



BC SEARCH AND RESCUE ASSOCIATION



BACKGROUNDER

Know Before You Snow: North Shore partners launch winter safety campaign to reduce search and rescue impacts and strengthen B.C.'s safety culture.

Purpose & Goals (2025–2026)

Amplify winter safety education across the North Shore to help enthusiasts explore B.C. safely, reduce impacts on Search & Rescue (SAR), and strengthen the region's outdoor safety culture through multi-agency collaboration.

Timeline

- Launch: media release October 29, 2025
- Social posts rollout: November 6, 2025 – March 5, 2026 (strategic partner messages)
- Evaluation & wrap-up: March–April 2026 (brief report + highlights)

Partners and Supporters

- **BC AdventureSmart (campaign lead):** coordinate messaging; promote the 3Ts (Trip Planning, Training, Taking the Essentials); Snow Safety Education Program
- **North Shore Rescue:** public education on winter response realities; reinforce expectations and preparedness.
- **Ski Areas** (Grouse, Seymour, Cypress): amplify Alpine Responsibility Code; clarify in-bounds vs. backcountry.
- **Land Managers** (Metro Vancouver, BC Parks): advisories, closures, signage, visibility guidance.

British Columbia Search and Rescue Association

Supporters

- **School Districts 44 & 45:** promote Snow Safety Education (in-class, e-learning, and virtual).
- **Avalanche Canada:** amplify winter safety messages across their channels.
- **Vancouver's North Shore Tourism Association:** amplify winter safety messages online.
- **Vancouver Coastal Health (VCH)** will amplify winter safety messages across their channels.

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Target Audiences

Winter hikers and snowshoers; resort skiers/snowboarders; backcountry users; local residents and students; domestic/visiting travellers new to winter terrain.

Key Public Messages (use consistently)

- Check more than the weather—know the terrain and current conditions.
- Follow the Alpine Responsibility Code before you gear up.
- Follow the 3Ts: Trip Plan, Training, Take the Essentials.
- Be visible (bright) for search and rescue to see you easily.
- If conditions deteriorate, turn around early.
- In-bounds safety is managed by ski-patrol, beyond the ski area boundaries is out-of-bounds, not accessible due to hazardous terrain.
- For backcountry travel accessed via designated entry points, you must be fully self-sufficient, with appropriate winter (avalanche, self-rescue) training, proper gear, strong backcountry skills, and sound decision-making abilities.

Tactics (2025/26)

Coordinated media release, social posts; scheduled winter messaging; posts/reels/infographics; Snow Safety Education in SD44/SD45

Key Performance Indicators (KPI's) & Reporting

- # of school sessions delivered / students reached
 - Web visits/QR scans to winter safety hub
 - Social reach/engagement on partner posts
 - # of Trip Plans started (where available)
 - Anecdotal feedback from partners and patrol/SAR
- Report: brief March–April one-pager with highlights + photos.

Assets & Links

- Snow Safety Program: <https://www.adventuresmart.ca/programs/snow-safety-education/>
- Alpine Responsibility Code graphic: <https://old.adventuresmart.ca/winter/alpinecode.htm>
- Avalanche Canada: <https://avalanche.ca/map>
- Avalanche Gear video: https://youtu.be/IVgDsOB_1M4?si=3jl7QhQw0To32q2L
- Winter B-roll:
 - Winter Stoke Video: <https://youtu.be/zEnt7k6HK-Y?si=rNBaEnrLmCuXpl3h>
 - 3 Ts video: <https://youtu.be/XrZIRhBmqPM?si=s6OE2gAXSW3l8wdQ>
- Request school presentations: <https://presenter.adventuresmart.ca/request>
- BC AdventureSmart Expert Webinar Series: <https://bcsara.com/outdoor-education/events/>

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Campaign Contacts

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Supporter Contacts

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- Vancouver's North Shore Tourism, Jennifer Belak, jennifer@vancouvernorthshore.com
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