

# ANCHORLINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

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## WEAR IT CAMPAIGN



The North American Safe Boating Campaign has typically been a national grassroots campaign using a PR firm, campaign partners such as the Canadian Safe Boating Council and the National Association of State Boating Law Administrators, and volunteers from member organizations to disseminate boating safety information to the public. Given the limited resources the campaign is given to run a national campaign, the message has typically been a broad, general topic that addressed a large segment of boaters. For 2007 in addition to producing the North American Safe Boating Campaign the National Safe Boating Council will be working with several other organizations to coordinate a separate, specifically targeted campaign aimed at creating a change in behavior among boaters. This collaborative effort called Wear It US will pool together the resources of the U.S. Coast Guard, BoatUS Foundation, CA Dept. of Boating and Waterways as well as a number of other state agencies to directly target a small segment of boaters. This initiative will be part of the national campaign but will use additional funding to focus specifically on the Delta region of Northern California to create a marketing campaign that will increase life jacket wear and create a change in behavior among boaters.

The Wear It US effort will utilize an approach known as experiential marketing. This kind of approach allows the audience to interact face to face with the "product", making them more receptive to the message being generated and enhancing the brand perception, allowing for a larger impact of our message. It was decided that the best "hook" to use with this approach to get the boaters participation was to have a contest with cash awards and prizes as incentives for wearing

a life jacket. The contest would award boaters a certain number of cash prizes if they are caught wearing their life jacket. The states involved would hire summer employees to be part of a "Life Jacket Lookout Team" who will act as promoters of the contest and will cruise the water in order to get people excited about the contest and wearing their life jacket.

We will use this hook to hit our audience "7 times in 7 ways", using multiple avenues such as mailings, events, television, radio, websites, signage, face to face dialogue and the contest to promote this initiative. The promotion for the contest will begin around National Safe Boating Week (May 19 - 25, 2007) and continue throughout the summer. We will begin to kick-off the Life Jacket Lookout Team idea at the upcoming Boat Shows, setting the stage for the summer promotion.

Although the NSBC will be focusing mainly on the California Delta region, there are several other states that are working with us to create similar programs in their own areas. The consistency of the messages and strategies will create a larger impact for all of the campaigns being developed. If your state would like to be involved in this initiative, please contact the NSBC for more information at (703) 361-4294 or via email at [nsbcdirect@safeboatingcouncil.org](mailto:nsbcdirect@safeboatingcouncil.org).

The North American Safe Boating Campaign will continue to offer the same resources as we have in the past to educators, state agencies and other organizations throughout the country. We are continuing the "Be a Survivor" initiative that began last year and will offer free educational resources through our website. More campaign information will be sent out shortly and orders will begin being taken around mid-March. Please visit our website at [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) or email us at [campaign@safeboatingcouncil.org](mailto:campaign@safeboatingcouncil.org) for more information. 🚤

## BE A SURVIVOR WINNERS!



Congratulations to our 2006 "Be a Survivor" winners Richard Vinyard, John Pine, and Theo Braswell! Each of our winners participated in the "Be a Survivor" contest by submitting a personal account of how they were saved by wearing a life jacket. Winning stories encouraged a "survivor's

attitude," and convinced others to wear their life jackets whenever they are out on the water. In addition to inspiring other boaters and being published in the NSBC's second *Saved by the Jacket* book, "Be a Survivor!" winners received some great summer boating prizes courtesy of West Marine®, America's favorite boating supply store:

- Grand Prize: A Skedaddle-2 Inflatable Kayak with two (2) X-Treme One Design Life Vests.
- 2nd Prize: A "Weekend Water Sports Package" including a West Marine Super Saturn Blaster, inflation pump, tow rope, life jackets, and four (4) Aquazookas.
- 3rd Prize: Two (2) West Marine "Comfort Series" Manual Inflatable Belt Pack PFDs.

The new *Saved by the Jacket* book will be available in the 2007 Safe Boating Campaign and will feature many of the stories submitted through the "Be a Survivor" contest. The campaign will continue this contest in 2007 to encourage life jacket wear and safe boating habits to the boating community. For more information on the contest please contact the National Safe Boating Council at [campaign@safeboatingcouncil.org](mailto:campaign@safeboatingcouncil.org) or visit our website at [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com). 🌊

## WEAR IT...TO WEAR IT OUT

Life jackets don't need to be "worn" to wear out. Although that is how we at the NSBC would like to see life jackets wear out - on someone. The sun and moisture can take its toll on a life jacket even if the jacket is not worn. The cover fabric or threads of a life jacket can be weakened by extensive exposure to sunlight and moisture. Check your jackets, and if they are worn out replace them with the new comfortable belt pack or over the shoulder inflatable models. We hope this time the wear out factor will be because the jackets are used. 🚤

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