



CoastSmart 101 for Hospitality



Did you know? Tofino and Ucluelet are Canada's first CoastSmart communities



CoastSmart Introduction

- Video: [CoastSmart Ambassador: Krissy Montgomery](#)
- CoastSmart overall goal is to:
Reduce incidents and lower deaths and injuries on the coastline - near-shore and in the surf zone



Why CoastSmart?

- Canada has the longest coastline in the world
- Increasing volume of tourism to coastal areas
- Need to reduce search and rescue incidents



Did you know? Being 'caught in the surf' is often compared to being tossed around in a washing machine



Become CoastSmart

- Three “T’s” for any outdoor activity from AdventureSmart.ca
 - *Trip planning*
 - *Training*
 - *Taking the Essentials*
- What do you need to go into the surf zone and ocean?



Did you know? Pacific Ocean water temperatures range from 7C to 14C



Are you CoastSmart?

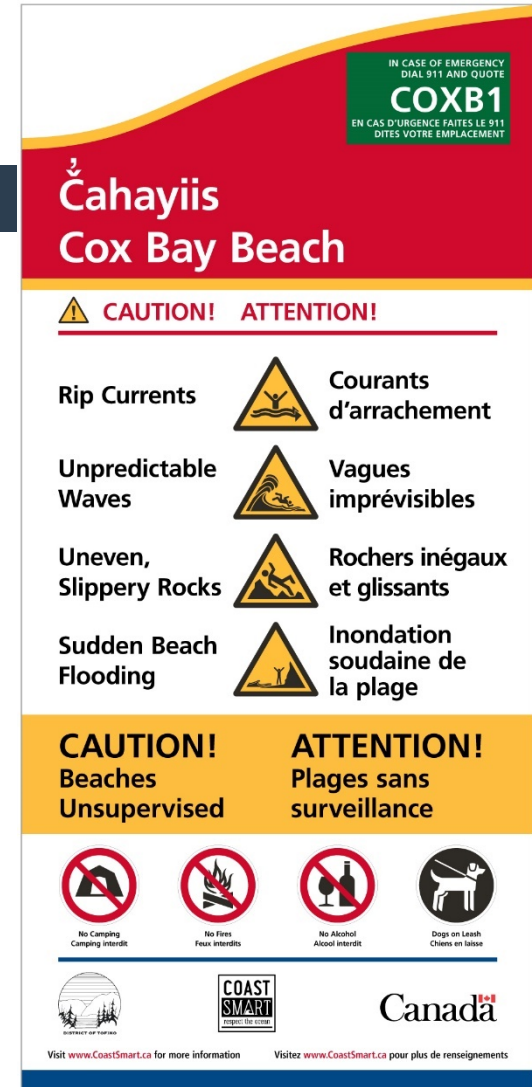
- *What does it mean for you to be CoastSmart?*
- Video: [Do You Know What it Means to be CoastSmart?](#)

"I Am CoastSmart because..."



CoastSmart Tools

- CoastSmart 101 – this presentation
- Website: www.CoastSmart.ca – tips, videos, network resources, fun interactions, and a quiz to Become CoastSmart
- CoastSmart YouTube Channel
- CoastSmart mobile app
- Pamphlets and print products
- Beach signage identifying coastal hazards and safety information at beaches in the Pacific Rim Region of BC



Do You Know the Hazard Symbols?



Do You Know the Hazard Symbols?



Caution



Cold Water



Large Waves



Moving Logs



Rip Currents



Rock Cliffs



Slippery Rocks
OR Very Sharp
Rocks



Terrain Traps at
High Tide OR
Sudden Beach
Flooding

More Warning Symbols and Signs



Surge Channel



Wildlife in Area



No Bikes



**Sensitive
Habitat**

- You will also see other signs that explain what you can and can't do on different beaches.

Share Your CoastSmart Status

- Be CoastSmart. Find out how at www.CoastSmart.ca

- Get your Digital Badge



Did you know? Rip currents can occur at any beach with breaking waves, even the Great Lakes



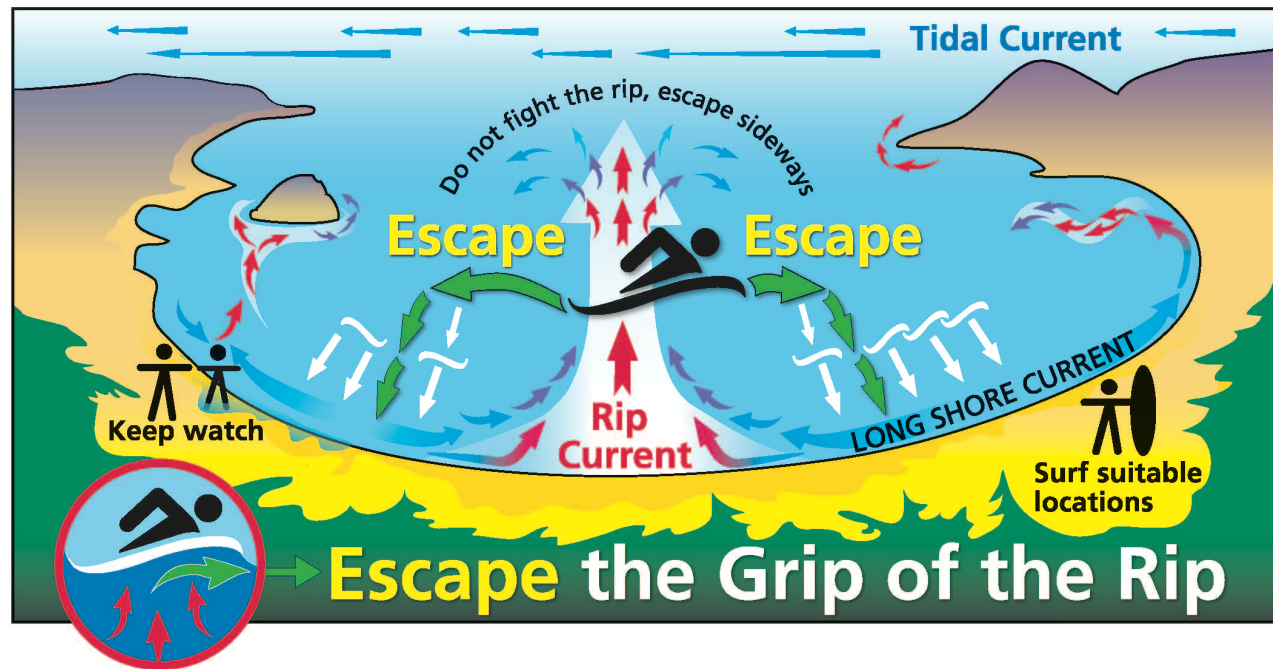
Rip Currents

- Video: [Being CoastSmart Around Rip Currents](#)
- The nature of rip currents and the hazards
- Different types of rip currents
- How to avoid rip currents
- Actions to take when caught in a rip current



Did you know? Rip currents some sometimes incorrectly called rip tides and undertow

Rip Currents



To avoid rip currents, look for the signs and stay away from the water's edge (or wade only in shallow water). Also read signage at local beaches.

Did you know? Rips are a horizontal current – they do *not* pull people under the water, they pull people away from shore

Escaping a Rip Current

- Stay calm – don't panic
- If you can stand, wade; don't swim
- Keep and hold on to your board or other floatation device
- Never try to swim directly against the rip
- Swim parallel to the beach until you are out of the current
- If you can't escape, remain on your board if surfing, tread water if swimming, raise your hand and shout for help



Did you know? Surge waves can cause injury to people in or out of the water



Unexpected Waves



- Video: [CoastSmart Ambassador: Charles McDiarmid](#)
- The nature of unexpected waves and the hazards associated with unexpected waves
- The conditions that are associated with surge waves
- How to avoid surge waves and unexpected water entry
- The hazard of rapidly flooding beaches

Did you know? Storm watchers and coastline explorers are at heightened risk for surge waves



Avoid Unexpected Waves

- Face the ocean when you are near the water
- Keep an eye on the incoming waves and stay alert
- Observe conditions closely before you step out onto the rocks or the beach; 10 minutes or more
- Check the daily tidal information and weather forecast (If you don't know, don't go)



Did you know? Many people who are injured or die in the ocean never intended to get wet



Water Entry



- Video: [Unexpected Ocean Entry, A CoastSmart Response](#)
- If you're unsuited it means you're unsuitable for Canadian ocean entry
- If you're planning to go in the water, wear thermal protection
- It only takes 30 minutes to become hypothermic in water below 15 C

Did you know? Tides change about every six hours, making two low tides and two high tides every twenty-four hours. The Bay of Fundy has the greatest tides in the world



Rapidly Flooding Beaches

- Large surges and tides can create rapid flooding of beaches
- A flat beach can go from dry to several feet under water in only seconds
- High tides can trap you or wash you off rocky outcroppings



Did you know? Over 4,000 people were killed in the 2004 when a tsunami hit Thailand

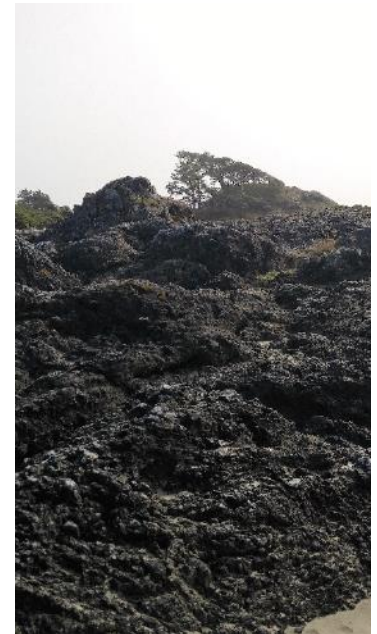
Tsunami

- A tsunami is a rare but potentially catastrophic event
- Generated by a large displacement of water due to a major event (e.g., earthquake)
- Make sure you know the tsunami alarm system and evacuation route in your area



Slips, Trips, and Falls

- How to avoid slips, trips, and falls on slippery rocks and logs
- Hazards associated with logs and other ocean debris
- Conditions that are unsuitable for walking on a coastal shoreline or storm watching
- The effects of the tide on the coastline and walking areas



Did you know? It is not safe to walk on any of the rocks during storms



Slippery Rocks



A fall can result in serious injury on sharp rocks or a tumble into the cold ocean

- Wear proper footwear - closed-toe shoes are safer
- Avoid the rocks, especially if they're wet
- Stay on the beach, trail, or behind railings
- Keep well back from the edge of the rocks
- Wear thermal protection if ocean entry is possible

Did you know? It only takes 4 inches (10 cm) of water to move a 1 tonne log

Rolling Logs and Debris in the Water

- Video: [CoastSmart Ambassador: Raph Bruhwiler](#)
- If there is a log in the surf or on wet sand, stay away from it. They are slippery and are an entrapment hazard. Stacks of logs are also unstable.
- Foot entrapment can result in drowning
- Respect the ocean's power by staying off the beaches if the tide or swell is high
- When in the water watch for floating debris (logs and other debris can also be hidden under the water's surface)



Did you know? Beachcombers Syndrome:
focusing on the beach and ignoring changing
weather or tidal conditions



Tides and the Coastline



- Video: [CoastSmart Ambassador: Oyster Jim Martin](#)
- Check your Tide Guide
- Watch the rising tide along your route to ensure that you can safely return the way you came in time
- Stay off rocks and small, enclosed beaches unless you know when the tide is due to roll back in
- Keep a look out for the tide's direction while on the beach

Did you know? 66% of beach rescues happen when the waves are below 1 metre in height



Rescue

- Video: [CoastSmart Ambassador: Shandy Kariatsumari](#)
- If you see someone in trouble in the ocean, do not enter the water for rescue unless you are highly trained and suited
- If safe to do so, try to keep an eye on the person in distress
- Call 911 or other emergency contact number
- If you are in Tofino or Ucluelet, quote the emergency locator code in the green box at the top of beach signage. Use the CoastSmart mobile app to get your GPS location



Did you know? It is common for wildlife to use shorelines to travel, hunt, and scavenge marine mammals



Be CoastSmart Around Wildlife

- Bears, cougars, wolves, seals and sea lions visit the seashore
- What advice would you give to someone visiting our area about how to be CoastSmart around wildlife?



Protect our Beautiful Coasts

- Watch where you step to avoid harming flora and fauna
- Don't litter and avoid single use plastics
- Volunteer for beach cleanups



Conclusion

- Video: [CoastSmart Ambassador: Tyson Touchie](#)

Know Before You Go Near the Water
Respect the Ocean



Questions?

