

# ANCHORLINE

NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

SPRING 1995

## It Won't Work If You Don't Wear It

**A**s this year's National Safe Boating Week approaches (May 20-26), televisions, radios and boating education programs around the country will be reinforcing this year's theme, "It Won't Work if You Don't Wear It—Life Jackets Save Lives." Working closely with the U.S. Coast Guard, the National Safe Boating Council (NSBC) is launching a new, three-pronged boating safety campaign which will serve as a model for all local boating education programs. Beginning the campaign prior to the Memorial Day weekend is the perfect start to a safe 1995 boating season.

William R. Ladd, National Safe Boating Week committee chair explained, "This year's campaign is aimed at the importance of wearing a personal flotation device and is a departure from past traditional cam-

paigns." According to Ladd, the informational kit encourages boating programs to participate in not one but three campaigns.

"The first campaign emphasizes the new PFD law, which as of May 1, requires a wearable life jacket for all passengers on boats of all sizes," said Ladd. "The second campaign is designed as a summer reminder with special emphasis on the July 4th weekend and the third campaign focuses on Labor Day and autumn on-the-water activities which many people overlook."

The National Safe Boating Council coordinated the mailing of thousands of safe boating week kits and continues to supply additional literature upon request. According to NSBC Chair Elaine Dickinson, "The demand this year for National Safe Boating



Week materials is unprecedented."

Dickinson attributes the high demand to new life jacket regulations, new products and the focus on children and life jackets. "Both boaters and educators are looking at life jackets in a new light," said Dickinson.

Local programs will have help on the national front as the NSBC distributes public service announcements in May for both television and radio. Radio spots feature Matt Jardine from the Beach Boys and television spots focus on "buckling up." The Council hopes the spots will receive a lot of on-air attention.

This year's campaign received a bit of assistance by way of marketing research. Last year, the Council commissioned an independent firm to conduct a marketing study on last year's Boat Sober campaign. "The study found that more than 80 percent of the groups who received the safe boating kit found something they could use," Dickinson said. "This year we incorporated some of the excellent suggestions made by participants in the survey."

For example, being able to quickly review the materials was important to safe boating week participants, so the Council designed two new publications to address that need. Both the "Guide to Getting the Most Out of Local Campaigns & Media" and the "Planning Guide" checklist are popular 1995 kit materials.

The Council welcomes your comments regarding both the 1995 campaign kit and the types of local events sponsored in honor of National Safe Boating Week. Please forward your comments to the NSBC administrative office.

## Savannah Welcomes 1995 NSBC Seminar

**T**he Southern charm of Savannah, GA, and the shared enthusiasm of hundreds of boating safety advocates made a winning combination for the National Safe Boating Council's 20th Anniversary Education and Professional Development Seminar held March 5-8 and hosted by the Georgia Dept. of Natural Resources.

More than 200 boating educators from throughout the U.S. and Canada gathered for four days of presentations, workshops, and in-water demonstrations covering the latest in boating safety. Prominent on this year's agenda were all the "hot button" issues participants face every day, from personal watercraft operation to new life jacket regulations.

Funding for this year's

seminar was provided through a boating safety grant from the Aquatic Resources (Wallop/Breaux) Trust Fund which is administered by the U.S. Coast Guard. The Coast Guard joined the NSBC in a partnership which culminated in another successful training seminar.

Sunday evening, attendees were encouraged to attend the Idea Fair and Vendor Display which allowed them to network,

register and view boating-related displays. On Monday, NSBC chair Elaine Dickinson welcomed attendees to the seminar and 1995 Seminar Chair Dottie Head previewed the events of the upcoming week. Head was pleased with the outcome of the seminar by week's end.

"People seemed to



*This year's seminar covered a variety of topics - including an on-the-water personal watercraft rescue demonstration.*

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**T**he last few years have marked a real turning point for the National Safe Boating Council—more groups joining our ranks than ever before, steadily increasing attendance at our Boating Safety Education Seminars and an unprecedented demand for National Safe Boating Week materials.

Growth brings with it new demands and an important goal of the Council has been development of a more effective means of communication with our members and others in the boating community.

With this premier issue of the *Anchor Line* we hope to start sailing in that direction, to let you know how Council programs—designed to benefit you—are progressing and also pass on other useful information. Since this newsletter is aimed at boating safety educators, volunteers and professionals, and NSBC member groups, it presents a great opportunity to speak to a unique audience.

Perhaps I'm a bit biased, coming from a communications background. But how often have I heard someone say, "I had no idea the National Safe Boating Council was doing so much!" True, much of our work is done "behind the scenes" by an Executive Committee spread from Oregon to Louisiana. But we're anxious to get the word out on our activities and yours as well. Send us your news and we'll try to include it in future issues. Just drop us a "line."

Elaine Dickinson,  
NSBC Chair, 1995

## What's Afloat...

### Boating Safety Funding Still Up in the Air

With the future funding of the Aquatic Resources (Wallop/Breaux) Trust Fund still unresolved in Congress, the Council and its members are closely watching the status of the Coast Guard Authorization bill as it now moves to the U.S. Senate. While the House of Representatives did not include Wallop/Breaux funding for FY 1996 in its version of the bill, there is considerable support for this successful "user pays—user benefits" program in the Senate. Boating safety advocates should lend their support by writing Sen. Larry Pressler, Chairman, Committee on Commerce, Science and Transportation, SD-508 Dirksen Senate Office Bldg., U.S. Senate, Washington, DC 20510. Send the Council copies of any replies you receive.

### Council news

■ Welcome new NSBC member organizations: Center for Environmental Education and Research, Club Nautico International Powerboat Rentals, Erie Safe Boating Task Force, Kansas Dept. of Wildlife and Parks, Louisiana Dept. of Wildlife and Fisheries, Marine Index Bureau Foundation, Missouri State Water Patrol, Recreational Boating Systems, Inc., Tennessee Wildlife Resources Agency, Wisconsin Dept. of Natural Resources and Zodiac of North America.

■ This year's National Safe Boating Week is just around the corner, but plans for next year's campaign are already underway. The

Executive Committee welcomes Lt. David Street as the 1996 National Safe Boating Week Committee Chair. Lt. Street works for the Maryland Dept. of Natural Resources and served as 1991 Boating Seminar Chair (Annapolis). The *Anchor Line* will provide updates as the 1996 campaign gets underway.

### Coast Guard news

According to Hunt Anderson from the U.S. Coast Guard, Coast Guard management will be tackling boating safety issues from a new business-like perspective. Decisions will be based on research and analysis. In addition, the Coast Guard is reviewing its mission, goals, objectives and operating procedures by using quality management techniques based on customer input. The *Anchor Line* will report on the Coast Guard's plans in future issues.

### Show it with video...

Looking for a good public service announcement (PSA)? Check out the Minnesota Department of Natural Resources' newest and effective PSA, "Beer." It catches the viewer off guard and then hits 'em with its safe boating message. Minnesota has generously agreed to allow the distribution of this PSA for use by other states. Already, more than 20 states are planning on using it. States are allowed to personalize the PSA with their own tagline and message. Because of the popularity of this PSA, NSBC has taken responsibility for distributing it. For more information, call (606) 278-6146.

### Savannah Welcomes, continued from page 1

respond positively to the new format, said Head. "Workshops, such as the Personal Watercraft Issues and Solutions, gave participants a new look at old problems."

Sessions and roundtables reflected the importance of boating safety for the individual boater. Personal Watercraft workshop choices included "The Jet Set Primer—A Guide to Responsible Personal Watercraft Operation," taught by Michael Clemens, Connecticut Dept. of Environmental Protection.

Boating educators discussed a variety of issues pertaining to the use of the popular personal watercraft. Discussion was only one means of covering personal watercraft issues. The Personal Watercraft Industry Association put on a dockside rental skit on how to and how not to rent a Jet Ski. And few will forget the image of Marty Law and Randy Cummings being swept down the Savannah River as part of the impressive PWC rescue demonstrations. The seminar also focused on the importance

of life jackets and the new federal regulations taking effect this year. Colonel Charlie Clark from the Louisiana Dept. of Wildlife and Fisheries moderated a panel discussion on the pros and cons of mandatory life jacket regulations. Attendees learned how to educate operators of small watercraft (less than 16 feet) on the necessity of having proper fitting life jackets on board, as mandated by federal law.

With the variety of PFDs available to today's boater, Susan Balistreri from Balistreri Consulting, conducting two workshops concentrating on life jackets. In one poolside workshop, Balistreri joined kids in the pool to show how to properly choose and fit children with appropriate life jackets. She also coordinated the "Life Jacket Fashion Show."

Virgil Chambers of the Pennsylvania Fish and Boat Commission co-moderated a workshop which covered the "ABCs of PFDs." The workshop was taught poolside and participants

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learned how to don a life jacket in the water, and tried on inflatable life jackets. "It was an eye-opening experience for many of the participants who were trying the new inflatable life jackets for the first time," said Chambers. "We wanted to convince people that life jackets can be comfortable and even fun to wear."

Presenting the Boating Safety Youth Program of Excellence Awards and the new Boating Safety Hall of Fame awards ended this year's seminar on a positive note. Seminar attendees were invited to an awards banquet complete with a reception that featured keynote speaker, Captain Jerry Willis from the U.S. Coast Guard's Olympic Task Force in Savannah.

Next year's seminar in Corpus Christi, TX promises to be as informative, entertaining and successful as this year. For more information on the 1996 Seminar, please contact Tim Spice, Assistant Recreation Coordinator, Texas Parks and Wildlife Dept., (800) 792-1112, ext. 63 or (512) 328-5275.

## The Best in Youth Boating Education

A common thread runs through all of the programs honored with 1995 Youth Program of Excellence Awards—promoting safe boating practices while teaching youth about the fun of boating. The National Safe Boating Council has recognized the City of Ventura Community Sailing Program (Ventura, CA) and the Greene County Parks Watercraft Education Camp (Xenia, OH) for successfully combining education and boating safety.

The Youth Program of Excellence Awards are sponsored by the National Safe Boating Council in conjunction with Boston Whaler, Inc. who honored both award winners with \$2,500 grants to continue their education programs.

While safety is at the heart of the two winning youth programs, they differ in education methods, target audiences and water-

craft choice. The City of Ventura has been coordinating the Ventura Community Sailing Program since 1972 and has introduced more than 5,000 youth and adults to the adventures of sailing. The Ventura program offers a variety of sailing classes and programs which include youth sailing clinics and pee wee sailing (for children ages 5-8). The year-round program is currently working to expand its youth sailing program to include children and young adults from low-

income families and youth involved in Ventura County Special Olympics. The sailing program is financed through a unique foundation which accepts donated boats of any kind and then sells the boats to support sailing activities.

Working with youth-at-risk and physically disabled students presents new challenges in boating education. The Ventura program doesn't stop at just educating; it even assists in transporting kids to the sailing dock. According to the program, "Providing youth-at-risk with alternative, healthy activities has become priority for many cities around the county."

Providing a safe boating environment is also the focus of the Green County Parks' seasonal Watercraft Education Camp. This unique day camp offers campers a week of concentrated safe boating sessions which cover a variety of activities from choosing the correct personal flotation device to learning safety on and off the water. Outdoor classes are conducted at local waterways and include different water scenarios. Campers are grouped according to skill and advanced campers receive comprehensive river canoeing training, as well as sailing education. On the last day of camp, parents are invited to see their children's new or sharpened boating skills.

Although the camp attracts a number of young campers, the program encourages parents to attend any or all of the camp with their children. The Greene County Watercraft Education Camp reinforces the importance of boating safety every day.

NSBC also bestowed honorable mention Youth Program of Excellence Awards to the Center for Environmental Education and Research, Inc. (Deerfield Beach, FL), Oswego Maritime Foundation (Oswego, NY) and Teen Challenge Productions (Bloomington, IN). For more information on the Youth Program awards, please contact the NSBC office at (606) 278-6146.

***"Providing youth-at-risk with alternative, healthy activities has become priority for many cities around the county."***

## The New NSBC Hall of Fame

In celebration of the National Safe Boating Council's 20th Anniversary, the NSBC Executive Committee recognized two important individuals who were early advocates of safe boating in the early 1970s. Robert Burnside of the American Red Cross and Richard Schwartz of BOAT/U.S. were chosen to be the first inductees into the new NSBC Boating Safety Hall of Fame. Together these two men helped to shape the National Safe Boating Council and separately, each has had distinguished careers in the world of boating.

Burnside has been a prominent advocate of safe boating throughout his long career with the American Red Cross. While serving the Red Cross, Burnside held numerous positions including his last as the National Director of Health and Safety. He also authored the Red Cross's Basic Boating and Sailing and Canoeing texts.

Another founding member of NSBC, Richard Schwartz, is being recognized for his career achievements in recreational boating. As the man behind the Boat Owners Association of The U.S., he felt it was important that the recreational boater be represented before gov-

ernment. As one of the few, early organizers of NSBC, Schwartz helped to enact important legislation which continues to benefit NSBC.

Because the Hall of Fame is intended to honor individuals for a body of work and commitment to safe boating, the Executive Committee will only extend this recognition to individuals intermittently. Hall of Fame members will have their names engraved on a permanent plaque.

Join the NSBC in thanking these two NSBC members for their far-reaching vision and exemplary leadership which has resulted in a safer boating environment for millions of Americans.



*New Hall of Fame recipients Robert Burnside (left), and Richard Schwartz (second from right), are recognized by NSBC Chair Elaine Dickinson and NSBC Awards Chair Dale Morey at the 1995 NSBC seminar.*

## LEGISLATION UPDATE

### New Life Jacket Rules

**S**mall boat operators, comprising 80 percent of boating fatalities each year, will now have an extra measure of protection aboard their boats. As of May 1, 1995, boats under 16 feet must have one wearable life jacket for each person aboard. Under the new regulation, issued by the U.S. Coast Guard, a "throwable" device, such as a buoyant cushion, will no longer qualify for the carriage requirement. The requirements for boats more than 16 feet remain unchanged.

The new rules clear the way for states to establish their own requirements for children. Many states have already enacted rules that require youngsters to wear life jackets at all times while aboard moving small boats. The same rules allow states to require people to wear life jackets while in canoes and kayaks, and while riding sailboards and personal watercraft.

The bottom line—having wearable life jackets on board makes good sense, and wearing one makes even better sense, because "it won't work if you don't wear it."



## CALENDAR OF EVENTS

### May

20-23 U.S.C.G. National Boating Safety Advisory Council meeting, Grand Rapids, MI

20-26 National Safe Boating Week

22-26 UL Accident Investigation Seminar, Yorktown, VA

### June

5-8 Northeast States Boating Administrators Conference, Danvers, MA

5-9 UL Accident Investigation Seminar, South Carolina

### July

16-19 Western States Boating Administrators Conference, San Diego, CA

### Aug

7-10 North Central International Boating Law Administrators Conference, Kansas City, KS

### Sept

6-10 U.S. Coast Guard Auxiliary National Conference, Seattle, WA

24 National Safe Boating Council meeting, Las Vegas, NV

24-28 National Assoc. of State Boating Law Administrators Annual Meeting, Las Vegas, NV



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