COASTSMART 101 FOR HOSPITALITY

This CoastSmart 101 for Hospitality Presenters Manual is one of the educational products developed for the CoastSmart Pilot Project in the Pacific Rim Region of British Columbia. The CoastSmart Pilot is a multi-jurisdictional partnership between Parks Canada, the District of Tofino, and the District of Ucluelet. Funding for the CoastSmart Pilot Project was received from the National Search and Rescue Secretariat – New Initiatives Fund.

NOTE TO PRESENTERS

This manual is designed to serve as a guide to delivering a CoastSmart 101 for Hospitality presentation.

The CoastSmart 101 for Hospitality Presentation provides an introduction to three main hazards: rip currents; unexpected waves; and slips, trips, and falls. This 20-30-minute presentation focuses on providing an overview of these hazards, as well as some additional key messages about how to be CoastSmart for hospitality and tourism workers. This presentation can be included within staff orientations or other programs.

Completion of this workshop, including completion of the online Quiz at CoastSmart.ca gives the learner the right to claim *I Am CoastSmart.* This training and quiz completion is highly recommended for all people who work with visitors to the coastal area through their work in the hospitality and tourism industry. Guests (and workers) include:

Primary Audience - Those Most At-Risk (visitors and new residents):

- Novice Surfers
- Storm Watchers
- Stand-up Paddlers (SUP) new to the ocean environment
- Parents of Young Children
- First Time Coastal Walkers/Hikers

Primary Audience - Locals (Pacific Rim Region) Who Have Influence Over Those Most At-Risk:

- First Responders
- Pacific Rim National Park Reserve Staff
- Visitor Centres / Tourism Agencies
- Accommodation Sector
- Surf Shops / Instructors
- Tourism Operators
- Business Sector / Chambers of Commerce
- Local Educators and Non-Profits
- Residents of Tofino and Ucluelet
- Local Mass Media

This presentation can be given in any indoor facility or even outside on a beach, weather permitting. There is a PowerPoint that can be used if equipment is available. Tailor the presentation and activities to the audience, timing, and location.

The objective is to deliver a good introductory “heads up” presentation. For more detailed instructions on coastal safety and specific sports (such as surfing and stand-up paddleboarding), audience members are encouraged to take hands on training courses, read guidebooks and manuals, and learn from more experienced operators.

The presentation includes four brief modules: Become CoastSmart; Rip Currents; Unexpected Waves; and Slips, Trips, and Falls. Although timing is suggested, the timing of each module will depend on the level of detail the presenter offers on each topic.

The content in this CoastSmart 101 for Hospitality Presentation and Presenters Manual is derived from an international review of best practices in coastal safety education. The content has also been defined and developed based on stakeholder input through interviews and surveys in the District of Tofino, District of Ucluelet, and the Pacific Rim National Park Reserve.

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To these individuals and all others that helped design and sculpt this program we extend a sincere Thank You!

PRESENTATION OUTLINE

CoastSmart 101 Introduction

The key messages of CoastSmart and an overview of the presentation.

Hooks

Choose your coastal safety story to entice the audience. The available PowerPoint presentation can be used throughout the presentation.

Rationale

Coastal search and rescue incidents can be reduced through communication and education.

Module 1: Become CoastSmart

- The three "T's" for any outdoor activity: Trip Planning, Training, and Taking the Essentials.
- What it means to "be CoastSmart" and why this is important.
- CoastSmart 'tools' including signage and symbols, videos, and website.
- How to share course completion status "I Am CoastSmart."

Module 2: Rip Currents

- The nature of rip currents and the hazards associated with rip currents.
- Different types of rip currents.
- How to avoid rip currents.
- Actions to take when caught in a rip current.

Module 3: Unexpected Waves

- The nature of unexpected waves and the hazards associated with unexpected waves.
- The conditions that are associated with unexpected waves.
- How to avoid surge waves and unexpected water entry.
- The hazard of rapidly flooding beaches.

Module 4: 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.

Conclusion

A final activity, concluded with a thank-you to sponsors and supporters.

Appendix

Additional presentation information and resources.

COASTSMART 101 INTRODUCTION

Introduce, Yourself, CoastSmart and give an overview of the presentation. (2 minutes)

For example: *Hi there, and welcome. Whether you are new to coastal safety or you have lots of experience, it's important for you to learn as much as you can about being CoastSmart so you can share your knowledge with visitors and guests.*

This presentation has been developed with a partnership between Parks Canada, the District of Tofino, and the District of Ucluelet.

Note to Presenter: Describe how you are involved in the hospitality industry, types of outdoor activities you do, and include a short personal account of the importance of being prepared. (Keep it short.)

The overall goal of CoastSmart is to reduce incidents and lower the number of deaths and injuries on the coastline - near-shore and in the surf zone. This includes objectives to:

- Reduce public risk and enhance coastal safety.
- Reduce the number of emergency occurrences related to aquatic or near-water activities.
- Adopt a collaborative multi-jurisdictional approach.
- Build upon the pre-existing prevention efforts of other organizations.

The overall CoastSmart campaign, including the CoastSmart 101 for Hospitality educational presentation, highlights the specific dangers of hazards including rip currents; unexpected waves; and slips, trips, and falls. It is targeted to people who engage in activities like surfing, stand-up paddleboarding (SUP), storm watching, beachcombing, coastal hiking, beach walking, and families playing on ocean beaches with their young children.

This presentation will focus on key coastal hazards. Participants will also learn about tools they can use to become CoastSmart and help visitors and guests become CoastSmart.

RATIONALE

Explain the need for a coastal safety program that includes education.
(2 minutes)

Canada has the longest coastline in the world and an increasing volume of tourism to coastal areas. Yet until now with the CoastSmart program, there has been no national program for safety messaging or hazard awareness related to ocean beaches, trails, or the surf zone.

Many adults who live in coastal areas already know anecdotally the hazards associated with their nearby coastline. Most tourists, however, come with reduced knowledge of the inherent risks of coastline activities and without the formal training or experience to avoid hazards. Often, they are visiting with the express intention of interacting with the coastline and are doing so without an instructor or guide (especially in popular activities of walking and storm watching along beaches or recreational swimming).

Tourism and hospitality workers in both private and non-profit sectors have direct interaction with tourists in the area and a unique opportunity to provide key CoastSmart messaging. Many tourism workers are attracted to the area not necessarily for the career opportunities but rather the opportunity to explore and recreate in the surrounding coastline during their off time.

Naturally if you are working in this industry, you have more time and get increasingly comfortable with the surrounding area more than a typical tourist, but you may not have the background and history of a local who has grown up in the environment. You are in a position to benefit from, and significantly help expand the reach of, CoastSmart educational messages.

Search and rescue incidents can be reduced through communication and education. Become CoastSmart at www.CoastSmart.ca

MODULE 1: BECOME COASTSMART

- The three "T's" for any outdoor activity: Trip Planning, Training, and Taking the Essentials.
- What it means to "be CoastSmart" and why this is important.
- CoastSmart 'tools' including signage and hazard symbols, videos, and website.
- How to share course completion status "I Am CoastSmart".

(5-7 minutes)

Play the "CoastSmart Ambassador: Krissy Montgomery" video.
https://www.youtube.com/watch?v=_AFY3msrL8

THE THREE T'S

Outdoor adventure begins with the three T's:

- Trip Planning. Plan your travel route. Know the terrain and conditions. Check the weather and always fill out a trip plan. (A screenshot of the AdventureSmart trip plan is included in the PowerPoint slides.)
- Training. Obtain the knowledge and skills you need before heading out. Know and stay within your limits.
- Taking the Essentials. Always carry the essentials and know how to use them. Add other equipment specific to your chosen activity, season, and location

www.AdventureSmart.ca

HOW TO BE COASTSMART **ACTIVITY**

Learning activities work best when they encourage learners to reflect on course material in the context of their own environment (workplace or when recreating on the beach). This activity focuses on key messages within the learners' context.

Ask the audience: "*What does it mean for you to be CoastSmart?*" Start off with an example, such as "*I Am CoastSmart because I know the ocean is a dynamic environment that is always changing.*"

Help the group with areas they may be missing such as listed in the examples below.

Play the "Do You Know What it Means to be CoastSmart?" video:
https://www.youtube.com/watch?v=_SIGh5_GZE0
I Am CoastSmart because I know:

- *The coastline can be hazardous in all weather conditions, not just in the winter during storms.*
- *The ocean is unpredictable and I should always have an eye on it.*
- *There are always currents even if the surf looks small.*

- *The shoreline and beaches can also be unpredictable so it's important to respect and understand the conditions, especially flooding.*
- *To check forecasts before heading out, and maintain a watchful eye for unexpected storms bringing changing water conditions and temperatures.*
- *To be aware of my surroundings, including changes in conditions.*
- *To be aware of my ability level and not underestimate the ocean.*
- *To ask for help from other surfers or ocean goers, especially for local area knowledge.*
- *The importance of being prepared before paddle boarding or entering the water.*
- *Not all ocean entry is planned.*
- *Ocean entry requires thermal protection.*
- *There is always a risk of being swept out to sea, but many people are not aware of this hazard.*
- *Rips and currents are strong. Be within arms reach of kids at all times.*
- *To be aware of the hazards and communicate them to visitors. Many tourists are new to the area and have no knowledge of the dangers.*
- *Wildlife - especially wolves, cougars and bears - also use the beach for corridors and for food.*
- *Although everyone wants to relax when on vacation, it is still important to be aware of safety hazards.*

Summarize with something like: "*Being CoastSmart really comes down to respecting the ocean and knowing before you go near the water.*"

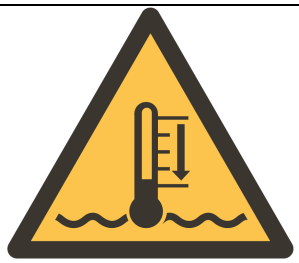
COASTSMART TOOLS

In addition to this CoastSmart 101 presentation, CoastSmart tools include:

- Website: www.CoastSmart.ca including videos, fun interactions, the CoastSmart Network, resources to download (such as this presentation) and a quiz to Become CoastSmart.
- A CoastSmart YouTube Channel https://www.youtube.com/channel/UCgB6TH_DlvZGiBjGw4NURQQ
- A CoastSmart mobile app.
- Pamphlets and other print products.
- Marketing and communication campaign to encourage people to become CoastSmart.
- Beach signage identifying hazards and highlighting safety information.

DO YOU KNOW THE HAZARD SYMBOLS? **ACTIVITY**

Using the Hazard Symbols PowerPoint slide (the first one without labels), ask learners to identify and write down the meaning of each symbol. When they are done, go to the next slide and provide a brief explanation for each symbol. This activity can also be a scored exercise by dividing the group into teams and keeping track of how many are answered correctly.

 **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**

Some additional symbols you might see are:

 **Surge Channel**	 **Wildlife in Area**

And signs such as:

	
No Bikes	**Sensitive Habitat**

Summarize the activity: Safety signs and hazard symbols can aid in bringing people's attention to hazards. These hazard symbols are helpful to know for coastal areas in Canada, as well as around the world as these are based on Parks Canada and international standards.

Did you know? Tofino and Ucluelet are Canada's first CoastSmart communities. CoastSmart conducted a hazard assessment of 17 beach sites along the Pacific Rim coastline, resulting in the creation of new warning signs with hazard symbols specific to each beach site. This CoastSmart pilot also includes a communication and education campaign that can be replicated in other parts of the country.

Share Your CoastSmart Status

The CoastSmart website includes an interactive quiz that provides a digital badge which can be shared on social media. (Digital badges are completion graphics that put completion status in the hands of learners, giving them the opportunity to collect badges from a variety of providers, and share badges for both personal and job seeking purposes.)

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

MODULE 2: RIP CURRENTS

- The nature of rip currents and the hazards associated with rip currents.
- Different types of rip currents.
- How to avoid rip currents.
- Actions to take when caught in a rip current.

(5-7 minutes)

RIP CURRENTS AND HAZARDS

Play the "Being CoastSmart Around Rip Currents" video:
https://www.youtube.com/watch?v=0oZLa-qu6go&t=4s

Rip currents, often called 'rips' are strong currents that can start near the shore and rush out to sea, quickly taking you out of your comfort zone, from the shallows to deeper water, or at times into rocks. Some experts, like rescuers or advanced surfers, may use rips to get to people in trouble or to get out through the surf zone. However, they have years of training and experience in order to use rip currents safely. For the vast majority of beach goers, rip currents are a major hazard. On Western Canadian surf beaches, about 80% of all rescue calls are related to people getting in trouble with rips. These rip currents are faster than an Olympic swimmer and can pull unwary beachgoers quickly out to sea. Knowing how to recognize rips and where they are most commonly found is important so you can avoid them. When in a new area, ask a local.

Rip currents form when waves push large volumes of water onto the shore and the water returns towards the ocean through gaps in underwater sand bars, behind islands or beside rocky headlands, or man-made structures like piers and jetties. They can be very narrow or extend in width to hundreds of meters. The seaward pull of rip currents varies: sometimes the rip current ends just beyond the line of breaking waves, but sometimes rip currents continue to push hundreds of meters offshore.

Hazardous rip currents occur in all weather conditions.

Hazards

- Drowning deaths occur when people pulled offshore are unable to keep themselves afloat and swim to shore. This may be due to any combination of fear, panic, exhaustion, or lack of swimming skills.
- When caught in a rip current, people can get pushed into rocks.
- Cold water also becomes a significant hazard as it can often take more than 10 minutes to escape a rip. Cold water will affect your ability to breathe (for the first minute), ability to move (after 10 minutes), and ability to survive with floatation (after one hour).

Did you know? In some areas, rip currents are referred to by incorrect terms such as rip tides and undertow. We encourage proper use of the correct term – rip current. Use of other terms may confuse people and negatively impact public education efforts.

Types of Rip Currents

There are multiple types and strengths of rip currents depending on weather conditions and coastal topography. One thing that all types of rip currents have in common is that they can all cause a swimmer to panic and drown if they aren't aware of what actions to take.

A **longshore current** is another common rip that can occur on any beach exposed to breaking surf. They are responsible for many rescues along the coast by sweeping swimmers and surfers down the beach into a variety of hazards. A longshore current is a current that moves parallel to shore. Longshore currents usually extend from the shallow waters inside the breaking waves to the outside breakers. They vary depending on the size, strength, and direction of the approaching swell and the length of the beach. The more prominent the swell size and direction, and the longer and straighter the beach is, the more powerful and swift the current will be.

Hazard –Longshore currents can sweep swimmers and surfers into rip currents and other hazardous areas.

There are other types of rip currents:

- **Fixed rip currents** may change in shape and size, but are generally stay in the same location.
- **Flash rip currents** usually occur with storms or when waves increase. Flash rips can appear and reappear in different areas at different times.
- **Mega rip currents** are the largest rip currents and occur when waves are three meters or higher (3m+).

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

Avoiding a Rip Current

Learn to avoid rips. Rip currents are strongest:

- Around rocks, islands and headlands.
- Around man-made structures like piers and jetties.
- Around submerged sandbars.

Spot a rip by looking for:

- A place where the waves aren't breaking regularly due to the current.
- A channel of darker, choppy water.
- Foam, seaweed, sand suspended in water column, or other debris flowing out from the shore through the breakers.

To avoid rip currents, look for the signs and stay away from the water's edge (or wade only in shallow water). Always stay in arm's reach of your children when near the water, regardless of weather or conditions. If recreating in the water always maintain a good sense of situational awareness. Make sure you know where you are in the water in relation to the currents. A simple method is to use landmarks on shore parallel to beach and 90 degrees to beach, e.g., trees, houses, signs, etc., to gauge how the currents, waves, or winds are moving you while in the water.

Escaping from a Rip Current

If caught in a rip current, quite often swimmers and surfers can exhaust themselves trying to swim directly against the current instead of staying calm and floating with an arm up to attract attention and then swimming parallel to the beach out of the rip current. Learn how to get out of a rip:

- If caught in a rip current, stay calm – don't panic.
- If you can stand, wade, don't swim.
- Keep and hold on to your board or any floatation. It will help you stay afloat and can assist responders in locating you.
- Never try to swim directly against the rip or you'll get exhausted.
- Swim parallel to the beach until you are out of the current; then head for the beach.
- If you can't escape, remain on your board if surfing, tread water if swimming, raise your hand, and shout for help.
- Read and understand all rip current related signage at local beaches; they can help you learn about specific areas where currents re-occur.

Rescue

If you see someone caught in a rip current, do not enter the water for rescue unless you are trained and suited. A very important step is to try to maintain a visual on the person stuck in the current. Once emergency personnel arrive this information can be relayed to them. Call 911 and alert others in the area who may be able to help. If you are in Tofino or Ucluelet, quote the emergency locator code in the green box at the top of beach signage.

MODULE 3:UNEXPECTED WAVES

- 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.

(5-7 minutes)

Play the "CoastSmart Ambassador: Charles McDiarmid" video:
https://www.youtube.com/watch?v=ue1B_wIRsQ4&t=13s

UNEXPECTED WAVES, HAZARDS, AND CONDITIONS

Beware of unexpected waves –they are known as "surge waves" or "sneaker waves" because they can surprise people by appearing without warning.

Hazard - Unexpected waves can cause injury to people in or out of the water. In particular, people walking on rocks or exploring the seashore can be pulled onto a cliff or into the ocean with as little as one wave.

Waves occur in sets. Small wave sets are often followed by larger wave sets. But surge waves are unpredictable – they can sneak up on beachgoers by appearing suddenly after a relatively long period of calm (anywhere from 5- 30 minutes of calm water). By that time, many people have let down their guard and stopped watching the ocean, leading to greater risk as these sneaker waves can surge high up on the beach or rocks with deadly force.

Did you know? Storm watchers are at a heightened risk for surge waves due to their exposure during winter storms.

WAVE SETS **ON-SITE ACTIVITY**

If the presentation is on a beach site, ask the group to watch for sets of waves or patterns.

AVOID BEING CAUGHT BY UNEXPECTED WAVES

Ocean and beach recreationalists can take steps to avoid being caught by unexpected waves:

- Face the ocean when you are near the water.
- Keep an eye on the incoming waves and stay alert.
- Stay in arm's reach of your children when near the water.
- Observe the conditions closely before you step out onto the rocks or the beach.
- Be aware of surge wave safety zones. Ask for local assistance.
- Check the daily tidal information and weather forecast and plan activities accordingly. (If you don't know, don't go.)

WATER ENTRY

Play the "Unexpected Ocean Entry, A CoastSmart Response" video:
https://www.youtube.com/watch?v=a1bObE4VqKk

Unexpected entry into the water is not as uncommon as we think. Many people who are injured or die in the ocean never intended to get wet.

For those who do intend to get wet, the water may look inviting, but it is cold. Even in summer. If you're unsuited it means you're unsuitable for water entry. If you're planning to go in the water, wear thermal protection. Be prepared by staying warm and afloat.

The Pacific Northwest ocean water temperature ranges from about 7C to 14 C with an average of 10C. Cold water is known to have the maximum effect at temperatures ranging from 15C to 10C. Cold water shock literally takes your breath away. Cold water can rapidly lead to dysfunction of the extremities and, for many people, cold incapacitation within 10 minutes. Note that becoming caught in a current and pulled into deeper water away from shore can take more than 10 minutes to escape from.

Understand the effects of cold water and wear a properly fitted wetsuit if entering the water is a possibility. It will buy you precious time. Also, make sure you:

- Stay warmer and stay afloat with thermal protection, like a wetsuit.
- Learn about the first signs of the effects of cold water.
- Know that bathing suits are not suitable for cold water activities; even wading.
- Only enter the water with the proper equipment.
- If in trouble in the water, act immediately.
- Set up a buddy check system.
- Consult a tide table, the swell forecast, and the Pacific Rim National Park Reserve's Wave Hazard Rating before your shoreline activities

Hazard – Hypothermia is a condition where the human body loses heat faster than it can produce it. If the body core temperature is allowed to continue to drop, it will become a life-threatening situation.

RAPIDLY FLOODING BEACHES/SHORELINES

The shoreline can go from completely dry to several feet under water in only seconds. This is caused by the natural rhythm of the sea that is constantly changing. During summer the water can look calm and inviting to those playing along its edge but it can be deceiving. Under certain conditions, small scale flooding caused by unexpected waves can knock people down and pull them into deeper water or a current. In late fall and winter, flooding can be much more intense. The shoreline can turn from a football size field to being totally under water in seconds, easily reaching the vegetation.

Flooding -- both small and large scale -- are happening all the time as waves come ashore. Sometimes it is obvious and sometimes it is not as waves come ashore at varying periods. Often large and powerful waves will only arrive on shore after more than 30 minutes. Learn to have fun and be safe on the coast by understanding the rhythm of the sea.

Did you know? Tidal currents are created by tides. Tides are the periodic rising and falling of the water, which results from gravitational attraction of the moon and sun acting upon the rotating earth. Tides change approximately every six hours, making two low tides and two high tides every twenty-four hours.

Hazard – Besides leaving belongings in danger of loss or damage within the high tide line, high tides can trap you or wash you off rocky outcroppings and jetties, and can surge up a beach. Low tides can create shallow and hazardous surf conditions, large tidal mudflats, and sometimes enhance the effects of rip currents.

RESCUE

If you see someone swept in by a wave, do not enter the water for rescue unless you are highly trained to do so and suited. If safe to do so, try to keep an eye on the person that is in distress. Call 911 and alert others in the area who may be able to help. If you are in Tofino or Ucluelet, quote the emergency locator code in the green box at the top of beach signage.

A very important step is to try to maintain a visual on the person stuck in the current. Once emergency personnel arrive this information can be relayed to them.

MODULE 4: 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.

(5-7 minutes)

SLIPPERY ROCKS

Rocks on the coastline are often very sharp and extremely slick, even when it isn't raining. The area between the exposed shoreline and underwater rocks can be very slippery. A fall can either result in serious injury on the sharp rocks, or a tumble into the cold ocean.

To avoid slips and trips:

- Wear proper footwear -- closed-toe shoes are safer.
- Where possible, avoid the rocks, especially if they're near the edge.
- Know that rocks and logs can be slippery.
- Stay on the beach, trail, or behind railings.
- Keep well back from the edge of the rocks, especially near surge channels.

ROLLING LOGS AND DEBRIS IN THE WATER

Play the "CoastSmart Ambassador: Raph Bruhwiler" video:
https://www.youtube.com/watch?v=sWKlb1XAcqQ&t=1s

Although beached drift logs can provide a vantage point or great picnic spot, high tides and large waves can transform them into deadly crushing or entrapment hazards.

Hazard - during rainy weather, drift logs are extremely slippery. Stacks of drift logs are unstable.

Even large drift logs can float in only inches of water and they may roll, knock you off your feet, trap you beneath them, or roll over and crush you. Some logs may look small, but even tiny ones can become water-logged and weigh tonnes. Floating logs are common during high tides and large swells, as well as during storms.

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

Hazard - Foot entrapment on the shoreline can cause drowning within minutes with little or no warning. Getting clothing or a leash stuck on rocks and other debris on the ocean floor is another immediate threat which is difficult to predict.

Hitting a deadhead (a log that does not float horizontal) or a floating log while surfing or while falling from a surfboard or boogie board can cause serious and even life threatening injuries which also compromise the participant's ability to swim and self-rescue.

Hazard - Logs and other debris can be hidden under the water's surface, and are hard to spot until it is too late.

Avoid rolling log or debris hazards:

- Expect logs to move even when they're dry.
- If you see a log in the surf or on wet sand, stay off it
- If recreating in the water remain alert for floating debris such as logs and give them a wide berth
- Respect the ocean's power by staying off beaches or trails if you see hazards and especially if the area is closed
- Be patient. Observe the conditions closely before you step out onto the beach, sometimes it can take a number of minutes to get the true picture.

TIDES AND THE COASTLINE

Play the "CoastSmart Ambassador: Oyster Jim Martin" video:
https://www.youtube.com/watch?v=wnpfnJT_iX0

A beach can seem like a vast playground but the tide can come in surprisingly quickly. Many beach/ocean rescues are for people who got cut off by the rising water. Incoming tides can isolate rocks from headlands and the shore. To prevent this from happening, avoid the temptation of strolling out to an interesting rock or island without knowing when the tide rolls back in.

Plan your seashore activities according to the tides.

- Plan your seashore activities according to the tides. Check your Tide Guide, talk with the Visitor Information Centre or Parks Canada staff.
- Be aware and watch the rising tide along your route to ensure that you can safely return the way you came. Keep track of time.
- Stay off rocks and enclosed beaches unless you know when the tide is due to roll back in.
- Always keep a look out for the tide's direction while on the beach.
- Consult a tide table, the swell forecast, and Pacific Rim National Park Reserve's Wave Hazard Rating before your shoreline activities.

Did you know? Beachcombers Syndrome is when you focus on the beach and ignore changing weather or tidal conditions, and may end up in a hazardous situation.

RESCUE

Play the "CoastSmart Ambassador: Shandy Kariatsumari" video:
https://www.youtube.com/watch?v=0aWXObtOW_8&t=6s

If you see someone caught in an unexpected or surge wave, do not enter the water for rescue unless you are trained and suited. Call 911 and alert others in the area who may be able to help. If you are in Tofino or Ucluelet, quote the emergency locator code in the green box at the top of beach signage.

Cellular telephones are a way to call for help in a distress situation. They enable rapid and two-way communication with rescue authorities. However, there are a number of limitations as to range, battery life, 911 coverage and ability to relay position unless GPS enabled. Note that the CoastSmart mobile app provides GPS coordinates in the case of an emergency.

A very important step is to try to maintain a visual on the person stuck in the current. Once emergency personnel arrive this information can be relayed to them.

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

CONCLUSION

Play the "CoastSmart Ambassador: Tyson Touchie" video.
https://www.youtube.com/watch?v=39HKo-FM1N0

If you have time, you can choose a final activity for the conclusion of the presentation. You can create one of your own or use one or all of the activities below.

TEACH SOMEONE TO BE COASTSMART – AROUND WILDLIFE **ACTIVITY**

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

Answer should include advice such as:

- Predators may be in the area at any time – be alert!
- Respect 'wildlife warning' signs. Do not enter closed areas.
- Keep your dog on a leash at all times.
- Never allow wildlife access to food, garbage, toiletries, or coolers.
- Avoid hiking alone, especially at dawn, dusk, or night.
- Keep children close; discuss bear, cougar, and wolf safety.
- Carry deterrents: walking stick, airhorn, and/or pepper spray. (Know how to use it, test it, and check the expiry date.)
- Follow marine mammal and seabird viewing guidelines.
- Report any bear, wolf or cougar sightings or encounters to the appropriate authorities.

Did you know? It is common for wildlife to use shorelines to travel and hunt. Some land species like wolves and cougars have been known to actively hunt marine mammals like seal pups on rocks or scavenge on marine mammals such as whales or pinnipeds that have washed ashore.

FIND THE HAZARD **ACTIVITY**

Show pictures of (or point out an actual location) different coastal conditions, and ask "*Can you spot the hazards*?" When each hazard is identified, ask secondary questions such as "*What can be done to control or avoid this hazard*?"

WHAT IF **ACTIVITY**

Choose a scenario or story from the hospitality industry that illustrates one or more of the hazards in this presentation. Ask learners 'what if' questions, such as "*what if you see a guest too close to the rocky edge… what would you do*?"

SUMMARY

Summarize the main points, taking time for questions and answers about any aspect of the presentation. Provide information about where to go for more details on training and other resources.

Hand out CoastSmart brochures and other materials. (Note these are also available in the Network Resources section of the website.)

Thank the audience and sponsors.

Become CoastSmart at www.CoastSmart.ca

APPENDIX

ADULT LEARNING PRINCIPLES

Although the target audience may be fully unaware of coastal hazards, it must also be acknowledged that adult learners come to the process of learning with significant experience and knowledge. Adult learning principles are foundational for the development of the materials as this presentation needs to appeal to the target audience's internal desire to say *"I Am CoastSmart*."

Adult learning principles (andragogy) is based on Knowles theory of motivation:

- Need to know - adults need to know the reason for taking the presentation.
- Foundation - adults learn best building upon their prior experience and that this includes making mistakes.
- Self-concept - adults are responsible for their own education.
- Readiness - adults want to see immediate relevance to work and life.
- Orientation - adults learn better with problem centered interactions rather than just content.
- Motivation - adults are better motivated with internal motivators rather than external motivators.

RESOURCES: CANADA

- AdventureSmart https://www.adventuresmart.ca/
- CoastSmart www.CoastSmart.ca
- Parks Canada http://www.pc.gc.ca/
- National Search and Rescue Secretariat https://www.publicsafety.gc.ca/cnt/mrgnc-mngmnt/rspndng-mrgnc-vnts/nss/index-en.aspx
- Life Saving Society http://www.lifesavingsociety.com/lifeguarding/national-lifeguard.aspx
- Transportation Safety Board of Canada http://www.tc.gc.ca/eng/marinesafety/tp-tp14475-chp2-3079.htm
- Tofino Parks and Rec guide: https://tofino.civicweb.net/document/47074
- Ucluelet Parks and Rec: http://ucluelet.ca/community/parks-recreation/activity-guide-registration
- Surfrider Pactific Rim Chapter http://www.surfrider.org/chapters/entry/pacific-rim
- Nature school for kids: http://www.tofinonaturekids.com/

RESOURCES: INTERNATIONAL

- AdventureSmart NZ http://www.adventuresmart.org.nz/
- Water Safety NZ http://www.watersafety.org.nz/
- Surf Life Saving NZ http://www.surflifesaving.org.nz/
- Hawaii Beach Safety http://hawaiibeachsafety.com/
- United States Lifesaving Association http://www.usla.org/
- Everyday Lifesaver Website and App (Australia) http://www.everydaylifesaver.com.au/desktop.php