



World Water Safety

INTERNATIONAL LIFE SAVING FEDERATION

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LIFESAVING POSITION STATEMENT - LPS 03

USE OF LIFESAVING TERMS ON RETAIL ITEMS

BACKGROUND

Lifesavers and lifeguards throughout the world are called upon to provide safety services at a range of water environments that include swimming pools, beaches, lakes, river front and other waterfronts. In providing these aquatic safety services, it is important that the people using these environments for aquatic activity can readily identify the lifesaver or lifeguards for guidance on safety issues, and assistance in times of need

As such the lifesavers and lifeguards wear specific uniforms to be readily distinguishable against the many people and colours they may be wearing while in, on or around these aquatic environments. The red and yellow colours have been used by a number of ILS Member Federations for many years to such an extent and with much success that red and yellow has become synonymous with lifesavers and lifeguards in these countries.

A number of fashion houses in a number of Countries have commenced production, distribution and sale of clothing that presents the public with a potentially false and misleading image of lifesavers, and lifeguards as they contain the words Rescue, Lifesaver, Lifeguard or any combination.

STATEMENT

ILS is opposed to the commercial production for public use of any clothing which by nature of its colour, wording, symbols or any combination could, if worn by unqualified and unauthorised persons, present the public with a false and/or misleading impression that the wearer was a qualified lifesaver or lifeguard.

Approved by the ILS Board of Directors: 21/02/2004