



- PALS is the only professional lifeguard establishment in Pakistan
- PALS has reduced the drowning rates in Karachi beaches from 250/year to 'near zero'
- PALS has been given membership in the prestigious International Life Saving Federation where it represents Pakistan
- PALS has performed over 2,500 successful rescues
- PALS has conducted over 300,000+ preventive actions
- PALS is a FREE community service for the general public

(For over 2 million people that visit Karachi's beaches every year)

Background

PALS Lifeguards started patrolling the 40 km of public beaches in Karachi since July 2004. With over 15 million people, Karachi is one of the most populous cities in the world, and prior to the formation of PALS, there were on average 250 drownings per year along its beaches.

PALS Lifeguards was thus formed with the objective of reducing Karachi's yearly drowning rates. In 6 years of live operations, PALS has succeeded in maintaining a near-zero drowning ratio.

PALS, is a free public service by Critical Mass Social Welfare Organization

Current Strength

PALS has a pool of over 200 professionally trained life guards patrolling Karachi's beaches. All lifeguards are trained in all aspects of near shore rescues, CPR, first aid and crowd management. Each lifeguard team is lead by a Supervisor who reports to a Patrol Captain. The Chief Executive of PALS is an ex-Commanding Officer of Pakistan Navy's Himalaya Base.

PALS has been patrolling all the public beaches of Karachi with over 200 certified lifeguards.

Annual Refresher Courses

SLSNR/PALS conduct annual refresher courses for all PALS lifeguards. Training involves in-depth education and Certification in all aspects of near shore beach rescues.

Focus Areas: Rescue Tubes, Rescue Boards, CPR, Boat/IRB Rescues, Rip Current Identification, Safe Swim Zone Demarcation Processes, Crowd Control, Crowd Assessment, First Aid, Post Rescue Procedures and Beach Safety Education.



International Affiliations & Memberships

Affiliate



Surf Life Saving New Zealand/Northern Region (SLSNZ/NR) – *who have an ongoing 3 year Training & Assistance program with PALS*

International Life Saving Federation (ILS) – *The highest international body of lifesaving where PALS represents Pakistan*

Member

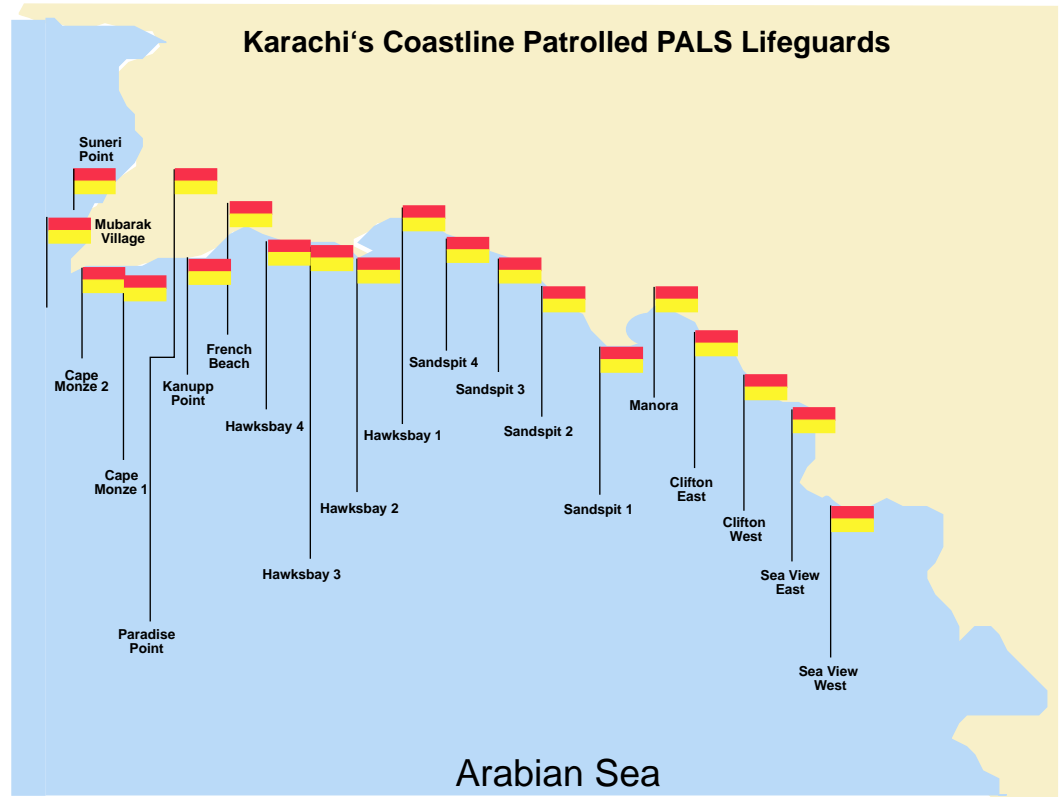


PALS Operational Setup on beaches

Karachi beaches have been divided into 20 Areas/Zones – Each Area has 1 Supervisor and 8-15 Life Guards with equipment

20 Supervisors report to 6 Patrol Captains who report to the CEO.

PALS ground operations is headed by a CEO, who is an ex-Commanding Officer of the Pakistan Navy Himalaya Base, Karachi – and brings 25 years of naval experience and discipline to PALS.



statistics to date

2,652 rescues

3,803 first aids

373 searches

389,477 preventative actions

505,891 patrol hours

2007

| Month | Rescues | | | | Preventive Actions | First Aid Treatments | Searches Missing Children |
|--------|--|--------|-------|------------|-----------------------|-------------------------|------------------------------|
| | Tube Rescues, Swim Rescues IRB Rescues, Board Rescues | | | | | | |
| | Male | Female | Child | Total | | | |
| Jan-07 | 4 | 4 | 12 | 20 | 2,096 | 91 | 3 |
| Feb-07 | 1 | 3 | 2 | 6 | 2,456 | 44 | 1 |
| Mar-07 | 1 | 3 | 6 | 10 | 5,126 | 35 | 4 |
| Apr-07 | 8 | 3 | 1 | 9 | 8,549 | 56 | 3 |
| May-07 | 30 | 12 | 12 | 54 | 9,566 | 69 | 12 |
| Jun-07 | 52 | 32 | 23 | 107 | 12,546 | 95 | 16 |
| Jul-07 | 82 | 22 | 41 | 145 | 15,698 | 115 | 13 |
| Aug-07 | 66 | 21 | 33 | 120 | 16,214 | 99 | 11 |
| Sep-07 | 14 | 12 | 6 | 32 | 8,546 | 44 | 1 |
| Oct-07 | 12 | 1 | 3 | 16 | 4,451 | 32 | 2 |
| Nov-07 | 4 | 1 | 1 | 6 | 2,145 | 47 | 3 |
| Dec-07 | 2 | 0 | 0 | 2 | 1,456 | 21 | 1 |
| | | | | 527 | 88,849 | 688 | 70 |

2008

| Month | Rescues | | | | Preventive Actions | First Aid Treatments | Searches Missing Children |
|--------|--|--------|-------|------------|-----------------------|-------------------------|------------------------------|
| | Tube Rescues, Swim Rescues IRB Rescues, Board Rescues | | | | | | |
| | Male | Female | Child | Total | | | |
| Jan-08 | 2 | 2 | 4 | 8 | 1123 | 18 | 2 |
| Feb-08 | 4 | 1 | 2 | 7 | 1987 | 44 | 3 |
| Mar-08 | 5 | 5 | 1 | 11 | 3232 | 21 | 6 |
| Apr-08 | 6 | 12 | 5 | 23 | 5643 | 45 | 2 |
| May-08 | 31 | 22 | 3 | 56 | 5632 | 64 | 3 |
| Jun-08 | 14 | 24 | 12 | 50 | 6321 | 34 | 7 |
| Jul-08 | 32 | 44 | 4 | 80 | 7321 | 53 | 3 |
| Aug-08 | 21 | 27 | 2 | 50 | 11231 | 67 | 1 |
| Sep-08 | 8 | 8 | 6 | 22 | 4231 | 12 | 7 |
| Oct-08 | 3 | 5 | 1 | 9 | 2341 | 15 | 1 |
| Nov-08 | 2 | 7 | 0 | 9 | 1121 | 25 | 4 |
| Dec-08 | 1 | 2 | 0 | 3 | 802 | 12 | 1 |
| | | | | 328 | 50,985 | 410 | 45 |

2009

| Month | Rescues | | | | Preventive Actions | First Aid Treatments | Searches Missing Children |
|--------|--|--------|-------|------------|-----------------------|-------------------------|------------------------------|
| | Tube Rescues, Swim Rescues IRB Rescues, Board Rescues | | | | | | |
| | Male | Female | Child | Total | | | |
| Jan-09 | 1 | 1 | 3 | 5 | 632 | 11 | 1 |
| Feb-09 | 2 | 0 | 1 | 3 | 223 | 13 | 0 |
| Mar-09 | 3 | 2 | 0 | 5 | 2122 | 15 | 3 |
| Apr-09 | 2 | 7 | 3 | 12 | 2343 | 8 | 1 |
| May-09 | 12 | 11 | 3 | 26 | 2711 | 25 | 5 |
| Jun-09 | 8 | 12 | 6 | 26 | 2231 | 32 | 4 |
| Jul-09 | 11 | 22 | 3 | 36 | 5671 | 29 | 7 |
| Aug-09 | 12 | 13 | 6 | 31 | 6781 | 31 | 2 |
| Sep-09 | 3 | 5 | 3 | 11 | 2327 | 7 | 1 |
| Oct-09 | 1 | 4 | 1 | 6 | 1239 | 14 | 0 |
| Nov-09 | 1 | 3 | 0 | 4 | 762 | 7 | 1 |
| Dec-09 | 2 | 1 | 0 | 3 | 523 | 9 | 1 |
| | | | | 168 | 27,565 | 201 | 26 |

Accomplishments

PALS has divided its accomplishment levels into four specific areas (i.e., Operational Achievements, Sponsorship Achievements, Media Awareness and Community Uplift). These are detailed as follows:

Operational Achievements: (during the past year)

- PALS is the only professional lifeguard establishment in Pakistan
- PALS has reduced the drowning rates in Karachi beaches from 250/year to 'near zero'
- PALS has been given membership in the prestigious International Life Saving Federation (ILS, headquartered in Brussels), where it represents Pakistan
- PALS has performed over than 2,500 + successful rescues
- PALS has conducted over 350,000+ preventive actions
- PALS has conducted over 3,500 first aid treatments
- PALS is involved with missing children searches along the beaches
- PALS is a FREE community service for the general public (over 2 million people visit Karachi's beaches every year)



Media Awareness: (during the past year)

The media and the general public have started recognizing the efforts and services provided by PALS Lifeguards. These have been reflected through the following mediums:

- Newspaper coverage in Dawn, The News, Daily Times, Business Recorder, Jang, etc
- Documentary on PALS made by Geo TV, Business Plus and a few independent media companies
- Weekly Radio Coverage on PALS reviews on sea conditions during the monsoon period
- Letter of Appreciation by the Honorable Governor of Sindh
- Letter of Appreciation by the Mayor of Karachi
- Support from the Pakistan Navy by way of handing over 2 functional lifeguard towers that were under the Navy's possession
- A member on the Pakistan Press Foundations (PPF) panel on public safety

Community Uplift

PALS is responsible for about 150 households along the coastal belt of Karachi. From the beginning, PALS has selected competent youth from the impoverished coastal communities, trained and equipped them, and given them paid jobs as professional lifeguards.

PALS has also provided accidental insurance to all staff and as a result has had a huge impact on the uplift of these families. Furthermore, the introduction of the PALS ambulance service along the beaches has facilitated the movement of the ill and elderly between their village based homes to city hospitals. All this is a marked improvement from the isolated conditions that these communities have learnt to accept as the norm. The lifeguards from these communities have also for the first time started interacting actively with the general beach going public and have been overwhelmed by the level of respect and appreciation shown by the masses.

As a result, the village elders have put a great deal of faith and trust in PALS, with the hope that PALS secures the future of their youth, and continuously provides them the training, foundation and confidence needed to succeed in the competitive and challenging times ahead.

The principal source of income for these communities has always been near shore fishing. With the passage of time, families have been growing in size, but fish levels in the sea around Karachi have been steadily reducing. Village elders see the writing on the wall and are putting their trust behind PALS to play the stabilizing role in the time to come.



PALS Championship



**Beach Lifesaving Competitions of the Middle East
IRAN-2008**

