

GRASSROOTS OUTREACH RECIPIENTS SPREAD THE WEAR IT! MESSAGE

Exciting things happened this summer with the Wear It! North American Safe Boating Campaign, one of which included the incredible work performed by the Grassroots Outreach Program recipients.

In support of Strategy 2.3 of the National Recreational Boating Safety Strategic Plan, the NSBC provided resources to 20 grassroots organizations nationwide in their efforts to spread the Wear It! message and increase the wearing of life jackets. The Lake Sinissippi Improvement District in Wisconsin chose to use their grant funds to supply life jackets for "Learn to Fish Day." They enlisted the help of the NSBC-member Wisconsin Department of Natural Resources who provided instructions on fishing, water safety, and casting skills to the young participants.

Once the event was complete, a survey was sent to the participants in reference to their views on life jackets. One respondent in particular stood out saying, "First and foremost, THANK YOU! We are so grateful for this life jacket. As a family who likes to canoe and fish, we

are now able to share our love of the water with our granddaughter at an early age."

Grassroots campaign outreach has been one successful component in delivering the Wear It! message since 2014, and we're extremely proud to see the progress the recipients are making towards life jacket safety awareness.

If you are interested in funding for 2017, please contact Diane Corish at dcorish@safoboatingcampaign.org.



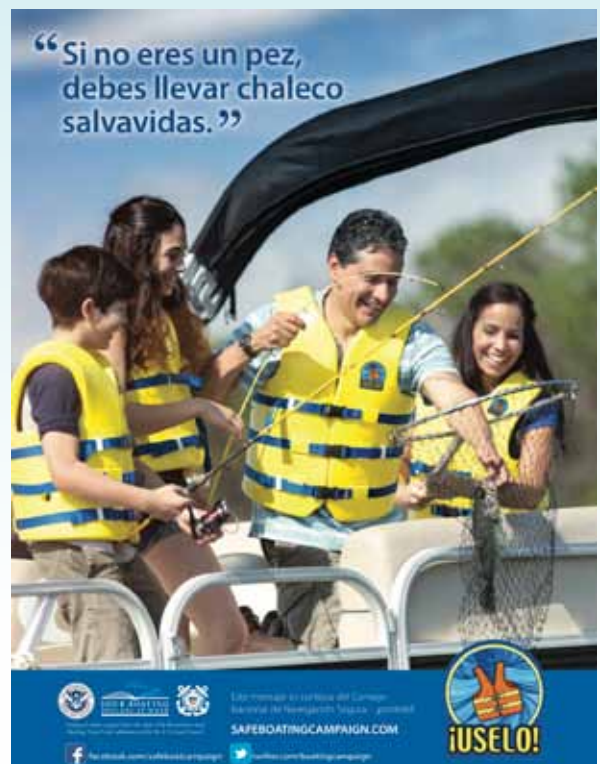
WEAR IT! LIFE JACKET PLEDGE: CALL TO ACTION

You can help spread the Wear It! campaign on a grassroots level, too! The NSBC recently released a new digital Wear It! Life Jacket Pledge. The pledge is a great way to show your dedication to always wear a life jacket while boating. An even better way to show this dedication is to share the pledge with family and friends. Announcing that you have taken the pledge on social media has an immensely powerful multiplier effect. There is a strong chance someone will read that you took the pledge and think twice about the importance of remembering a life jacket the next time they go boating.



In just the first two weeks, over 100 people have pledged to Wear It! The NSBC challenges each and every person who reads this article to take a moment and pledge to Wear It! You can take the pledge at www.safoboatingcampaign.com. The first person that shares the pledge on their social media and tags the North American Safe Boating Campaign on Facebook or Twitter will receive their choice of an inflatable life jacket or Wear It! banner!

We also encourage you to take a moment to check out the graphics, logos, PSAs, life jacket facts, and many other helpful resources for boating safety, like this Spanish Wear It! ad. These materials are all free for you to use for your own outreach efforts at www.safoboatingcampaign.com.





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2016 CALENDAR FOR BOATING SAFETY

SEPTEMBER

Sept. 22 – 24

CSBC Symposium, Yellowknife, Northwest Territories

OCTOBER

Oct. 20 – 22

National Boating Safety Advisory Council Fall Meeting, Arlington, Virginia

Oct. 27 – 30

Canadian Power & Sail Squadrons National Conference, Vancouver,
British Columbia

NOVEMBER

Nov. 11 – 13

American Canoe Association Annual Membership Meeting and
National Paddlesport Conference, Sausalito, California

DECEMBER

Dec. 5 – 8

Marine Dealer Conference and Expo, Orlando, Florida

Dec. 31

Boating Safety Youth Award Program Applications Due

ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2016 VOLUME 17 Issue 2

BECOMING AN INSTRUCTOR MEMBER OF THE NSBC: HOW TO DO IT, HOW IT BENEFITS YOU

The National Safe Boating Council (NSBC) has trained hundreds of instructors and instructor-trainers over the years. To support our instructors better, the NSBC created training membership categories for the instructors and instructor-trainers trained in the Instructor Boat Control/Marina Pro Programs and the Boating Safety Instructor Training Course. These membership categories give us the opportunity to interact and engage with these educators by sending information and updates; offer innovative training webinars; gather critical feedback and evaluations; and provide our instructors with additional benefits such as discounts on NSBC products to support their training efforts.

What does this mean to you? According to the Instructor Manual, your certification is valid for four years during which time you must maintain your annual membership with the NSBC; teach two formal courses; participate in an update or co-teach; and report the number of students you have trained both formally and informally.

What do you need to do next? If you are not a member of the NSBC, you will need to log onto www.safeboatingcouncil.org and join as an instructor or as an instructor-trainer to keep your teaching certification valid and receive additional benefits unique to these categories. If you have joined as an Individual Member, that membership is good until it expires and then you will need to renew at the instructor or instructor-trainer level. The instructor

membership is \$75 and the instructor-trainer membership is \$100. If you belong to an organization or agency that is a member of the NSBC, your instructor or instructor-trainer membership will be discounted by \$10.00. You will need to identify yourself with that organization.

If you have any questions, contact Emily King, NSBC Training Director, at training@safeboatingcouncil.org.



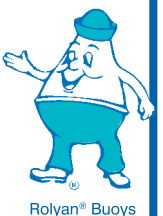
PREVENTING FATALITIES WHEN SWIMMING FROM A BOAT: WHAT BOATERS SHOULD KNOW

We've all heard this scenario far too often: A husband left his wife adrift in an unanchored boat to teach his young son how to swim. Once in the water, the wind blew the boat faster than the two swimmers could swim to catch up to it. The wife did not know the basic operation of the boat and helplessly watched her husband and son drown. How can we help boaters understand how to better prevent this tragedy?

- Anchor the boat before jumping in the water.
- Encourage everyone to swim wearing a properly fitted USCG-approved life jacket.
- Do not rely on inflatable swim toys or rafts to assist weak swimmers or children.
- Assign a responsible person to remain on board. This person should know how to operate the boat, how to use a throwable rescue device, and how to call for help, if needed.

Together, we can help reach boaters with these key tips so these types of drownings don't continue to happen.

This message is brought to you by Rolyan Buoy. www.rolyanbuoys.com



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COMMENTS FROM OUR CHAIR

I am taking a break from a legislative project to sit in my hotel room in the Florida Keys and complete this article. I know... "It's tough duty being in a tropical paradise," you're probably thinking. In spite of the terrific surroundings, it actually is pretty tough duty today.

I just saw the news that Tropical Storm Hermine has now become a hurricane, and it's working through the Gulf of Mexico on a course that looks to be right past my home in Tallahassee. The "tough duty" part of this work trip is more about the fact that I'm not home preparing for the storm and won't be there with Connie during what is certain to be a challenging night tonight. By the time you read this, we will all have a sense of what damages the storm caused, but the anticipation right now is pretty tough.

The National Safe Boating Council works with you to take on the tough challenge of trying to make boating safer and save lives on the water. It's tough because we know that the vast majority of boating-related accidents, injuries and deaths are preventable. We know that educated boaters who practice a few really simple safety precautions could eliminate the vast majority of these casualties. We know that our collective efforts are making a difference, but preventable boating casualties continue to happen all over the country (and the world, for that matter) in spite of our efforts.

Just like this storm, there are boating casualties that even our best efforts and safer boaters aren't likely to keep from happening, but the good news is that those less-preventable ones are relatively few. My resolve comes from knowing that there is still great opportunity to intervene and prevent most.

While we cannot do anything to change the course of this or any other storm, we can and must work together with even greater intensity to change the outcome of boating mishaps. The incidents of otherwise healthy people accidentally falling overboard and drowning has to stop. Boaters who are ejected while underway should never be run over by their boat. Running head-on into a clearly visible fixed object or another boat needs to be a rare thing, not as frequent as it is today.

There is still much work to be done, and I'm excited about the opportunities. I hope you are too.

Richard

ANCHORS AWEIGH!

The NSBC is launching a new contest in the *Anchorline*. There are four hidden anchors (⚓) throughout the *Anchorline*.

The first person to describe the location of the hidden anchors (⚓) will win either a Lil' Legends life jacket or a copy of *The Modern History of Recreational Boating Safety* book.

Submit your answer to office@safeboatingcouncil.org.

CANADIAN SAFE BOATING COUNCIL SYMPOSIUM

John Gullick, Chair of the Canadian Safe Boating Council (CSBC)

At the time of writing this the summer is half over and I am sure that many of us, despite the unusual weather across the country, have been enjoying numerous boating activities. I live close to the Lakefield lock north of Peterborough, Ontario and have had a number of opportunities to talk with boaters, many of them Americans, who are staying overnight. It never ceases to amaze me how much our U.S. visitors appreciate their boating experiences in Canada. They love our canals, lakes, rivers, small towns and the people that they meet and they often say that they just do not have the same quality experiences back home.

I am very proud of all of us here in Canada who help make these adventures for all boaters, visitors included, as safe and enjoyable as they can be.

On another note I have just received some very sad news from John M. Johnson, CAE, Executive Director & CEO of the National Association of State Boating Law Administrators (NASBLA). He has just announced that its flagship magazine *Small Craft Advisory* (SCA) will be eliminated effective immediately amidst deep, ongoing cuts in their Coast Guard grants.

John goes on to point out that: "The award-winning, NASBLA magazine has made important contributions to recreational boating safety and to advancing the States' public policy agenda.

The "Small Craft Advisory (SCA)" has been recognized as the singular voice of the recreational boating community and the state boating safety programs in the U.S. for more than 30 years."

Many of us in Canada have been avid readers of the SCA and we who work in recreational boating safety here in Canada will also miss the stories and contribution to boating safety that this great publication has provided.

Thank you to the folks at NASBLA and the dedicated SCA staff who made the SCA possible over the last three decades.

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For general information about NSBC:
www.SafeBoatingCouncil.org

For information about the Wear It! Campaign:
www.SafeBoatingCampaign.com

For information about the International Boating and Water Safety Summit:
www.IBWSS.org



DELIVERING “A CENTER FOR TRAINING AND EDUCATION EXCELLENCE”

AT THE 2017 INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

You may have noticed on this year’s International Boating and Water Safety Summit (IBWSS) Call for Presentations, a new line under the title stating that the IBWSS is “A Center for Training and Education Excellence.” The partners of the IBWSS, the National Safe Boating Council (NSBC), National Water Safety Congress (NWSC), and the National Association of State Boating Law Administrators (NASBLA), continue our commitment to you to ensure that the IBWSS program continues to meet your needs and help you in your professional development.

Based on feedback from this year’s IBWSS in San Diego, the IBWSS, being held in St. Petersburg, Florida April 23 – 26, 2017, will truly be a Center for training, education, skills development, and program implementation, offering programming in support of the objectives and strategies of the National Recreational Boating Safety Program Strategic Plan 2017 – 2021 (soon to be released on www.USCGBoating.org) and the Certified Recreational Boating Professional (CRBP) certification (www.nasbla.org/crbp).

The 2017 IBWSS agenda will offer training sessions and presentations that will achieve the goal of offering key boating and water safety education. St. Petersburg offers a unique opportunity for the upcoming IBWSS. NSBC-member Eckerd College Waterfront has a beautiful, state-of-the-art facility

and is the only college marine rescue team in the country. Search and Rescue is an important facet of many IBWSS attendees’ job responsibilities. It is because of this that we are catering this year’s agenda to include a Search and Rescue component under the four different Paths: First Responder and Risk Management; Communications, Outreach, and Marketing; Program Management and Administration; and Education and Training. Because of our strong relationship with Eckerd College, the hands on portion of the Search and Rescue program will be hosted by Eckerd College.

For those of you who don’t deal with Search and Rescue as part of your daily operations, the 2017 agenda will continue to address a variety of topics relevant to today’s current trends and initiatives directly impacting boating and water safety. We look forward to working with you – our membership – to continue to offer a quality IBWSS complete with an Expo so that you can share with attendees the newest and most innovative products and programs to help them in boating and water safety, and networking opportunities so that you can make contacts to help enhance your programs.

To learn more about the 2017 IBWSS, visit www.IBWSS.org. Follow IBWSS at www.facebook.com/IBWSS or [@IBWSS](https://twitter.com/IBWSS) on Twitter.



THE NSBC'S MEDIA TOOLBOX: COMING SOON!

The NSBC and NASBLA joined together under a USCG grant to develop a Media Toolbox to assist the media, boating safety professionals, and the recreational boating safety community to better connect and deliver safe boating messaging.

The Media Toolbox, soon to be available at www.BoatBeat.org, is more important now than ever. With more people using social media like Facebook and Twitter as their main means of getting breaking news, the media has been trimmed of institutional knowledge and now operates with less fact checkers and editors. The NSBC's intention is to provide resources and guidance to help the media develop their stories as the go-to location for safe boating information, therefore establishing a national network for recreational boating safety entities linked directly to the media.

The Toolbox website will provide resources including Press Release Templates, Media Resources, Case Studies, and will put a "lessons learned" focus on tragic boating accidents. [BoatBeat.org](http://www.BoatBeat.org) will also include links to state and federal contacts, and ways to reach out to local media contacts to help create lasting partnerships and boating safety culture for future stories and articles. A section called "Did You Know" will feature special areas of interest such as life jackets, BUI, the Engine Cut-off Switch Campaign, taking a safe boating course, Vessel Safety Checks, the National Safe Boating Campaign and Engaging Victims and Survivors. A separate Toolbox will be produced specifically geared towards promoting safer boating messaging through social media. Also, webinar training was developed to ultimately aid this new network to utilize each of the tools (messages) available to them.

A presentation was provided at the NASBLA annual conference in Seattle, Washington on Tuesday, September 13, 2016. Presenters discussed the history and development of this initiative, including session feedback from the 2016 IBWSS in San Diego and webinar training conducted over the summer. The new website design, www.BoatBeat.org, was highlighted, along with an overview of its capabilities in achieving our goal of collaborating with media, safe boating professionals, and the recreational boating safety community to provide messaging in this one central location.



NEW "SAVED BY THE BEACON" RESOURCES AND DELIVERABLES NOW AVAILABLE

What are the key tips you always address when talking to the boating public? It's important for boaters to always wear a life jacket, follow navigation rules, and never boat under the influence of alcohol or drugs. The National Safe Boating Council (NSBC) has identified another important, life-saving tip: encourage boaters to have an emergency position indicating radio beacon (EPIRB) on board their boat or have a personal locator beacon (PLB) attached to their life jacket.

While encouraging boaters to have an EPIRB or PLB with them is an excellent tip, it's also a somewhat complicated, complex topic to introduce to boaters. That's why the NSBC has developed its "Saved by the Beacon" campaign, designed to educate recreational boaters about the importance of 406 MHz beacons and how to use them correctly in the case of a boating emergency.

To help you with your education and outreach efforts, the NSBC has developed the following free resources: a 32-page book comparing different types of emergency locator beacon technology and print and video public service announcements promoting the "Saved by the Beacon" message. The resources, available at www.SavedbytheBeacon.com, should help you as you educate boaters and the various options available to decide the best technology to use on their next boating excursion.

In the video PSAs, Scott Smiles, John Silverwood, and David Hope bravely share their testimonials of how they and their loved ones were "Saved by the Beacon." Each of these men, as well as those around them, faced tragic outcomes, but thanks to the use of their emergency locator beacon, they were safely rescued from their harrowing experiences.

It's important for all boaters to know the most important first-step after you purchase any beacon: register it with the National Oceanic and Atmospheric Administration (NOAA) and keep the information updated at <http://www.sarsat.noaa.gov/beacon.html>. Updates would include new phone number contacts, new addresses or that you sold the boat. It only takes a few minutes, but can make a huge difference in the case of an emergency! Remind boaters to check their beacon's battery and expiration date annually. We suggest this little tip: set aside April 6 (406Day, get it?) every year to do this.

The NSBC collaborated with NSBC-member organizations ACR Electronics, Alaska Office of Boating Safety, and Orion Safety Products in the creation of the campaign resources, and would like to acknowledge the various authors who contributed to the Saved by the Beacon book as well as Scott Smiles, John Silverwood, and David Hope for sharing their survivor stories. Visit www.SavedbytheBeacon.com to learn more.

