

Cold Water Boot Camp: Knowledge Translation – from the Lab to the Living room

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Problems with Public Understanding of Cold Water Immersion

- Much of the public **information** on cold water exposure **is outdated and incorrect**
- Poor understanding by both the general public and professionals¹ can lead to **disaster**².



Urban Myths (Causing Incorrect Assumptions)

- Hypothermia and death occur in minutes
- This is an emergency, all rescue actions must be conducted quickly
- Pre-hospital rewarming is dangerous

Goals of Project

- Create a **compelling teaching tool** to:
 - provide **correct** information
 - be **memorable**
 - **change behaviour** to:
 - **prevent** cold water immersion
 - increase **survival** of CWI

Cold Water Boot Camp Production

Target Groups

- General public (potential victims)
- First responders
- Educators
- Policy Makers

Scope of 4 Video Projects (2006-2011)

- Two programs each in **Canada** and the **USA**
- **Basic** Program for **students**
- **Advanced** Program for **instructors**
- DVD versions (total of **22,500** for **free distribution**)
- **Downloadable** from web site

www.coldwaterbootcamp.com

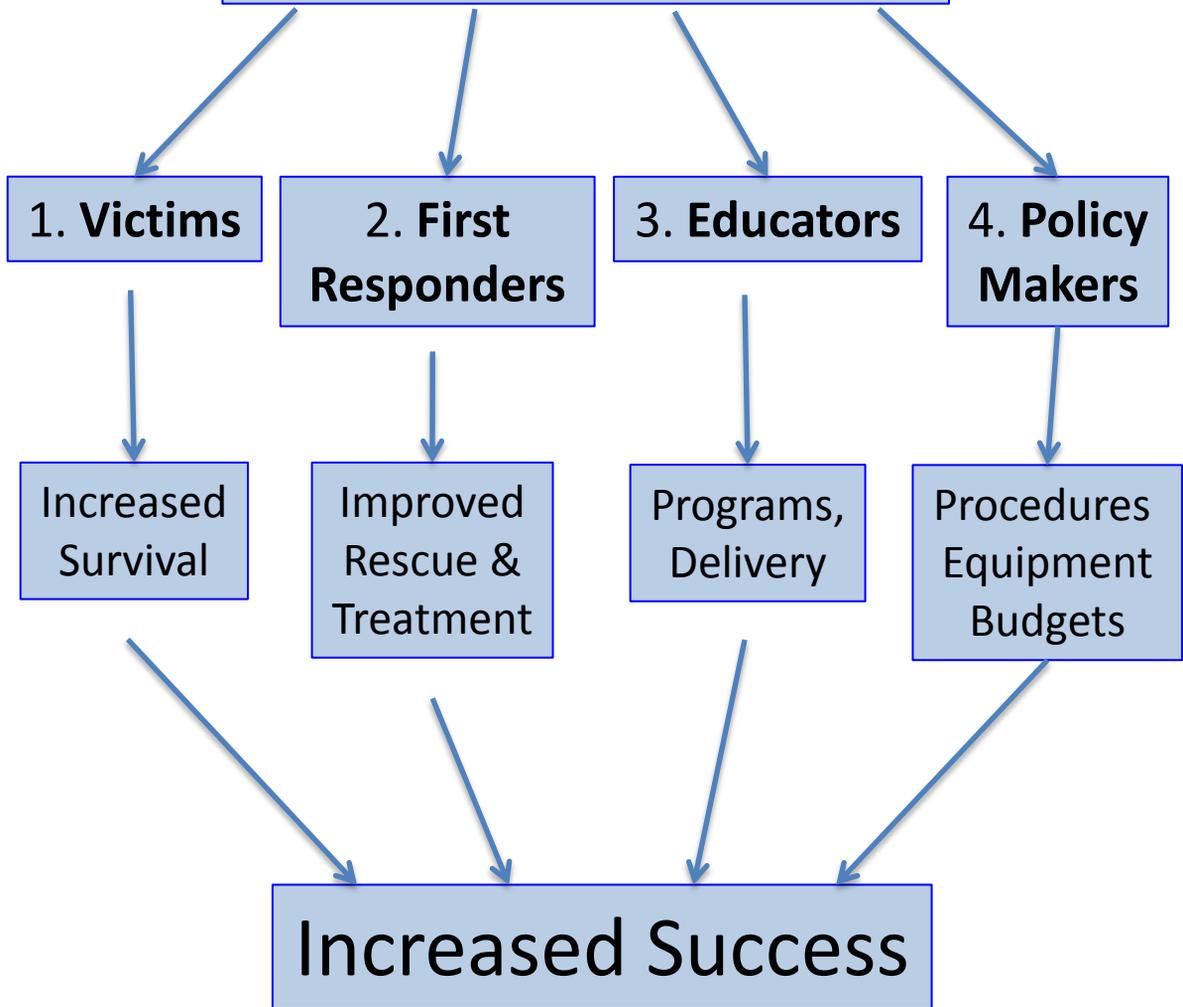
and

www.beyondcoldwaterbootcamp.com

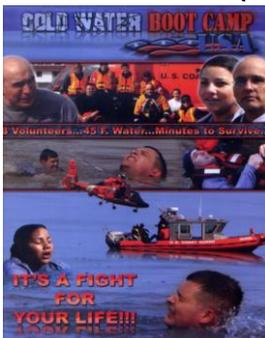
Specific Requirements

- Correct, **up-to-date** information
- **Non-dated** 'look' – useable for many years
- **Realistic** demonstrations to emphasize messages
- **Comprehensive** topics: physiology, physics, survival, rescue, pre-hospital care
- **Memorable** "Take Home" messages
- **recallable** in urgent events

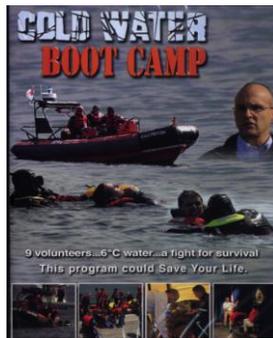
Correct Information For 4 user groups



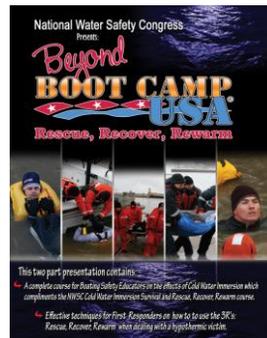
Product Distribution and Exposure (5000 new website hits/month)



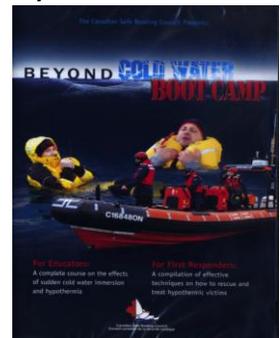
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Feedback on Program Effectiveness

I couldn't breath or swim in the cold water, as my 10-yr old watched from my boat. I thought to myself, "**was I really going to drown in front of my son**". Then I heard your words "**don 't panic, and control your breathing**". I did that, and could then swim to safety. **You saved my life.** (Ottawa police officer)

I think **every kid in the area should see the unbelievable effects the cold water** has on you and how quick it happens (Minnesota Firefighter)

It has helped **change the views of even the staunchest dissenter** within our paddling world.

I will be wearing my life jacket at all times on the water. Thanks.

I showed the DVD to our Sea Scouts last night and I **know I'll never get any arguments again about wearing PFDs.**

Future Work

- Evaluate penetration and effectiveness of CWBC.
- Create similar program for northern Europe

References

1. Giesbrecht GG, Pretorius T. Survey of public knowledge and responses to educational slogans regarding cold water immersion. **Wild Environ Med.** 2008; 19: 261-6.
2. Giesbrecht GG. Bad decisions, poor outcomes: a visual model for how humans make some threatening events worse. **J Special Operations Medicine.** 2005; 5: 24-27.

Funding

Canada SAR New Initiatives Fund
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US National Water Safety Congress

