANUFACTURERS

You may look cool in this neoprene vest. But don't be fooled. It's not a true personal floatation device, it isn't Coast Guard approved, and it won't keep you afloat like an approved vest will. Always look at the label inside before you buy a vest. Let's look at these two. (Have models remove lifejackets/PFDs.) This one says, "THIS PRODUCT IS NOT A COAST GUARD APPROVED LIFE SAVING DEVICE."

And this reads, "CANADIAN COAST GUARD APPROVED"

Every lifejacket/PFD MUST have this label to tell you whether or not the Coast Guard approves it, and the water conditions and type of activities it's specifically designed for.

Most lifejackets/PFDs also have a size listed here, like small or large, weight and chest size. Youth and child-size lifejackets/PFDs will also list weight.

WATER RECREATION (3-buckle) – WOMEN'S MEDIUM

Lifejackets are unisex in design to fit both women and men. But this recreational vest is specially made to appeal to women and girls. It's got adjustable straps for that snug fit you want. Smaller buckles and no zipper tell you that it's best for boating, fishing and just playing around in the water. It's designed for recreational use when you're not too far from shore.

YOUTH SIZE RECREATION LIFEJACKET

Here's a youth size lifejacket. This all-purpose vest is designed for older children who are not comfortable in the water and who are playing near the shore. This lifejacket is NOT designed for rough water. It's very easy to use, with three simple straps that adjust for that all important comfy fit. (Demonstrate.)

WATER RECREATION PFD – TEEN TALL/ADULT EXTRA SMALL

This is another all-purpose vest designed to fit older children or teens. Wear it when you're out rafting, inner tubing or in any small boat. Try lifejackets/PFDs on before you buy them to get one that fits you – and to make sure it suits the activities you're planning.

A LIFEJACKET / PFD FASHION SHOW

KAYAK/CANOE PFD – SMALL

You can tell this is designed for something different. This vest is great for kayaking and canoeing. It's high-waisted, so it won't pull up when you are sitting, has no buckles to get in the way of your paddling and has easy one-strap adjustments on the sides. Isn't this a fresh idea – big mesh pockets for your gear, and a place to hook a whistle or fishing knife. Check out canoe, kayaking and recreational equipment stores for these.

CHILD SIZE WATER RECREATION PFD

This child-sized PFD has some different style elements. It's got a neck collar, to help support the head; a loop on the collar, to help pull you out and a between-the-leg strap to make sure that the PFD stays on. Remember to wear a lifejacket/PFD any time you're out on a boat, even a little rowboat or a raft.

WATER SKI PFD – LARGE

Here we have a water-ski vest. Note the large armholes for extended range of motion, fat buckles designed to withstand impact up to 50 miles per hour, and snaps to hold the straps in line. Those armholes also make it easier to use if you're swimming across a small lake or river. Currents, deep or cold water – no matter how strong a swimmer you are – can be bad news if you get tired. This PFD will keep you floating until you can reach the shore.

INFANT RECREATION PFD

Any little brothers and sisters tagging along? Keep them afloat, too, with this cute vest by (company name). It features a wide neck collar, grab loop, and strap between the legs. It's comfortable, too.

**Note: if you have the Salus Infant Vest - for Infants (9-20lbs) it is not yet approved. But the Canadian Coast Guard does recommend it; they simply have no approval mechanism for a vest below 21 lbs. Salus product information claims that their vest will turn the infant over onto his/her back automatically. Other vests such as Mustang or Trekk Marine, have been approved for 21-40 lbs. For further information go to: http://www.salusmarine.com/transport_canada.html*

A LIFEJACKET / PFD FASHION SHOW

WHAT'S WRONG HERE?

Could I have a few of our models back out? Conduct the following preparations:

- Put any LARGE on a small kid
- Put any YOUTH on a big kid
- Buckle any PFD incorrectly

Now we'd like you to tell us what's wrong with these lifejackets/PFDs. All too often, lifejackets/PFDs are not used properly, which can be dangerous.

First we have ... (have model say name in microphone). Now, what is wrong with her/his lifejacket?

1. Lifejacket way too big! – could slip out of vest

Next we have...

2. Lifejacket way too small – may not keep you afloat

Next we have...

3. Lifejacket not buckled correctly – may come undone

These are just some examples of great-looking lifejackets/PFDs. No matter what your size or what water sport you like, there's a lifejacket to fit you. Go to any water sports or recreation store to find one that's Coast Guard approved and that fits you and your summer plans.