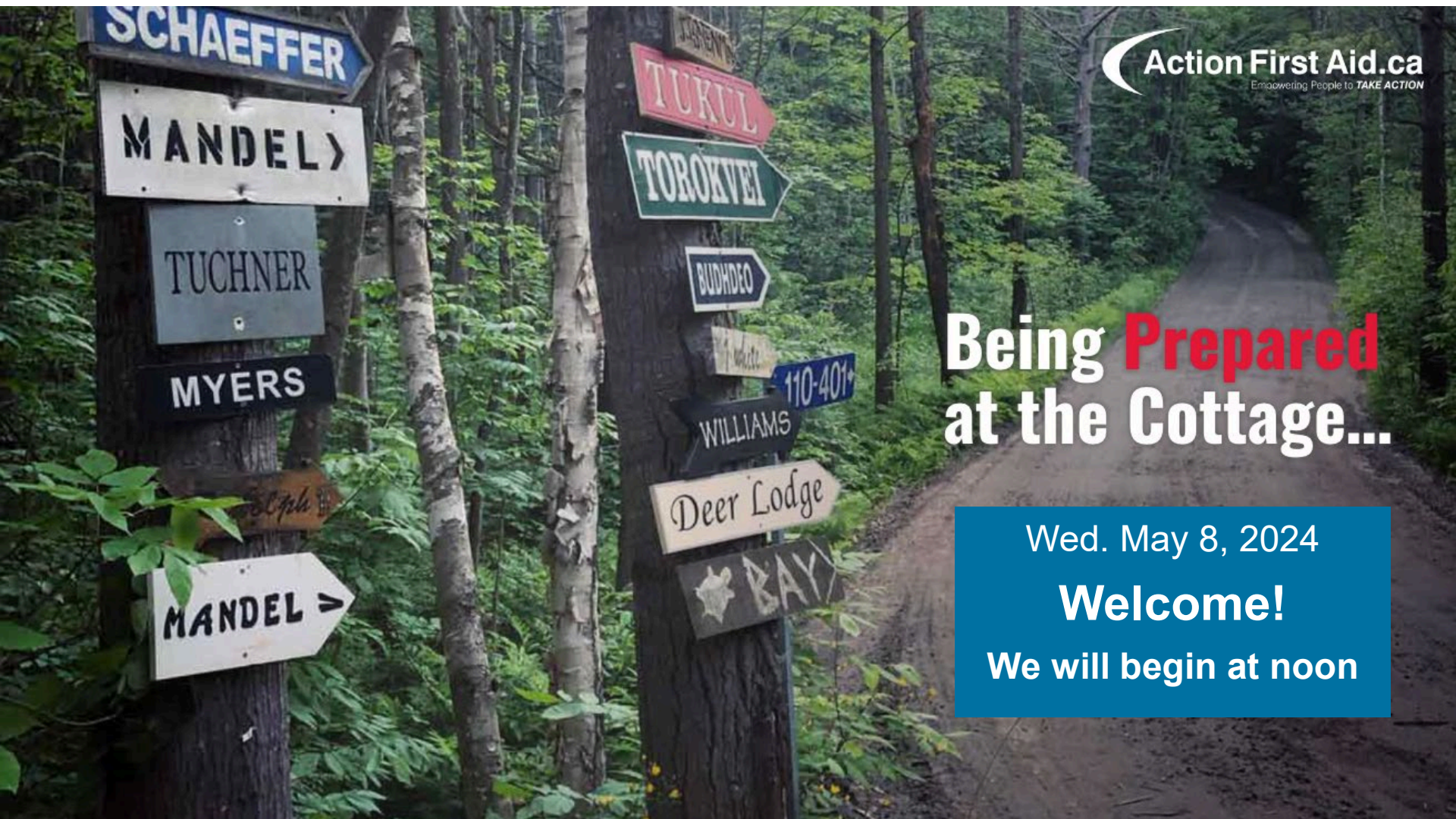


A FOCA Lunch 'n Learn webinar:



Being **Prepared**
at the Cottage...

Wed. May 8, 2024

Welcome!

We will begin at noon

Experiencing technical difficulties? Exit Zoom completely and re-enter using your link

Land Acknowledgement



Zoom Tech Overview

**Michelle
Lewin**

FOCA Manager of
Communications &
Development

Notes:

1. You are muted

> type questions for the speaker into the **Zoom “Chat”** box during the presentation

2. Slides & recording

will be shared in a post-event email later this week

FOCA is:

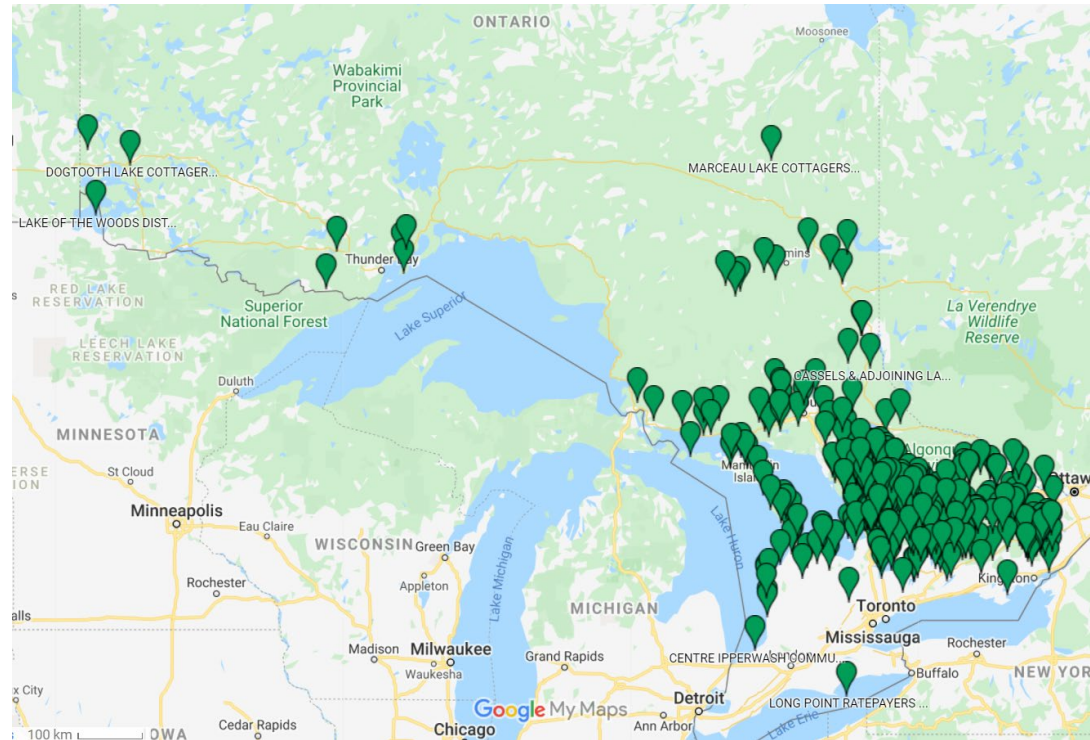
the Federation of Ontario Cottagers' Associations

60+ years

525+ associations

50,000+ families

**If you're in a
Member Association,
YOU are a
FOCA member!**

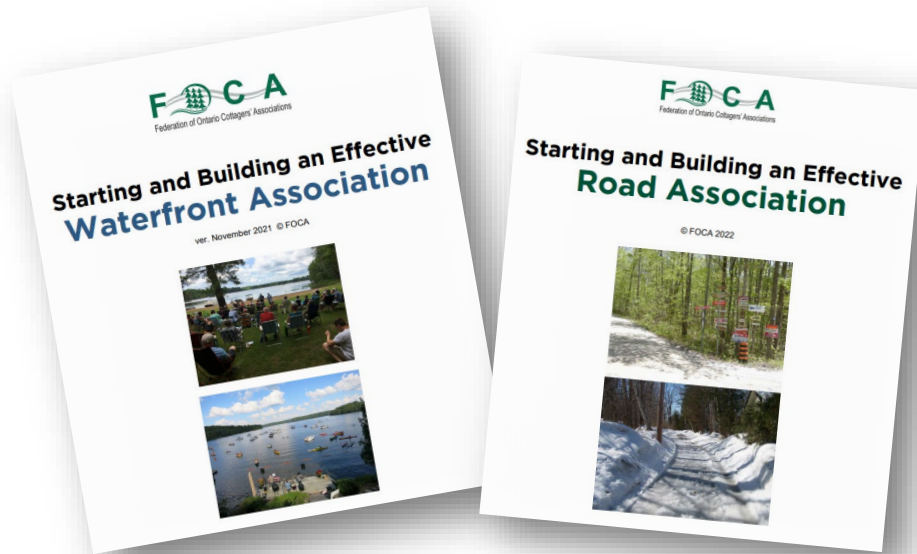


foca.on.ca/list-of-associations/

FOCA Member Benefits include...

Key service offerings for
your **Association**

foca.on.ca/association-bmps/



Need your Member Web Login?

Email us: info@foca.on.ca

Plus, offers & discounts for
all your **Member families**

foca.on.ca/benefits/

including CottageFirst:



*Do your fellow members know about
all their FOCA member benefits?*

FOCA's Work on behalf of Waterfront Ontario



Promoting Healthy Lands,
Lakes and Rivers



Serving Lake and
Road Associations



Advocating for
Responsive Government



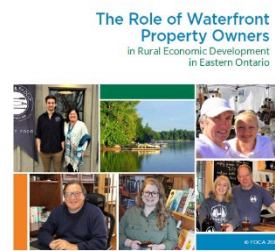
Championing Affordable
and Safe Rural Living



Building Organizational Capacity
& Strategic Partnerships



Fostering Community
in Rural Ontario



foca.on.ca/about/

Ongoing Programs



foca.on.ca/carps/



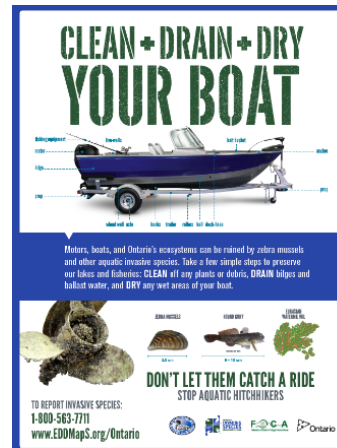
foca.on.ca/phragmites/



foca.on.ca/isampleon/



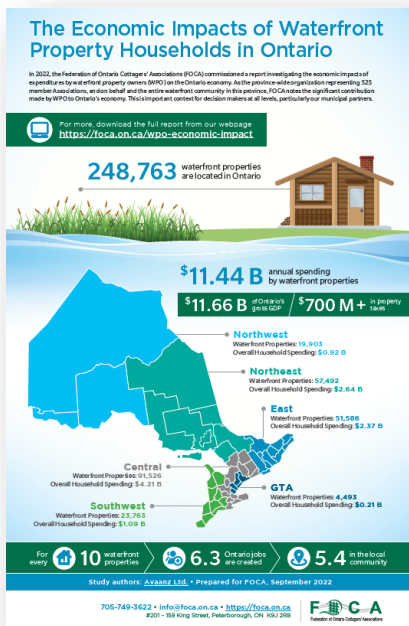
[foca.on.ca/
lake-partner-program/](https://foca.on.ca/lake-partner-program/)



**Cottage
Succession
A to Z**
with estate lawyer
Peter Lillico



foca.on.ca/cottage-succession/



The Value of FOCA: Advocacy, Voice, Network

HOT TOPIC: Capital Gains Tax

[foca.on.ca/
property-taxation-assessment/](https://foca.on.ca/property-taxation-assessment/)

Latest News

On April 16, 2024, Finance Minister Chrystia Freeland tabled a 2024 federal budget including an announcement that the **capital gains tax** on amounts over \$250,000 will rise on or after June 25, 2024. This will negatively impact many FOCA members who sell or transfer ownership of their cottages to the next generation. **FOCA has sent a letter to the government in opposition to this development.** [Download FOCA's letter](#) (PDF, 1 page).

Your Role







WRITE YOUR M.P. – FOCA encourages you to [download a template letter](#) (Word document) that you can customize to [write to your own MP](#), explaining the negative impact of this development on your family. **PLEASE copy FOCA on your letter** (cc. communications@foca.on.ca), consider a **donation** below to support our work, and see **additional news** and related media coverage further down this webpage.

The Value of FOCA: Communication & Education



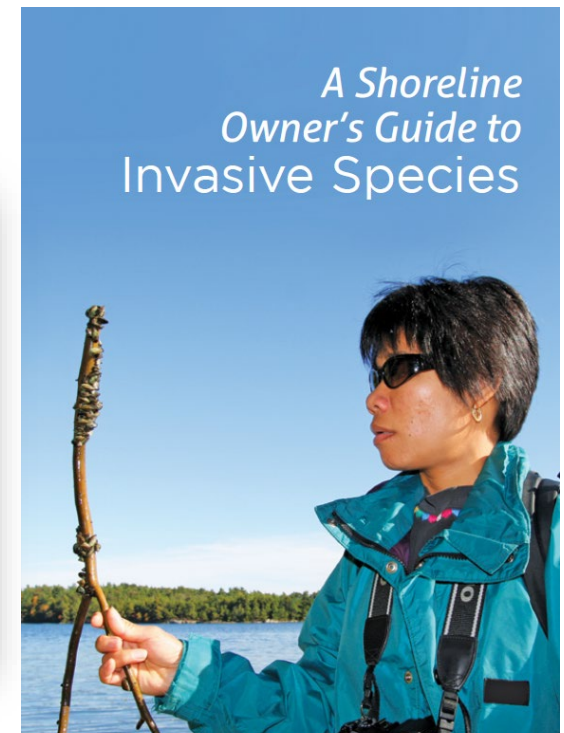
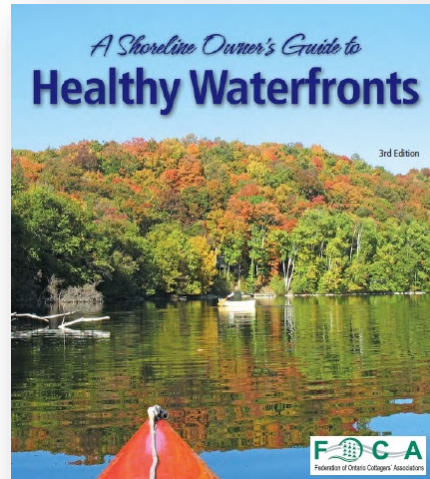
WHAT THE LAKE PARTNER PROGRAM MEASURES

Total Phosphorus (TP)	Water clarity	Calcium (since 2008)	Chloride (since 2015)
<ul style="list-style-type: none"> Important nutrient controlling the growth of algae in Ontario Lakes 	<ul style="list-style-type: none"> Estimated using a Secchi Disk 	<ul style="list-style-type: none"> Essential element that is required by all living organisms 	<ul style="list-style-type: none"> There have been increases in chloride levels across the province due to road salt
			



Print & Video Publications

signs, brochures, reports...



In This Issue

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FOCA Cottage Country Septic
System Video

FOCA
Federation of Ontario Cottagers' Associations

foca.on.ca/

[publications-videos/](https://foca.on.ca/publications-videos/)

Resources

for those who are new to the waterfront (or just spending more time there)

Welcome to Cottage Country! – from FOCA

You likely came here for the same reasons we do: to escape the hustle & bustle of urban life, and enjoy the great outdoors. You're in the right place. We have fresh air, clean and safe lakes, abundant wildlife, starry skies, and so much more. **Here's how we all keep it that way, and why it matters.** We hope we can count on you to help us!

Enjoy your time in cottage country.

Be aware that pets, excessive noise, and lights can interfere with relaxation or star gazing, or neighbouring kids' bedtimes.

Septic systems are kept in good working order by limiting water use and keeping chemicals and non-degradable items out. Overloading your cottage (and your septic system) with guests can wreck the balance.

Garbage and recycling in cottage country is not usually picked up at "curbside" but needs to be dropped off at one of the local landfills. Don't leave your mess for others to clean up.

Phosphate free products are needed for washing and cleaning. Also, we never wash in the lake. Don't drink untreated lake water!

Food is not left outside overnight and **BBQ's** are cleaned after use, so animals are not attracted to the leftovers.

Boats used in other lakes or rivers are cleaned, drained and dried before launching in our lake. Bait buckets and live bait are never emptied into the lake.

Campfires are enjoyed safely. The status of the Forest Fire danger is posted on area roads.

Remember that **noise** travels further on the lake than you think! We all unwind in different ways, so let's all respect that, and find ways to share this beautiful place.

Letting the system break biodegradable waste down without overloading it limits the possibility of harmful bacteria, phosphorous, and nitrogen entering the lake from septic system failure (smelly, harmful and expensive).

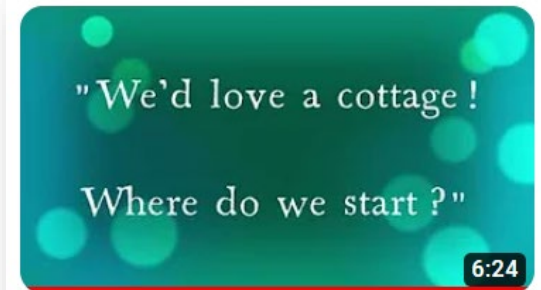
Garbage left overnight can be attacked by animals. **Bears** will return to the same spot where they found "food" for up to 5 years!

Phosphates and other harmful chemicals make their way into the lake promoting excess plant and **algae** growth.

Wildlife and cottagers live together safely when they respect each other's boundaries. Only view wildlife from a safe distance. Don't let dogs roam.

Why? **Invasive species** such as zebra mussels can enter the lake, causing disease and damage to native species. Don't be the reason for spreading invasives!

The closest fire station is so far away that a spreading fire poses danger to everyone. Never

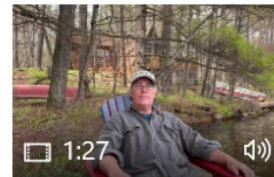


Welcome to Cottage Country! Thinking about buying a cottage? Start here.

2.1K views • 2 years ago

foca.on.ca/cottage/

Video resources:

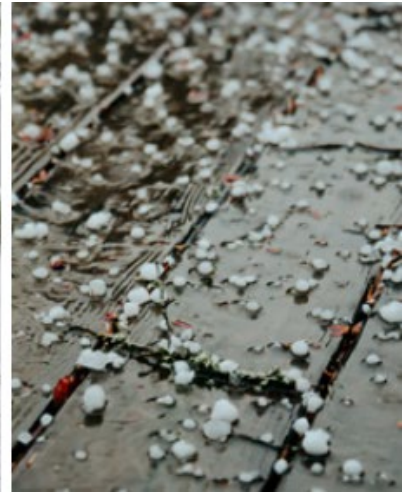


New to cottage country, or thinking about buying a cottage? **Start here!**

Watch this video (online; 7 mins) for tips from FOCA about choosing an area, finding the perfect cottage or building

your own, learning about your property, and connecting with the local lake association.

Emergency Preparedness in Rural Areas



[foca.on.ca/
emergency-preparedness/](https://foca.on.ca/emergency-preparedness/)

**Being Prepared
at the Cottage...**

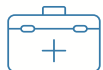


Company Overview

Empowering People to TAKE ACTION

Established in 1998, Action First Aid is proud to be one of Canada's largest AED Distributor and First Aid Training Company.

We are comprised of a group of passionate people committed to placing defibrillators everywhere and empowering people with the skills and confidence to use them through our innovative First Aid training programs.



70 instructors

+



5,000+ clients across Canada



20,000+ AEDs under management





Poll #1

Do you own an AED?

LIVE POLL RESULTS:

Yes	8%
No	92%





Poll #2

Do you know where your closest AED is?

LIVE POLL RESULTS:

Yes	32%
No	68%



Out-of-hospital cardiac arrests (OHCA) each year.

Sudden Cardiac Arrest (SCA) is a Global Issue.

The majority of those that suffer SCA occur in the home.



SCA can happen to anyone.





CPR & AEDs SAVE LIVES!

On June 4th, 2022, a 13-year-old girl named Nina Taft collapsed on Starfire Field 11. She stopped breathing and her heart stopped. Her coach was immediate in identifying the emergency and called 911. Nina's parents rushed to her side where her dad began to perform CPR with the help of a nurse bystander. Within minutes, other parents on the soccer team retrieved the AED and the pads were placed on Nina's chest. One shock was delivered to resuscitate her. Her heart was beating again by the time paramedics arrived.

Nina is a warrior. She had successful heart surgery in July 2022, and she returned back onto the soccer field the following October.

Please remember the CPR code on the back of the AED. It's simple to learn how easy it is to use an AED. You could save a life.

SAVESTATION

**PUBLIC ACCESS
DEFIBRILLATOR**

Call 911
CPR
AED

This tower was placed by the GP Foundation and Nick of Time Foundation in memory of David Phelps and Nick Varvaki.

David and Nick were both exceptional athletes who both passed away at young ages from sudden cardiac arrest (SCA).

SCA can happen to anyone at any time, and when it strikes, it is a medical emergency. It is the cause of an emergency if it is not treated quickly. CPR and AEDs can help. CPR and AEDs can help. CPR and AEDs can help.

The GP Foundation and Nick of Time Foundation have partnered together to save young lives by increasing public awareness for SCA, increasing early heart health, saving lives, and teaching kids how to perform CPR.



**YOU HAVE THE
POWER
TO SAVE A
LIFE**

Every Second Matters

- Sudden Cardiac Arrest (SCA) can happen to anyone, anyplace at anytime.
- When SCA strikes the clock starts ticking.
- Brain damage sets in at approximately **4 minutes**.



After 10 minutes the chance of survival is almost zero.



Challenges at the Cottage

- Time for EMS to arrive
- Time to access an AED
- Confidence to ACT

CPR alone only saves lives 2% of the time. Having an **AED at the cottage is the only chance.**



Islands create an even greater challenge...



When to use an AED?

Understanding the difference between a Heart Attack and Sudden Cardiac Arrest.





Poll #3

Do you know the difference between a heart attack and sudden cardiac arrest?

LIVE POLL RESULTS:

I understand and could recognize the difference	4%
I might understand and recognize the difference	31%
I don't know the difference	65%





Heart Attack

- Person is still conscious and breathing
- The heart continues to pump blood
- Signs include:
 - » Pain in chest, shoulders, upper back
 - » Sweating, nausea, indigestion
 - » shortness of breath, trouble breathing, lightheadedness
 - » denial



Sudden Cardiac Arrest

- Person is unresponsive and not breathing normally
- The heart has stopped pumping blood to the body
- Brain damage sets in in 4 minutes
- Permanent, irreversible death after 10 min
- Signs include:
 - » Sudden collapse and unresponsive
 - » Not breathing normally
 - » Agonal breathing (gaspings sounds and/or seizure like activity)

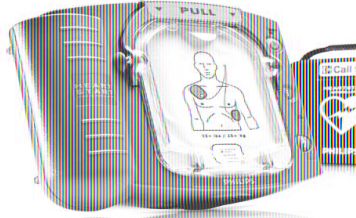


ACCESS

- Purchase an AED for your own Cottage
- Group purchase - strategically place in your cottage community



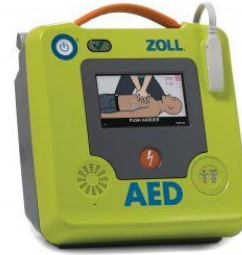
Special Pricing for FOCA Members



Philips HeartStart OnSite

- ✓ Comes with Adult & Pediatric Training Pads
- ✓ #1 Selling Home AED
- ✓ Daily Self Checks

\$1,549



Zoll AED 3

- ✓ 5 Year Pad & Battery Expiry
- ✓ Pediatric Button
- ✓ CPR Compression Feedback
- ✓ Large LED Display

\$2,144

*2024 Pricing

Pricing includes free AED Tracking, AED event incident support which includes a free loaner AED/AED data download and event review, special discounts off 'Shock on the Dock' AED Workshop and Monday - Friday friendly customer service!

Add a Mobile Case

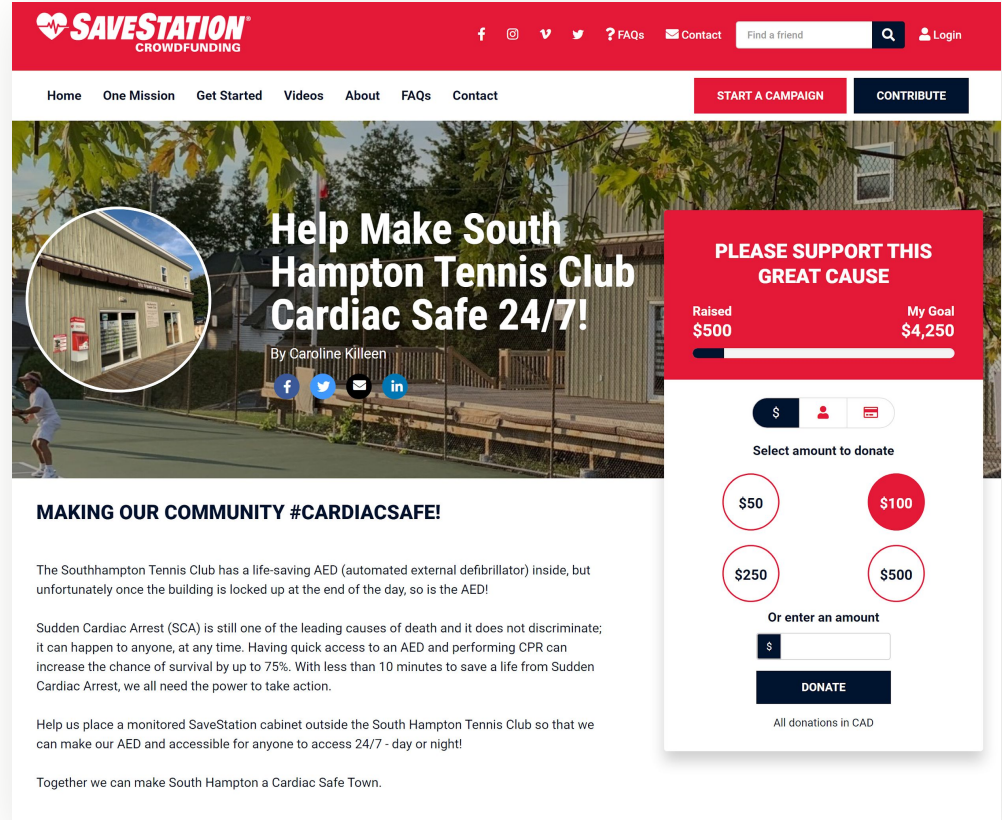
To securely and easily transport your AED to and from the cottage - consider adding on a rugged mobile case. Perfect for the boat or car!



Crowdfunding Tool

SaveStation provides a free **crowdfunding platform** to help encourage neighbours to work together and raise funds for placements in their neighbourhood.

<https://crowdfunding.savestation.ca/>



SAVESTATION
CROWDFUNDING

Home One Mission Get Started Videos About FAQs Contact

Find a friend

Help Make South Hampton Tennis Club Cardiac Safe 24/7!

By Caroline Killeen

PLEASE SUPPORT THIS GREAT CAUSE

Raised **\$500** My Goal **\$4,250**

Select amount to donate

Or enter an amount

All donations in CAD

MAKING OUR COMMUNITY #CARDIACSAFE!

The Southhampton Tennis Club has a life-saving AED (automated external defibrillator) inside, but unfortunately once the building is locked up at the end of the day, so is the AED!

Sudden Cardiac Arrest (SCA) is still one of the leading causes of death and it does not discriminate; it can happen to anyone, at any time. Having quick access to an AED and performing CPR can increase the chance of survival by up to 75%. With less than 10 minutes to save a life from Sudden Cardiac Arrest, we all need the power to take action.

Help us place a monitored SaveStation cabinet outside the South Hampton Tennis Club so that we can make our AED accessible for anyone to access 24/7 - day or night!

Together we can make South Hampton a Cardiac Safe Town.

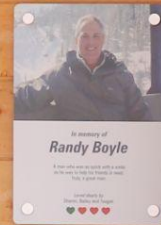


SaveStation Neighbourhood/ Cottage Program

Home & cottage owners are beginning to come together to share in the cost of an AED.



\$20,000 raised in 2 weeks using SaveStation
Crowdfunding Tool in memory of loved one



3 Pillars Required to Save Lives

ACCESS

- AED within 4 Minutes
- Need to create cardiac safe spaces where we work, live and play by placing AEDs indoors and outdoors
- 24/7 access is now possible



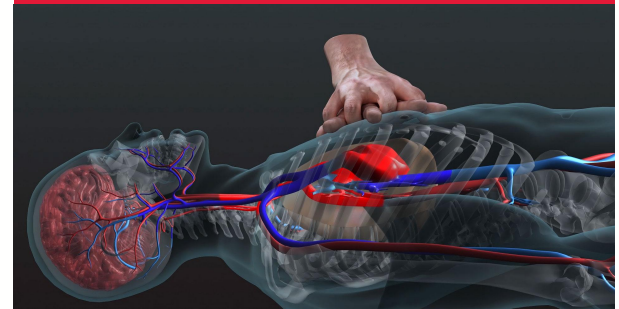
AWARENESS

- Need to know where they are
- Available to the public
- Understand they are for anyone to use



EDUCATION

- Immediate Response Mindset
- Empower the Public with Confidence to Take Action
- CPR & AED Awareness
- Over 20 MILLION views!



AWARENESS & EDUCATION

SHOCK ON DOCK Workshop

This workshop is designed to increase the awareness and understanding of your AED at your home or cottage.

Grab your friends & family, or plan an event with your cottage or road association! Our training is on-site, whether at your cottage, or a public/community space.






Poll #4

When is the last time you took a CPR course?

LIVE POLL RESULTS:

within the past year	11%
2-5 years ago	22%
more than 5 years ago	50%
never	17%





Sign up for early
access and receive
a special discount!



100% online



1 HOUR only!



rainy day activity



Ages 15+



60 minutes to save a life.

In just 1 hour, learn how to perform CPR and use an AED - greatly increasing your confidence to step in and take action. Bye bye bystander, hello hero!

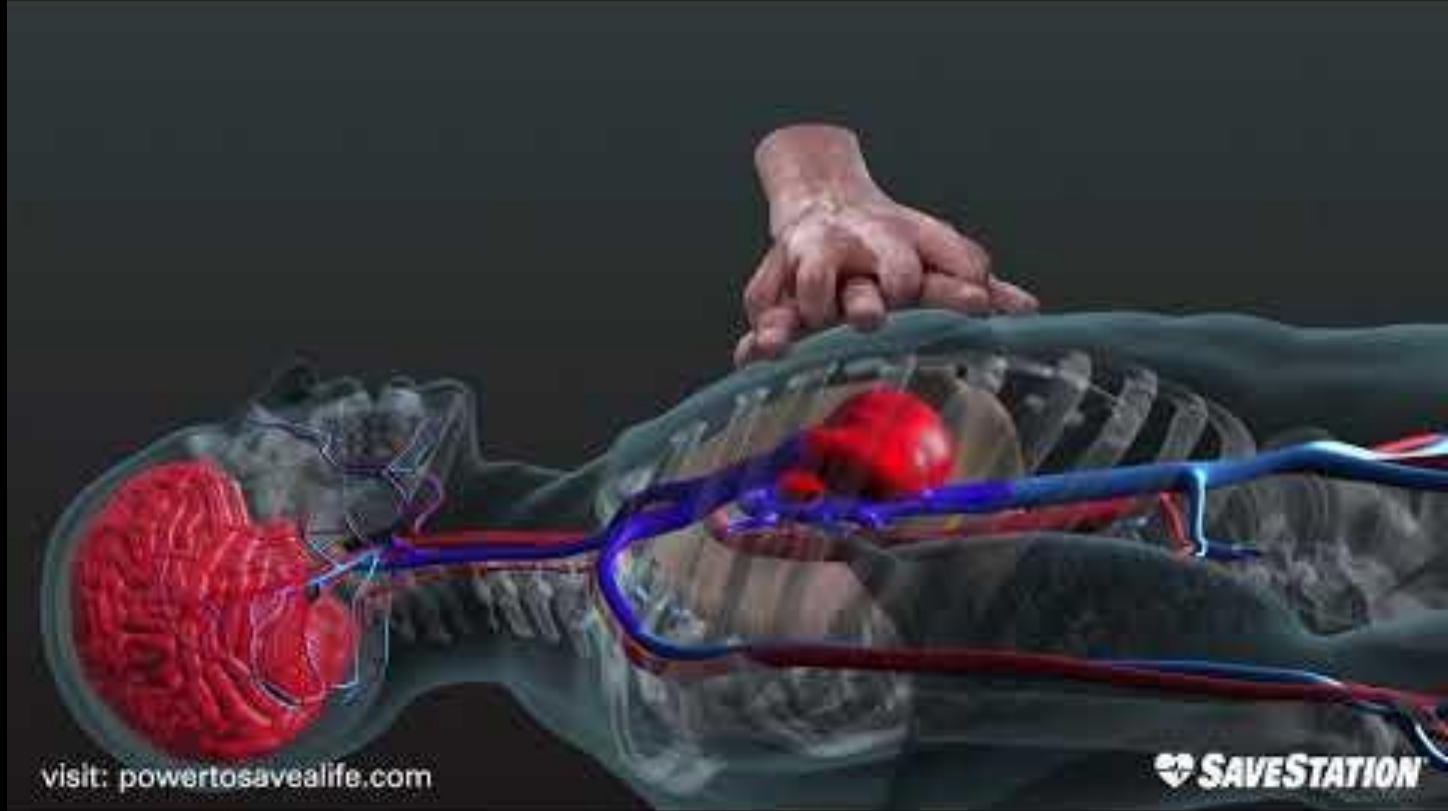


CPR in Action

A 3D look inside
the body

click the image at
the side, or the link
below to watch this
short video on
YouTube:

[https://
www.youtube.com/
watch?v=Kdf1VfPBSuw](https://www.youtube.com/watch?v=Kdf1VfPBSuw)



Additional Resources

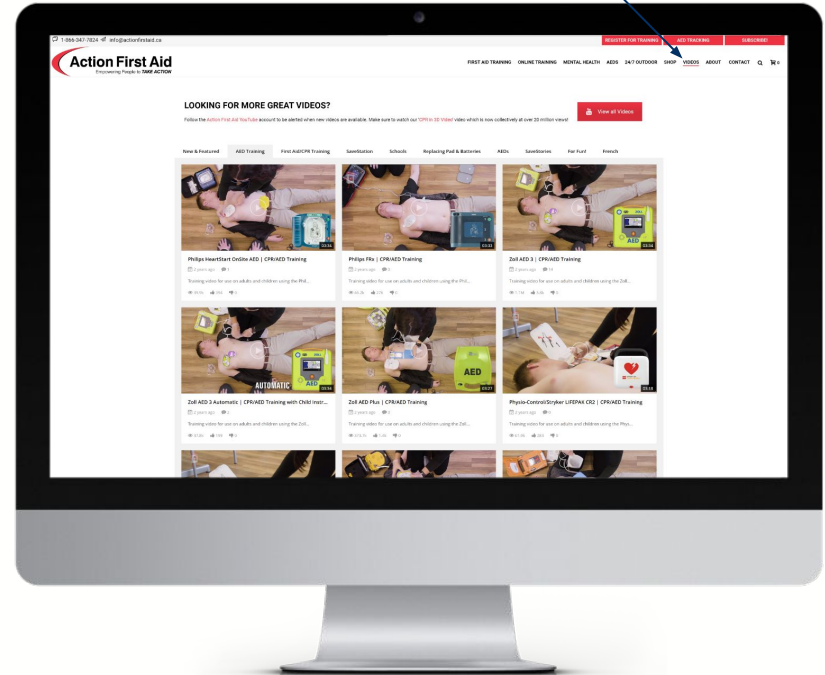
Videos: actionfirstaid.ca/videos



Subscribe to our YouTube channel to get alerted to our next video release!

youtube.com/c/ActionFirstAid

VIDEOS



Example Video - How to use YOUR AED





SAVESTATION

Outdoor SaveStation Solutions



SaveStation Standard

500 Series

SaveStation models that can be mounted to an exterior wall.

 [View Products](#)

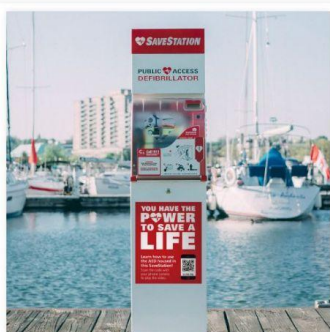


SaveStation Wall Mount

600 & 900 Series

SaveStation models that can be mounted to an exterior wall with enhanced lighting & space for sponsor recognition.

 [View Products](#)



SaveStation Tower

700 & 950 Series

SaveStation models that are free-standing.

 [View Products](#)



Mobile & Non-Powered Solutions

Flexible solutions that are portable and do not require power.

 [Coming Soon!](#)



Sponsorship

Engaging local businesses to help place a SaveStation.

Real estate agents are great sponsors!

Placing an outdoor 24/7 accessible SaveStation at Marina is a great location

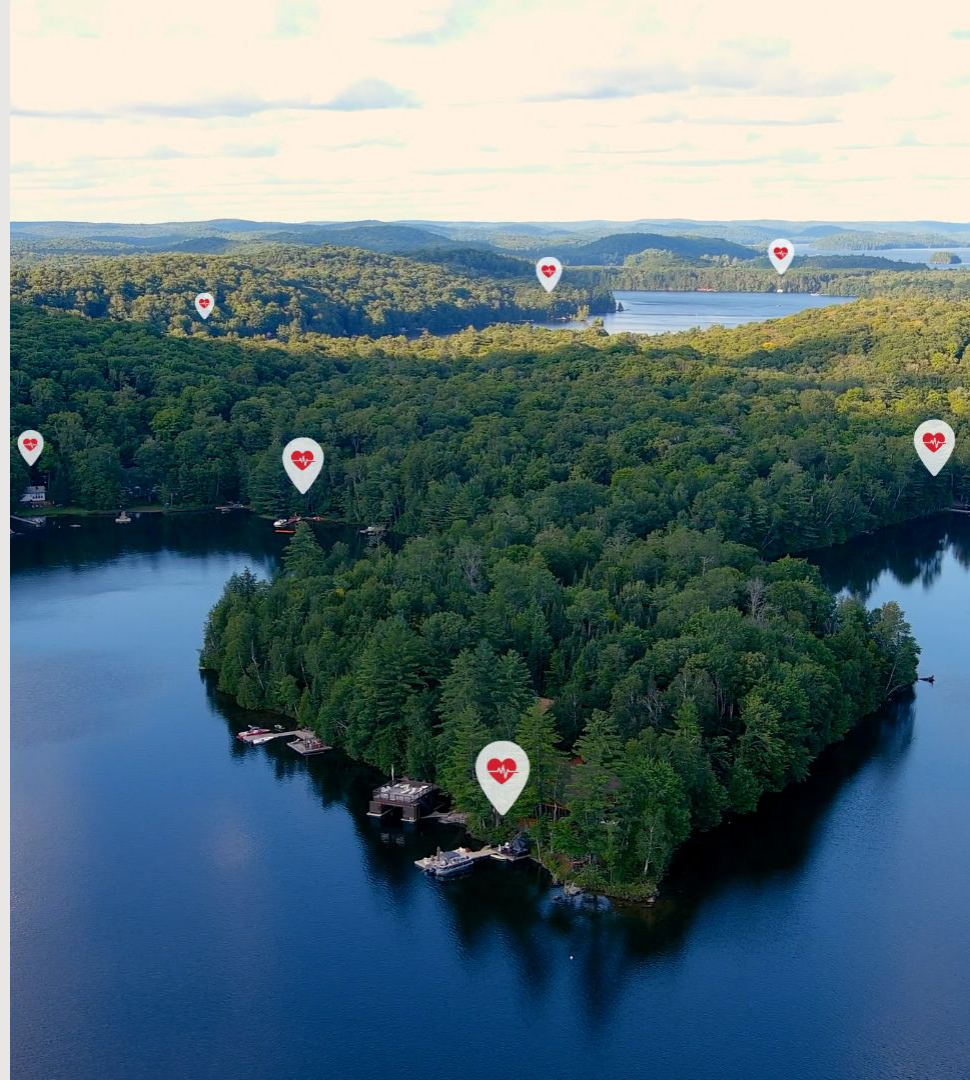
Opportunity to display corporate message on front and back.



Insert Map of Lake with Hearts

Show how cottage communities share AED locations

Discuss group texts for emergency help eg. What's App..



Emergency Response Planning Tips

Have your coordinates clearly identified

Share with family and visitors in case of emergency

Know ahead of time if you did need to meet with paramedics, where best to meet

Download a one page Word document template "**Emergency Response Locator**" sheet from FOCA that you can customize to your local information [by clicking here](#).

Please edit and add local information for your location - POST PROMINENTLY

Lake Remote Emergency Response Locator

Fire/Ambulance/Police Emergency: call **911**

(check if available in your area)

MNR (Forest Fires): 1-613-332-3940

Poison Centre: 1-800-268-9017

Other: _____

You are located on [e.g. Lake Remote]

County: [e.g. Hastings]

Township: [e.g. Hastings Highlands]

Municipal / Rural Address	e.g. 123 Remote Lake Lane
Island #:	e.g. 11
Our (911) number:	e.g. 1111111
Emergency access point: (Fire road # plus Civic (911) #)	e.g. Fire Road #2 e.g. #22222
GPS Coordinates	e.g. 44° 18' 08" e.g. 78° 19' 13"

Our Telephone Number:	e.g. 705-967-1111
Owners Name:	e.g. Jones

Deluxe First Aid Kit

\$85.00



Trauma First Aid Kit

\$234.17



Bleeding Control Kit

\$53.81



First Aid Supplies



EpiPen® Adult

\$149.99



EpiPen® Junior

\$149.99



Aspirin Pill Fob

\$13.95

LifeVac Home Kit

\$89.99





Questions?

How to Order

If you are interested in an AED package
please reach out to Christine at
christine@actionfirstaid.ca
or call **705-720-2978 x418**

*Please let Christine know that you were part
of the FOCA webinar to receive your special
pricing.*

**Order soon to receive your new AED before
the May long weekend!**



Register for our next public Lunch 'n Learn webinar:



image: AFFES, Jim Murphy

FireSmart Tips

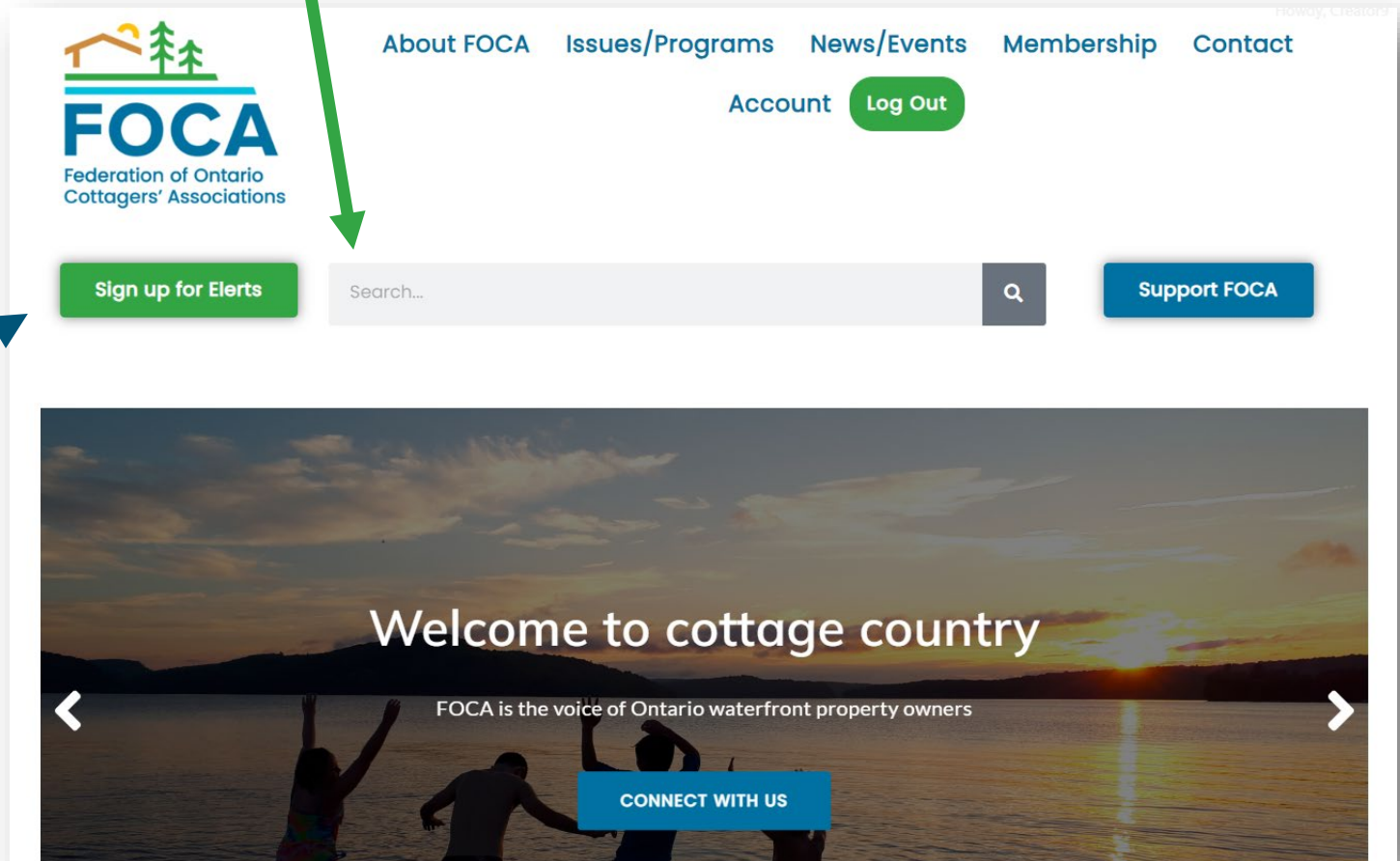
Increase your property's
resilience to wildland fires during
the 2024 Ontario cottage season

Wed. May 22, 2024

12:00pm – 1:00pm

[REGISTER HERE](#)

Got questions? Search here: **foca.on.ca**



While you're
there, join
over **20,000**
FOCA Elerlt
subscribers!

For waterfront Ontario

Who Supports FOCA?

Cottage/Camp/Lake/Road Associations & individuals like you, who:

- ✓ Treasure family time in cottage country
- ✓ Care about clean and safe lakes
- ✓ Are concerned about affordability

By supporting FOCA, you help us in our work to protect thriving and sustainable waterfronts across Ontario. You also access many **benefits.**

Friend of FOCA



“**Friends of FOCA**” are our valued annual supporters.

Please share your extra support if you are able:

foca.on.ca/friend

As you exit...

You'll be taken to the Event Survey.

If you haven't yet taken the survey, [please click here!](#)

Later this week you'll receive an email with:

- > a PDF copy of these slides & link to the recording



Thank you!