

FOR IMMEDIATE RELEASE

## **Wear It! Campaign Momentum Continues to Increase Safe Boating Behavior Among Recreational Boaters**

Washington, D.C. (November 1, 2015) – The National Safe Boating Council (NSBC) has just released its 2015 Wear It! Campaign Awareness Research results, concluding that the yearlong North American Safe Boating Campaign (Wear It!) continues to increase the awareness of safe boating behavior among recreational boaters since the NSBC began conducting research in 2013.

The NSBC utilizes and relies on its grassroots volunteers and Wear It! partners to conduct the annual Wear It! Campaign Awareness Research to measure the effectiveness of the campaign, and its outcomes of safe boating practices and utilization of life jacket wear among boaters. Due to the exponential growth of trained volunteers, the on-site surveys increased to 1,072, collected from 32 bodies of water in 12 different states between late April and early September 2015. The approach to the survey was based on the location's level of Wear It! campaign activity: the locations were classified as No, Medium, or High activity. Surveys were self-administered by boaters and a voluntarily follow-up telephone interview was conducted in order to gain additional insights and suggestions for the campaign.

“Our research results indicate that, quite simply, having the Wear It! message present at a location has a positive impact on recreational boaters' behaviors,” remarked Rachel Johnson, NSBC executive director. “This is a great takeaway for anyone interested in implementing the campaign in their communities.”

### Key Findings:

- Boaters in locations with High Campaign activity wear their life jackets “always or most of the time” with a 90 percent confidence level.
- Boaters who are aware of the Wear It! campaign and recognize the Wear It! logo come from High Campaign activity locations.
- Those surveyed from High Campaign locations agree with the statement; “I worry about other boaters and their unsafe practices.”
- Boaters who wear their life jackets “always or most of the time” believe drowning fatalities among boating accidents would decrease if more people wore life jackets.
- Top two main barriers to using life jackets are, discomfort and no legal requirement to wear one.

The results from the study validate how safe boating practices are highest among those aware of the Wear It! campaign, which is consistent with prior years and its increasingly positive impact on more boaters' behavior and attitude regarding safety. To read the Wear It! Awareness Survey full report and infographic, visit:

<http://www.safeboatingcampaign.com/resources/awareness-studies/>.

Wear It! unites the efforts of a wide variety of boating safety advocates, including the National Association of State Boating Law Administrators and Canadian Safe Boating Council with the National Safe Boating Council. It is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

Follow Wear It! on Twitter at [@boatingcampaign](https://twitter.com/boatingcampaign), like on Facebook at [facebook.com/safeboatcampaign](https://facebook.com/safeboatcampaign), and learn more about the resources that are available to run a Wear It! campaign in your community at [safeboatingcampaign.com](https://safeboatingcampaign.com).

### **About the National Safe Boating Council**

The NSBC is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit [SafeBoatingCouncil.org](https://SafeBoatingCouncil.org).

###

### ORGANIZATION CONTACTS:

Leatrice Naylor, National Safe Boating Council

Phone: (703) 361-4294

Email: [lnaylor@safeboatingcouncil.org](mailto:lnaylor@safeboatingcouncil.org)

Yvonne Pentz, Paul Werth Associates

Phone: (877) 577-0017

Email: [ypentz@paulwerth.com](mailto:ypentz@paulwerth.com)