

ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

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ADJUSTING THE DIRECTION OF THE NORTH AMERICAN SAFE BOATING CAMPAIGN



For many years the National Safe Boating Council has been coordinating the North American Safe Boating Campaign aimed at educating boaters across the country about the importance of life jacket wear while on the water. The campaign has typically been a national grassroots campaign using a PR firm and volunteers from member organizations to disseminate boating safety information to the public. Given the limited resources the campaign is funded to run a national campaign, the message has typically been a broad, general topic that appeals to a larger segment of boaters across the country. For the 2007 campaign, the NSBC has been granted an additional amount of funds to devote entirely to a targeted campaign in a specific area for the purpose of measuring the results of a specific effort on life jacket wear.

The area of Northern California was chosen for this campaign because it is one of the locations where the JSI study, an observational study run by the USCG to determine life jacket wear throughout the country, takes place and it has a need for a targeted campaign to increase life jacket wear. The NSBC is working with the California Department of Boating and Waterways and the BoatU.S. Foundation, through their Sportsmen Forum, to create a concentrated and focused effort that will hopefully show some change in behavior among the boaters of this region. We will be focusing on a specific group of high risk boaters that tend to have the highest number of fatalities in that region. The campaign will focus specifically on this high risk group

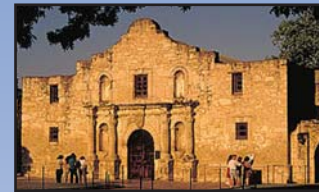
targeting who they are, when they boat, and what would make them begin to wear a life jacket. The goal of this effort is to not only save lives by increasing life jacket wear, but to also ascertain whether this kind of targeted campaign works on changing behavior in boaters.

This new effort will allow us to try some new and different techniques to determine why people don't wear their life jackets and figure out how to change that. It will also allow us to determine if the kinds of campaigns we run on a yearly basis are really that effective or if we need to change our tactics. By pooling our resources, knowledge and ideas we can learn a lot about how to create a change in behavior and become more effective in our campaigns across the country.

The national North American Safe Boating Campaign will continue to offer the same resources and materials as they have in the past to boating safety professionals and volunteers across the country. This year we will continue to educate boaters about the importance of life jacket wear but will also begin to emphasize the different kinds of life jackets that are available to boaters. It is important to inform boaters of the options they have when it comes to life jackets including over the shoulder type inflatables and belt-packs that make life jackets more flexible and wearable than the traditional style of jacket.

For more information on the campaign, please visit our website at www.safeboatingcampaign.com.

TEXAS STYLE SUMMIT - BIGGER THAN EVER



What better location than the San Antonio Riverwalk to host the 11th Annual International Boating and Water Safety Summit? Couple the location with an outstanding program and you have the best Summit yet!

The Summit is an opportunity to hear first hand about what is going on in the world of recreational boating. General sessions and smaller break-out session will touch on topics of national interest, especially "What will it take to move the needle on life jacket wear?" Other topics will cover great ways to market your message, how to think safety in order to prevent an accident, rental education, low head dams and how partnerships help get the safety message out. In addition to these great events, we have planned water activities and a dazzling boat lighting demonstration.

The location for the 11th Annual Summit is the Crowne Plaza Riverwalk in historic San Antonio, Texas, on March 4 - 7, 2007. The Crowne Plaza is minutes from the Riverwalk where you will find unique shops and fantastic restaurants. Also within walking distance are the Alamo, the Villita and the Tower of the Americas.

This is a Summit that you won't want to miss!

Please visit our web site, <http://www.safeboatingcouncil.org/summit/index.htm> for more information about the Summit.

WEAR YOUR LIFE JACKET!

According to the United States Coast Guard, approximately 85 to 90% of people who die in boating accidents do so because they end up in the water unexpectedly and drown. Now here is the startling fact: The majority of those who drown are classified as "swimmers." Any questions? Now let's put on those life jackets.

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