

# ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2011 VOLUME 12 Issue 1

## 15TH INTERNATIONAL BOATING AND WATER SAFETY SUMMIT - AN AMAZING SUMMIT!

An amazing Summit! The 15th International Boating and Water Safety Summit held in Savannah, Georgia, March 6 – 9, 2011, at the Savannah Marriott Riverfront proved to be a great conference which promoted boating and water safety to professionals and volunteers around the world.

The kickoff to the Summit was the Opening Reception which introduced the attendees to vendors with a variety of products which promote boating and water safety. Monday's general session highlights included remarks from Admiral Kevin Cook from the US Coast Guard, the signing of the Strategic Plan of the National Recreational Boating Safety Program 2012 -2016 and the highly anticipated panel discussion on Mandatory Life Jacket Wear. Tuesday's breakout sessions presented specialized information on several recreational boating and water safety topics such as Social Marketing and Boating Safety, New Field Sobriety Testing Standards, Connecting with the Paddling Community, Boating Outside the Box, Making Water Safety Education FUN!, letsgo boating.com, Boating on the Bay and Personal Protection Equipment for Water Rescue First Responders. Among the activities for Wednesday's on-the-water events were the life jacket demonstrations from the top three winners of the Innovative Life Jacket Design Contest sponsored by BoatU.S. Foundation and Underwriters Laboratories. The first place winner with his "Sea-Tee" was Jeff Betz, Float Tech, Inc., second place winner was The Directors Bureau with their "Float Coat" and third place went to design team Josh Jankowski and Nathan Karabon of St. Thomas More High School for their "Aqua Buoy." Life Jacket manufacturers Mustang Survival, The Coleman Company and Revere Supply Company sponsored the "Great Race." The "Great Race" tested the life jacket skills of six teams. The winning team included: Joe McCullough, Alaska Office of Boating Safety; Ed Huntsman, Arizona Game and Fish Department; John Punkiewicz, USACE Rock Island; Angela Bradley, USACE Sacramento District; Joe Haller, USACE Vicksburg District.

The Summit concluded with the Awards Banquet on Wednesday evening which focused our attention on the organizations and individuals that constantly work toward improving recreational boating and water safety. Among those honored during the Summit for their outstanding service and leadership to the recreational boating community was Ruth Wood who retired as President of BoatU.S. Foundation on April 1, 2011.



We thank our sponsors, advertisers and partners – Boat Ed, Brunswick Commercial and Government Products, the Coleman Company, Boater-Exam.com, Sea Tow Services International, TruePath Association Partners, LLC, Georgia Department of Natural Resources, Nestle` Water of North America, Savannah Convention Visitors Bureau, Ohio Division of Watercraft, Tennessee Wildlife Resources Agency, and the U.S. Coast Guard Boating Safety Division. In addition, we thank all the exhibitors who donated items for the drawings during the exhibit and at the Awards Banquet. Also, thank you to the individuals whose hard work helped to make the Summit a success.

The 16th Annual International Boating and Water Safety Summit will be held in San Diego, California, March 4 – 7, 2012, at the Hyatt Regency Mission Bay. Mark your calendars now and plan to attend the best boating and water safety conference!

For more information, please visit the National Safe Boating Council web site at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).



### YOUR BOAT'S ANNUAL PHYSICAL

Whether your boat spends the winter afloat or on a trailer, this time of year is a good time to examine your boat. Call it an annual physical. Remember, when good boating weather comes, you will feverishly get everything together to get out on the water. You may not take time to really look at your boat the way you should to have a safe, problem free boating experience. Take the time now to go over everything on your boat and inspect your equipment, including the life jackets. You don't have to be an engineer to check the wiring. That quick repair you made last year should be re-examined. Did you use wiring that was approved for marine use? If not, replace it now. Is the wire securely attached to all connections? There should be no wire loosely hanging. Check out your fuel lines and fittings. It only takes a little fuel to cause a big problem. Take a look at the fuel tank(s). Check for rusting or leaking, and make sure all straps and hold-downs are secure. A tank that is slightly loose can take a beating. Batteries can have the same problem. When they are loose and bounding around, they can be damaged, spill acid, and possibly damage the boat. Because your boat was maintained for storage last winter, does that mean it is ready to go this spring? You may not be a repair technician, but like any boat operator, make it your business to know how to tell if something needs repaired and is unsafe.

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# AND NOW COMMENTS FROM OUR CHAIR



The Cherry Blossoms were right on schedule this year in our nation's capitol for their annual festival and looked beautiful! Spring happily leads us into the summer months across the nation, and America's recreational boaters take to the many bodies of water to relax a bit and enjoy what recreational boating has to offer. Because of the good work of the National Safe Boating Council (NSBC) and its diverse membership, I know those boaters will be better educated and aware of safe boating practices.

The 2011 Summit in Savannah, GA was held in early March, and co-hosted by the NSBC and the National Water Safety Congress (NWSC). We had over 350 attendees which included boating education and safety professionals from Canada, Brazil, Abu Dhabi, Australia. Each year I am amazed at the quality of the summit in the program, presenters and attendees, and this year was one of the best! The innovative life jacket contestants presented plenty of "food for thought" for us boating professionals as we attempt to reach "outside the box" and look to future research, development and creativity in life jackets that are effective, reliable and safe.

The NSBC's three-year project to produce a documentation of the Modern History of Recreational Boating Safety is complete and ready for purchase. The book explores the 50 year history by not only covering recreational boating safety but also by focusing on the many organizations that played a role in defining, promoting, and enforcing safe boating. At \$49.00 a copy (plus shipping and handling) it is a great gift for the recreational boating enthusiast in your life...hey, it is never too early to start your holiday shopping!

The NSBC board of directors will meet later this summer and then again at the National Association of State Boating Law Administrators (NASBLA) annual meeting in September in Milwaukee, WI. In the mean time, the NSBC will be once again co-hosting the annual Congressional Reception with the National Association of State Boating Law Administrators in May in Washington, DC. Safe Boating Week 2011 and "Wear It" materials are available at our websites. Please take a few moments to visit the sites and see what you need to make your Safe Boating Week the best one yet.

There are plenty of resources available from the NSBC and its many member organizations. Do take full advantage of all we have to share about safe boating practices on America's waterways and extend your reach so that summer 2011 will be fun and safe for everyone.

Fondly,

*Veronica McCann Floyd*

Chair-NSBC

Brunswick Corporation – Government Affairs Consultant

**SPERRY**  
TOP-SIDER



Congratulations to our previous Sperry Top-Sider winner, C.Q. Teft II, from Color-Ons dba Mach III, Inc! He received a pair of shoes courtesy of Sperry Top-Sider for being the first person to send a correct answer to the National Safe Boating Council. Remember, the first person to send a correct answer to [office@safiboatingcouncil.org](mailto:office@safiboatingcouncil.org) will receive a pair of Sperry Top-Sider shoes! Good luck!

**QUESTION: IN WHAT YEAR DID THE USCG REGULATIONS ESTABLISH APPROVAL PROCEDURES FOR FULLY INFLATABLE LIFE JACKETS?**

**LAST ISSUE'S QUESTION: WHICH OF THE GREAT LAKES ARE CONSIDERED HYDRAULICALLY AS ONE?**

**ANSWER:** Lake Michigan and Lake Huron

**Also, check out *Passion for the Sea*:**

*Passion for the Sea* is a new online social network, powered by Sperry Top-Sider, dedicated to people like us who can't imagine life without crashing waves and salty air. It's a place to share your experiences and adventures, product opinions and common passion for the sea. Go to [www.passionforthesea.com](http://www.passionforthesea.com) to join now!

For reference and citation information, please contact [outreach@safiboatingcouncil.org](mailto:outreach@safiboatingcouncil.org).

To learn more about Sperry Top-Sider, please visit their website at:  
[www.sperrytopsider.com](http://www.sperrytopsider.com)

# PREMIUM MEMBERS



## PATRON MEMBERS:

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IMANNA LABORATORY, INC.  
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TAMPA POWER SQUADRON  
USACE HUNTINGTON DISTRICT – GRAYSON LAKE  
USACE LAKE SHELBYVILLE  
USACE MICHAEL J KIRWAN LAKE

## NEW INDIVIDUAL MEMBERS:

LAURIE CONNALLY  
WARREN PHILLIP STEFFAN

## WEB SITE DIRECTORY

For general information about the NSBC visit:

[www.safiboatingcouncil.org](http://www.safiboatingcouncil.org)

For information about the Campaign visit:

[www.safiboatingcampaign.com](http://www.safiboatingcampaign.com)

For kids' boating information visit:

[www.boatingsidekicks.com](http://www.boatingsidekicks.com)

# NSBC CONTEST & GRANT WINNERS RECEIVE AWARDS AT IBWSS

Joyce F. Shaw - NSBC Contest Committee Chair

Since 1958, the National Safe Boating Council has worked to increase boating safety on our nation's waterways by working with partner members to advance and promote a safer recreational boating experience through education, outreach and training. Partnerships allow NSBC to offer the annual Boating Safety Youth Program Award and the OMC Take 'em Boating Grant. These opportunities recognize individual and organizational partners in the boating community that create innovative programs designed to improve boating education. The NSBC contest award and OMC grant are presented annually during the International Boating and Water Safety Summit, this year held in Savannah, Georgia, during the week of March 6 – 9, 2011.

## BOATING SAFETY YOUTH PROGRAM AWARD

Patron Level NSBC member Boat Owners Association of the United States (BoatU.S.) sponsors the Boating Safety Youth Program Award (BSYPA). The purpose of the Boating Safety Youth Program Award is to provide a vehicle to recognize individuals and organizations that have developed and successfully implemented innovative youth boating education programs to target safety issues and concerns of a national interest.

The goal of the BSYPA is to encourage the development of innovative boating safety education programs directed at youth. To qualify, a program must integrate safety practices into the curriculum and be targeted toward students 18 years of age or younger. Selection priority is given to unique or innovative programs with the primary goal of increasing boat safety and safety awareness.

The 2011 winner of the BoatU.S. Boating Safety Youth Program Award is the Huron Water Safety Day project. Christine Crawford, Chairman and Co-founder of the event, was on hand at a Tuesday afternoon seminar to introduce her creative program to those in attendance and to explain how one might implement a similar program in other locales. The Huron Water Safety Day serves an average of 250 third and fourth grade students annually in this all-day event. It emphasizes the importance of safety and awareness around and on the water. The youth, divided into small groups, travel through five educational sessions including basic first aid, marlinspike, rescue swimmer techniques, basic rules of the road, and invasive species / environmental issues. The youth receive personal tee shirts and a life jacket to commemorate their attendance. The Huron Water Safety Day is an annual event, listed on the public school calendar of events; it brings together more than two dozen local partners who work together to make this annual event available to area children. Along with a cash prize of \$2,500 and a trophy, Ms. Crawford received an expense paid trip to the International Boating and Water Safety Summit to present a 50-minute overview of their winning program.



Veronica Floyd (right), NSBC Chair, and Ruth Wood (left), NSBC Past Chair and BoatU.S. representative, present Christine Crawford, from the Huron Water Safety Day, with the Boating Safety Youth Program Award.

## OMC FOUNDATION "TAKE 'EM BOATING" GRANT

The National Safe Boating Council "Take Em' Boating" Grant was developed to promote and develop interest in boating for future generations. Funded by the OMC Foundation on behalf of the former employees of the Outboard Marine Corporation, the "Take Em' Boating" Grant seeks to continue their legacy by fostering interest in boating safety, environmental awareness, and the marine industry. The "Take Em' Boating Grant" is an excellent program that encourages organizations to develop creative and innovative programs to get kids aged 6 – 18 into boats and on the water.



Ray Sanborn accepts the OMC "Take'em Boating" Grant Award on behalf of Kama'aina Kids from Veronica Floyd, NSBC Chair.

Along with a \$5,000 cash prize, the OMC Foundation Grant recipient receives a beautiful trophy and pre-paid registration fees for the Summit. The grant is awarded annually, and applications from organizations, companies and agencies are accepted each calendar year between October 1 and December 31.

2011 winner of the OMC "Take 'em Boating" Grant is Kama'aina Kids, Inc., a not-for-profit organization that provides educational and enrichment programs for young children and their families. Ray Sanborn, project coordinator, described the program during his Tuesday afternoon seminar at the Summit. The main objective of the waterfront program is to teach kids basic water and boating safety skills. Kayaks and sailboats are used to teach skills related to snorkeling and swimming, basic marine biology and ocean preservation. The goal is to provide children with the opportunity to safely experience boating on the waters of Oahu. It program serves youth in grades one through six and reaches approximately 350 children per month. It is believed the program promotes the future of the Marine Industry by fostering an interest in water activities and conservation in the youth of Hawaii.

Award applications for all contests and grant are due each year no later than 31 December. Visit the website ([www.safeboatingcouncil.org/awards](http://www.safeboatingcouncil.org/awards)) for complete details about all NSBC awards, grants, application forms, and profiles of past winning entries. NSBC welcomes the opportunity to encourage and recognize projects that have made lasting contributions to the interest of boating safety.

## INTRODUCING "SAFE SUMMER: WEAR IT!" TO GET SURVIVOR STORIES, PROMOTE SAFER BOATING

The National Safe Boating Council has seen how survivor stories can be one of the most influential ways to get a non-life jacket wearer into a life jacket for the rest of their lives. When "Joe Boater" reads tales of survivors that sound just like him, the stories immediately become much more personal and relatable. If someone reads these stories and thinks "wow – this person sounds just like me and look what happened to them," then they may realize they're as likely to need a life jacket while out on the water than everyone else. To further push this point, in the past the "Wear It!" campaign has held a national "Be a Survivor: Wear It!" contest seeking testimonials of those whose lives had been saved because they were wearing a life jacket.

The campaign is taking a new approach this year by introducing a new interactive marketing initiative called "Safe Summer." The main goal of this project is to ask boaters for their commitment to wear a life jacket and practice safe boating throughout the 2011 boating season and beyond. Everyone who takes the pledge will be entered for a chance to win the "Safe Summer: Wear It!" fun package, which include a "Wear It!" inflatable life jacket, tote bag, and Flip Mino HD video recorder to capture all of the summer's fun!

Once boaters take the Safe Summer pledge, the "Wear It!" campaign wants to hear how they plan to have a safe summer or maybe share their best boating memory, such as a personal or family memory or even a story about how a life jacket has saved their life or the life of someone they know! This new marketing initiative is also asking that boaters share their commitment to safe boating – and their best boating memories – with their friends and families. There will be an opportunity to share these memories through Facebook and Twitter.

Help us spread the Safe Summer message! Pass along our link at [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com) or find us on Facebook and Twitter to sign the Safe Summer online pledge and encourage boaters in your area to share their best boating memories.

## 2011 NSBC BOATING SAFETY HALL OF FAME INDUCTEES ANNOUNCED

The National Safe Boating Council announced two new members for the Boating Safety Hall of Fame at the 15th Annual International Boating and Water Safety Summit. The new members are William (Bill) Gossard and Shawn Alladio. Bill Gossard received his award at the Summit during the Awards Banquet. Shawn Alladio will receive her award at the NASBLA Conference in September.

Bill Gossard has been employed in federal service since 1969, after spending two years serving as a volunteer in the U.S. Peace Corps. He is a senior program manager for the National Transportation Safety Board (NTSB). His areas of transportation safety expertise include: recreational boating and marine hazardous materials, grade crossing, railroad and rail rapid transit and motorcycle safety. Mr. Gossard has published or been the creative power behind 14 national transportation safety studies on subjects ranging from cruise ship, fishing vessel safety, and recreational boating and alcohol.

Mr. Gossard has been and continues to be a speaker for boating and water safety improvements. He has lectured throughout the U.S. and abroad. He has testified before numerous state legislative committees advancing NTSB recommendations for mandatory education for recreational boaters, mandatory PFD wear for children, and operator licensing.

Mr. Gossard has been a major link and source of information between the NTSB and the recreational boating community. He has also served as the NTSB liaison to both the NSBC and United Safe Boating Institute.

In recognition for his outstanding service and dedication to advancing safe boating, Mr. Gossard has received several awards and recognitions, including the 2007 NASBLA Bonner Award recipient, 2004 NASBLA Presidents Award, and the 1995 NTSB Outstanding Performance Award.



Veronica Floyd, NSBC Chair, presents Bill Gossard with the NSBC Boating Safety Hall of Fame Award and Gold Pin

## NEWS FROM CANADA

The Canadian Safe Boating Council (CSBC) members welcome spring, as the ice is gone in most places in Canada and we can once again enjoy our favorite recreational boating activities.

The CSBC contingent to the 2011 International Boating and Water Safety Summit (IBWSS) say "BRAVO" to the organizers of this year's summit, held in Savannah, Georgia. It gave another opportunity to meet with members of the National Safe Boating Council and the National Water Safety Congress to share ideas and learn from each other on many water safety messages, topics and programs.

I commend the organizations who have worked together to develop the National Boating Safety Strategic Plan. Boating injuries and fatalities can be reduced everywhere with focused discussion, sharing of ideas and consultation with other nations. These concepts were certainly highlighted at this year's IBWSS.

The CSBC 2011 Symposium will be held in St. John's, Newfoundland from September 22 to September 24. This will be an exciting and entertaining event with educational activities and speakers to interest all boating enthusiasts and marine safety professionals to work towards the universal goal of saving lives and promoting safe and responsible recreational boating activities.

Join CSBC members in St. John's for this educational opportunity, and plan to stay a few extra days, take in the sights and experience Newfoundlanders' down home welcome.

Visit the CSBC website at [www.csbc.ca](http://www.csbc.ca) for more information.

Check out the CSBC SmartBoater website at [www.smartboater.ca](http://www.smartboater.ca) for all your boating information needs.

Bob Minielly  
Chair CSBC

## "READY...SET...INFLATE!"

It's time to join efforts to once again bring an important boating safety issue – life jacket wear – to the forefront and setting a world record along the way. The National Safe Boating Council (NSBC), in partnership with the Canadian Safe Boating Council (CSBC) invites boating safety professionals, the boating community and the media to participate in the "Ready, Set, Inflate!" event on Saturday, May 21, 2011. Participants will gather in cities around the globe to heighten awareness of inflatable life jackets. This year, the NSBC and CSBC will tally not only the number of participants who inflate their inflatable life jackets during the event, but also those who wear an inherently buoyant life jacket.



The National Safe Boating Council and the Canadian Safe Boating Council hope to not only set another world record and surpass 2010's participants, but, most importantly, educate the boating public about the comfort and accessibility of inflatable life jackets.

"Ready, Set, Inflate!" will usher in National Safe Boating Week, this year May 21-27, 2011. The goal of National Safe Boating Week is to educate and inform the boating public about boating safety, specifically life jackets. Educating the boating public about the safety and comfort of inflatable life jackets has been a main focus of the North American Safe Boating Campaign.

Last year, 1,154 North American participants "inflated" at the same time. That number increased to 1,569 when 415 Australians "inflated" on July 30, 2010 at the Sydney International Boat Show.

The success of "Ready, Set, Inflate!" Inflatable Life Jacket World Record Day depends on local sponsors and partners. Cabela's® is once again serving as the national sponsor in the U.S. and boating safety educators and organizations are asked to hold local inflation events in their area. Leland, Ltd. and isi Components has worked with the NSBC to offer over 1,000 CO2 cartridges to allow participants the opportunity to inflate their life jacket, but also practice re-arming techniques of inflatable life jackets. SmartBoater is sponsoring the event throughout Canada, bringing the important message of life jacket wear to boaters throughout the country. For a complete list of 2011 sponsors, please visit the website.

People interested in organizing an event in the U.S. and Canada can visit [www.ReadySetInflate.com](http://www.ReadySetInflate.com). The website also has answers to frequently asked questions, event day checklists, locating an event and general information about life jacket wear. The website has a special section for the media to use footage and materials from past events. For more information, please visit [www.ReadySetInflate.com](http://www.ReadySetInflate.com) or [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com).

# TRACK YOUR RESULTS: IMPROVE YOUR OUTREACH

John M. Malatak, Chief, Program Operations  
U.S. Coast Guard Boating Safety Division

From its inception, one objective of the National Recreational Boating Safety Strategic Plan has been outreach. How many lives have been saved? How many accidents have been prevented through these efforts? Each year the Coast Guard, along with all its partners in the safe boating community, conducts outreach activities. We ask ourselves, Are these campaigns having an impact in imprinting safety messages and ultimately in changing boater behavior? Whether the immediate issue is to increase life jacket wear, reduce Boating Under the Influence (BUI), promote boater education, or improve overall boating safety, if what we're saying isn't getting through, then we may need to develop a new strategy. The only way to know if we need to adapt or change a strategy is to ensure that there is a performance measurement tool in place.

There are many benefits to measuring the success of your outreach programs. For one, it helps to maximize your return on available funding by allowing you to focus on those activities that have proven most successful. But with so many messages from so many boating safety partners hitting many of the same audiences, it can be difficult attributing success in influencing awareness, understanding, attitudes, and behaviors to the efforts of any one organization. So, how can you tell if it's you that's had an impact?

To begin with, establish quantifiable goals, recognizing in this digital age that social media measurement may be as important as traditional media relations measurement, and that outreach is a total communications mix that includes on-site, online, on air, in print, you name it. Tools for tracking both social and traditional media are widely available: commercial media monitoring services, such as TV-Eyes, Burrelles, and VocusPR; Google alerts; metrics and programs for evaluating the quantity and quality of visits to your website or "friends" on your Facebook page. How many "likes," "shares," links, mentions, blog comments, retweets, and email opens and clicks does your organization and its boating safety materials generate? All of these tools and more can tell you how effective you are in your outreach to your target audience.

There are other factors you can look at. Last year, when we first promoted our "Don't Wreck Your Summer" campaign with frozen billboards and video public service announcements shown in movie theaters at three select locations, we looked at "reach and repetition" numbers provided by the ad agency. These showed that nearly 4 million people saw our messaging in areas where boating is a favorite pastime.

If media stories repeat data and key phrases in your press materials, as we saw with Operation Dry Water (ODW), then it's reasonable to assume

that your materials prompted and contributed to the story. Information originating in ODW 2010 media materials turned up in 63 percent of the news coverage of that event.

If you have a branded name or phrase, it's possible to track the number of times it turns up in online conversations around the dates of your outreach event. Again, with ODW, an advanced Google search revealed a jump in online mentions from 188,000 just before the June 2010 event to 626,000 two months after. That was clear evidence that ODW is gaining national, even international attention.

As important, but more difficult to ascertain is the success of a branded message in achieving a positive outcome. Does Boater "Group A" now have a better understanding of the need for boating safety education? Are more of those in target Boater "Group B" showing up on the water with their life jackets on? Did high-risk Boater "Group C" actually attribute their decision NOT to drink and boat to a PR-driven anti-BUI outreach experience?

For life jacket wear - a behavioral change that can be seen and counted - the "Boat Responsibly!" campaign has used data from the JSI Institute for Research and Training, Inc., which has been collecting and analyzing data on life jacket wear at multiple sites in 30 states for more than 12 years. But another strategy is to survey those who work on or near the water about any behavioral changes they observe. Nothing is more powerful in outreach programming than feedback from the field pointing to the impact that a specific poster campaign, movie theater PSA, boating safety event, or other tactic played in convincing boaters to consider safety first.

At the Coast Guard, our outreach messaging is based on two factors: the data we gather in our annual Recreational Boating Statistics - specifically the 5-7 causal factors in boat accidents/fatalities - and internal assessments of how well our outreach efforts are being received. That drives some of what we teach in the classroom and has been the basis for our newest outreach effort, "Don't Wreck Your Summer," which has been gaining traction since late last summer. Sensing a need for stronger messaging that presented an emotional jolt, we're now using reality-based scenarios in our PSAs, posters, and magazine articles. Our message to boaters is, if you don't boat responsibly something similar could happen to you. We'll be evaluating this campaign, and fine-tuning it, as we go forward.

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The U.S. Coast Guard reminds all boaters to "Boat Responsibly!" For more tips on boating safety, visit [www.uscgboating.org](http://www.uscgboating.org).

## THE NATIONAL "WEAR IT!" CAMPAIGN HELPING TO CREATE A NATIONAL SAFETY CULTURE

The "Wear It!" campaign is continually evolving and changing to align with the U.S. Coast Guard's 2012 - 2016 National Recreational Boating Safety Program as well as the National Safe Boating Council's own goals and objectives. How does it accomplish this feat? Specifically, through its program dedicated to the education and awareness of consistent life jacket wear.

The 2011 North American Safe Boating Campaign officially begins this year with National Safe Boating Week - May 21 - 27, 2011. Boating is a fun recreational activity enjoyed by millions of North Americans each year - during which, the need for consistent life jacket wear is always an important safe practice.

Life jacket wear is one of the most effective and simple life-saving strategies for safe recreational boating. That's why the 2011 North American Safe Boating Campaign is continuing to promote the "Wear It!" theme this boating season. We encourage the use of this phrase among all boating safety advocates, as it is a tested, proven message driving the right behavior by boating enthusiasts.

We are looking forward to another great campaign this year, leveraging the successful messages of the past, and adding new tactics in our goal to reach an ever-broadening audience of boating participants. This year, we are happy to report that all 50 states are continuing to use the "Wear It!" campaign message to promote safe boating. Here is a peek at what we'll be offering for you to use in your own "Wear It!" outreach and education efforts this year:

- "Ready, Set, Inflate!" Second Annual Inflatable Life Jacket World Record Day
- "Saved by the Jacket" stories with a new interactive campaign
- "Wear It!" Public Service Announcement featuring goal-medalist Mark Spitz

The "Wear It!" campaign will also continue to focus on three state-specific areas in 2011. "Wear It Michigan!"; "Wear It New York!"; and "Wear It Washington!" will promote the campaign with an experiential marketing approach. For more information on the state-targeted effort, please see "Spanning the Nation with the 'Wear It!' Message" in this edition of the Anchorline.

The campaign has continued to successfully promote and educate life jacket wear because of your efforts. Remember - this is your campaign! If you have ideas and suggestions on how to improve the campaign, please share by sending an email to Rachel Burkholder-Johnson at [outreach@safeboatingcouncil.org](mailto:outreach@safeboatingcouncil.org) and remember to "Wear It!"

## SPANNING THE NATION WITH THE "WEAR IT!" MESSAGE

The state-targeted "Wear It!" campaign initiative is moving into its fifth year! For 2011, "Wear It Michigan!" is entering its third year, with its primary focus in the Detroit area, but also spanning the entire state; "Wear It New York!" spends its second year with increased focus on the northern region of New York; and "Wear It Washington!" in its first year is utilizing partnerships throughout the state to deliver the message to recreational boaters. All three state agencies will be able to deliver free inflatable life jackets to recreational boaters with a signed pledge to always "Wear It!" and will use several advertising and outreach techniques that have proven to be successful in delivering this important message in past years.

The states will use events and key locations to talk to recreational boaters one-on-one about the importance of life jacket wear and will spend time introducing inflatable life jackets to adults. Many recreational boaters still don't know what inflatable life jackets are and, for those that do, many have never seen one inflate! The "Wear It!" states are able to demonstrate the inflatable life jackets and also allow the boaters to try them on themselves and "jerk to inflate!" This educational component has been critical to the success of the "Wear It!" campaign and being able to introduce inflatable life jackets to recreational boaters through these targeted campaign initiatives.



# 2011 CALENDAR FOR BOATING SAFETY

## MAY

- May 17 NSBC Congressional Reception, Washington, D.C.
- May 21 Ready, Set, Inflate!
- May 21 – 27 National Safe Boating Week

## JUNE

- June 13 – 16 WSBA Annual Conference, Las Vegas, Nevada
- June 15 – 17 NASBLA Executive Board Meeting, Santa Fe, New Mexico
- June 24 – 26 Operation Dry Water
- June 26 – 28 Personal Flotation Device Manufacturer's Association Annual Conference, St. Petersburg, Florida

## JULY

- July 18 – 22 NASBLA New BLA Academy, Lexington, Kentucky

## AUGUST

- Aug. 24 – 28 USCG Auxiliary National Conference, Charlotte, North Carolina
- Aug. 31 Applications for Presentations for the 2012 Summit Due

## SEPTEMBER

- Sept. 9 – 14 NASBLA Annual Conference, Milwaukee, Wisconsin
- Sept. 14 – 17 USPS Governing Board Meeting, Greensboro, North Carolina
- Sept. 22 – 24 CSBC Symposium, St. John's Newfoundland

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