



16TH ANNUAL

# International Boating & Water Safety Summit IN **San Diego**

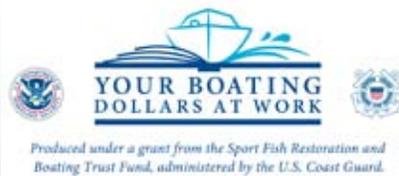
# 10 Proceedings



**Sunday, March 4 —  
Wednesday, March 7, 2012**



A joint program sponsored by the  
National Safe Boating Council (NSBC)  
and the  
National Water Safety Congress (NWSC).



# Mamas Don't Let Your Babies Grow Up to be Sailors

IBWSS Summit Singers 2012



Sailors ain't easy to love and they're harder to hold.  
They'd rather go sailin' than have diamonds or gold.  
Rusty turnbuckles and sun-faded sheets, and old charts that  
show them the way.  
If you don't understand him, an' he don't die young, he'll  
prob'ly just sail away.

Mamas don't let your babies grow up to be sailors.  
Don't let 'em have dinghies or drive big 'ole yachts,  
let 'em ride jet skis and kayaks and such.  
Mamas don't let your babies grow up to be sailors.  
'cause they'll never stay home and they're always aboard,  
That big ole' boat that they love.

Sailors like creaky ol' schooners and fresh ocean breezes,  
fair weather forecasts, life jackets and cruises at night.  
Them that don't know him won't like him and them that do  
sometimes won't know how to take him.  
He ain't crazy, just different, and his pride will show, as you  
watch him sail outta sight.

Mamas don't let your babies grow up to be sailors.  
Don't let 'em have dinghies or drive big 'ole yachts,  
let 'em ride jet skis and kayaks and such.  
Mamas don't let your babies grow up to be sailors.  
'cause they'll never stay home and they're always aboard,  
That big ole' boat that they love.

## SEEN AROUND THE SUMMIT





# International Boating & Water Safety Summit

Dear Fellow Summit Participants:

The National Safe Boating Council and the National Water Safety Congress are pleased to bring you Proceedings from the 16th Annual International Boating and Water Safety Summit. More than 300 boating and water safety professionals and volunteers were in attendance as “teachers” and “students” at the Summit, sharing knowledge and techniques during general and breakout sessions.

With a variety of topics covered during the sessions, the Summit is helpful to anyone involved with boating and water safety and offers attendees the freedom to “cross-train” during breakout tracks. For additional information on any segment of the Summit, contact the presenter listed with the session. (Contact information for all Summit attendees is listed in alphabetical order beginning on page 27.)

Next year’s Summit will be held at the Hyatt Regency San Antonio in San Antonio, Texas, March 24 - 27, 2013, and we encourage you to put this event on your calendar. San Antonio is a beautiful, historic area and a popular venue for the Summit. Keep an eye on our websites for registration information. ([www.safeboatingcouncil.org](http://www.safeboatingcouncil.org) and [www.watersafetycongress.org](http://www.watersafetycongress.org))

Thank you to all who participated in the 2012 Summit in San Diego, California! We look forward to seeing you in San Antonio next spring!



*Joyce Shaw*  
Chair  
National Safe Boating Council  
[www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)



*Ernie Lentz*  
President  
National Water Safety Congress  
[www.watersafetycongress.org](http://www.watersafetycongress.org)



boat-ed.com  
Get Safe. Get Certified.

***Thank you to Boat Ed® for being our Premier Supporter for the 2012 IBWSS including the Opening Reception, Day at the Beach, and the Awards Banquet.***

The recognized leader in boating safety, Boat Ed® is an official provider of print and Internet boating safety courses for 49 states, plus the U.S. Coast Guard Auxiliary. Launched in 1995, Boat Ed is an American company dedicated to working with the state agencies to deliver a quality learning experience.

Boat Ed's focus is on customizing educational content to fulfill agency partners' needs while meeting and exceeding standards to ensure students learn essential safe boating practices.

A new line of web-based applications means Boat Ed also can provide secure and convenient data management. Event Manager and Certification Manager offer a wide range of services that will streamline work and reduce expenses.

***Thank you to Coleman – The Outdoor Company for sponsoring the 2012 IBWSS Name Badge Holders.***

***Thank you to True Path Associates for sponsoring the 2012 IBWSS Networking Room. Plus a special thanks to Jeff Gunn, Ruthie Marlenee, Ken Griffing and Ken Voight for taking care of the Networking Room.***

**Get there BEFORE there's a problem.**



Boston Whaler 370 Justice

**Sponsor of the 2012 IBWSS T-Shirts!**

**PEOPLE COUNT ON YOU. YOU CAN COUNT ON US.**

Rigid hull inflatable Impacts 15-39 feet



Unsinkable Whalers 15-37 feet

Brunswick Commercial and Government Products (BCGP) boats are built to go the distance. Fast. Dependable. Capable. Choose from unsinkable fiberglass Boston Whalers or nimble Impact rigid hull inflatables to get you there and back. With more than 50 years dedicated to building commercial boats, the only thing that matches the longevity of our boats is our company.

- Ample dry storage for weapons and computer equipment
- Ergonomic designs built for the working professional
- Choice of fiberglass and RHIB hulls ranging from 17-39 feet
- Superior after-the-sale customer service

**Brunswick Commercial and Government Products, Inc. 386.423.2900 • brunswickcgp.com**



Brunswick Commercial and Government Products (BCGP) is a division of Brunswick Corporation — the largest marine manufacturer in the world.

# TABLE OF CONTENTS

Pre- and Post-Summit Sessions . . . . .	4	Towards Better Boating Safety Education – Reflections on Canada’s Experience Implementing the National Pleasure Craft Operator Competency Program. . . . .	13
<b>SUNDAY, MARCH 4</b>		Water Safety Survival for Officers . . . . .	14
Opening Reception . . . . .	4	Welcome to Community Sailing. . . . .	14
<b>MONDAY, MARCH 5</b>		New Approaches to Risk Management . . . . .	15
Sea Scouts Are Recognized on their 100th Anniversary . . . . .	5	Learning to Swim Well Campaign: Life Jackets Float, You Don’t! . . . . .	15
Update from the U.S. Coast Guard Office of Auxiliary and Boating Safety . . . . .	5	NAV Rules for Cops . . . . .	16
Update from the National Transportation Safety Board (NTSB). . . . .	5	Building the “Recreational Boating Safety Instructor Network”. . . . .	16
Update on the Strategic Plan and Implementing The Plan, “A Day at the Beach” . . . . .	6	Paddling to Powerboating: How Mobile Applications Can Help . . . . .	16
Objective 2: Outreach with Safety Messages . . . . .	6	When Goals Align, Good Things Can Happen . . . . .	17
Objective 2: Tweet! Tweet! . . . . .	6	Prevention (We all talk about it, now let’s work on it!) . . . . .	17
Objective 2: Making a Difference: You and the “Wear It!” Campaign . . . . .	7	Be Swept Away By the Beauty, Not By the Sea/ Ocean Safety Outreach on the Northern Coast of California . . . . .	17
Objective 2: Educating Through Social Media – The Dos, the Don’ts and Lessons Learned . . . . .	7	Boat Related Carbon Monoxide Poisoning . . . . .	18
Consensus-based Approaches to Developing National Standards. . . . .	8	Beyond Awareness To Action: New multi-media outreach methods that move boaters to adopt safe boating practices . . . . .	19
International Speaker: Recreational Boating Related Fatality Trends in Canada, 18 Years of Research . . . . .	8	AdventureSmart . . . . .	19
Joshua Collingsworth Memorial Foundation and NWSC Join Forces to Promote Water Safety Education . . . . .	9	Paddles Up Great Lakes . . . . .	20
BoatOnCourse.com . . . . .	9	Measuring the Effectiveness of Life Jacket Loaner Programs . . . . .	21
Learn To Swim Well – Update on New Initiative for Boaters and Swimming from Boats . . . . .	10	Validation of a Seated Battery of Field Sobriety Tests for the Marine Environment. . . . .	21
<b>TUESDAY, MARCH 6</b>		<b>WEDNESDAY, MARCH 7</b>	
2011 OMC Foundation “Take ‘em Boating” Award: The Mississippi River Water Trail . . . . .	11	Implementing The Plan, A Day at the Beach . . . . .	22
Training the Trainers: Four Instructor Trainers Compare Methods. . . . .	11	Awards Banquet . . . . .	23
Pennsylvania Water Rescue Program . . . . .	11	NSBC Award Winners. . . . .	24
Assisting Marina Management in Complying with EPA Regulations. . . . .	12	NWSC Award Winners . . . . .	25
WSAN and Law Enforcement . . . . .	12	2012 Media Contest. . . . .	26
NSBC Boating Safety Youth Award: Sailing for Kids. . . . .	12	2012 IBWSS Attendees . . . . .	27
Stand Up Paddleboarding/National Education Curriculum . . . . .	13	Exhibitor Directory . . . . .	35
		NSBC Board of Directors . . . . .	38
		NWSC Board of Directors. . . . .	39

# PRE- AND POST-SUMMIT SESSIONS

National Safe Boating Council's (NSBC) and National Association of State Boating Law Administrators (NASBLA) Instructor Training Course  
NSBC Close Quarters Boat Control Course  
American Canoe Association (ACA) Level 2: Essentials of Stand Up Paddleboarding Instructor Certification Workshop  
ACA Level 1: Introduction to Kayaking Instructor Certification  
NSBC's Open Water Curriculum Meeting  
NSBC Board Meeting  
Spirit of America National Coordinators Meeting  
NASBLA Education Policy & Best Practices Sub-Committee  
NASBLA Marketing & Outreach Sub-Committee

NWSC Board and Partners Meeting  
NASBLA New State Education Coordinator Meeting  
Boating Education Advisory Panel (BEAP)  
HQ U.S. Army Corps of Engineers (USACE) National Water Safety Training Meeting  
Standup Paddleboard Summit  
USACE Agency Meeting: Best Management Practices  
NWSC General Membership Meeting and Election  
NSBC General Membership Meeting  
USACE National Water Safety Team  
NASBLA National Education Standards Panel  
US Sailing On Water Education Standards Team Meeting  
NASBLA National Education Standards Panel

## SUNDAY, MARCH 4

**Opening Reception**  
**Honoring the 16th Annual IBWSS Exhibitors**  
Exhibits Open

*The Opening Reception was sponsored in part by Premier Supporter Boat Ed.*



# MONDAY, MARCH 5

## — GENERAL SESSION —

### ***Sea Scouts Are Recognized on their 100th Anniversary***

The Sea Scouts, founded by Arthur Astor Carey in Boston in 1912, is celebrating their Centennial. The Sea Scouts, the second oldest program in the Boy Scouts of America, is a coed program for young men and women ages 13 or a graduate of the eighth grade through the age of 20.

Through their 100 years, the Sea Scouts have provided young people with positive opportunities through hands-on maritime experiences. The Sea Scouts have championed responsible boating to guard against water accidents. They have partnered with civic organizations promoting safe boating, environmental conservation and community service. The Sea Scouts have inspired American youth to join maritime industries, competitive sailing, serve in the US military and defend their country.

Congratulations to the Sea Scouts on their Centennial for providing leadership and positive opportunities for America's youth.

### ***Update from the U.S. Coast Guard Office of Auxiliary and Boating Safety*** **Jeff Hoedt, Chief, U.S. Coast Guard Office of Auxiliary and Boating Safety**

Chief Hoedt addressed the attendees of the Summit to inform them of the current status of boating safety at the national level, including several projects that the Coast Guard is working on. Information was provided about the size of the boating community and market estimates. While the current economic situation appears to have negatively impacted new boat sales, participation in recreational boating remains strong.

The next topic concerned the Strategic Plan of the National Recreational Boating Safety Program, both what was accomplished in 2010 and a discussion on the new Strategic Plan for 2012 through 2016. Regarding the prior year, the reduction of deaths was notably better than the set goal, setting a new record low number. A concern still exists though given that the number of deaths in 2011 will show a dramatic increase.

Chief Hoedt discussed multiple projects that the Program is working on. This began with the reauthorization of the Sport Fish Restoration and Boating Trust Fund. The long-term authorization for this vital Program funding source expired in September 2009. Multiple short-term extensions have kept the funding coming into the Program, and will continue to do so through 31 March 2012, but a new long-term reauthorization is needed. The Coast Guard has worked with the U.S. Fish & Wildlife Service on this issue and has developed a legislative proposal for consideration. That has resulted in the introduction of S. 1657. Other bills on this topic include H.R. 7 and S. 1813.

The Coast Guard Authorization Act of 2010 was enacted last October. Section 618 provides authority to the Coast Guard to require the carriage of emergency locator beacons on recreational vessels more than 3 nautical miles off shore of the coasts, which is being reviewed by the NBSAC at this time. Section 620 requires the Coast Guard to do a literature review and a scientific study on blended fuels (ethanol). The

literature review was completed. Unfortunately though, no funding has been appropriated to complete the blended fuels study. Thus, no progress has been made toward this project.

Chief Hoedt then discussed multiple regulatory projects on such items as vessel numbering, accident reporting, and propeller strike avoidance. Closing topics included the status of the recommendation from the NBSAC to mandate life jacket wear on all paddle craft and all other vessels less than 18' in length, and the implementation of the new National Recreational Boating Survey.

### ***Update from the National Transportation Safety Board (NTSB)*** **Bill Gossard, NTSB**

Good morning and I wish to thank the hosts of the 16th International Boating and Water Safety Summit (IBWSS) Joyce Shaw, National Safe Boating Council and Gary Owen, National Water Safety Congress. I bring greetings from Chairman Debbie Hersman and our Board members. Many of whom have addressed past Summits.

I also would like to congratulate the IBWSS for being truly international with attendance this week by members of the boating safety communities of Canada, Australia, Japan, Mexico and one of our far reaching territories Guam.

The National Transportation Safety Board (NTSB) remains committed to further reducing fatalities, injuries and accidents in recreational boating. We have made great progress in many areas over the past 30 years:

1. In the area of alcohol and boating, where all states have defined a blood alcohol concentration and many states have implemented implied consent provisions; where the Coast Guard and states have developed appropriate on water testing standards; and the states and the Coast Guard have implemented "Operation Dry Water" which has been an unmitigated success in focusing attention each year on alcohol and boating.

2. In the area of personal watercraft safety, where PWC manufacturers stepped up and improved PWC off-throttle steering and every state moved to the mandatory wear of life jackets for operators and passengers riding on PWCs. And at least one manufacturer has moved forward to include a new braking system.

3. In the area of mandatory boating safety education, there has been movement to include boating safety education in most states, although we all know we need to move toward all recreational boaters having education with a quick phase-in program.

4. In the area of life jackets, where mandatory wear for persons aboard PWCs and children have shown the way with wear rates in excess of 95%. Many thanks to the United States Army Corps of Engineers (USACE) for showing us that mandatory wear of life jackets by adults can be accomplished in 2 of their districts (wear rates of 50-70% have been achieved). This is a much improved wear rate than the current national rate of around 5% for all adults in the United States. I still have the vision that we will adopt adult wear on small vessels and see fatalities tumble to around 300/year for recreational boating

In conclusion, I still have the dream that we, the safety pro-

# MONDAY, MARCH 5

## — GENERAL SESSION —

professionals in boating, finish the work to have mandatory education programs in every state that require all boaters to complete such action and that we begin the long journey to require life jacket wear for all adults in small recreational vessels.

Finally, congratulations to the Canadian Safe Boating Council for recommending life jacket wear for all adults in small vessels. Although I have to leave today, I know that you all will continue the great works to further improve boating safety.

### ***Update on the Strategic Plan and Implementing the Plan, “A Day at the Beach”***

**Cecilia R. Duer, Executive Director, NWSC, and  
Jerry Craddock, Programs and Instructor Training  
Coordinator, NWSC**

The Strategic Plan of the National Recreational Boating Safety Program was re-introduced and updated after having been signed into existence at the Savannah IBWSS in March of 2012. This 2012-2016 Strategic Plan and its update was presented by Cecilia Duer and Jerry Craddock both of the National Water Safety Congress and Spirit of America. Cecilia, responsible for the Outreach / Implementing Partners of the Plan, introduced their job description which was developed in August of 2011. Jerry and Cecilia also presented the opportunities available, for the upcoming five years of work, to promote and put to good use the Plan. Jerry explained, in this brief discussion the mission of the Plan as well as all of the re-introducing the 11 Objectives, and that this presentation was a precursor to the event “A Day at the Beach, Implementing the Plan,” scheduled as an all day event for Wednesday, March 7th. Jerry introduced, with the assistance of Spirit of America Coordinators, the Objectives of the Plan and gave program notes about the upcoming Wednesday event.

### ***Objective 2: Outreach with Safety Messages*** **Larry Meddock, Executive Director, WSIA, and Jim Emmons, President of WSIA**

As a part of the 2012 International Boating & Water Safety Summit held in San Diego, CA, the Water Sports Industry Association (WSIA) was asked to present a summary of its work regarding Objective II and the USCG Federal Grant called “Increasing Awareness of Boating Safety.” The WSIA, through its educational arm, the Water Sports Foundation (WSF), gave a brief fifteen-minute overview of the progress of the WSF grant.

Mr. Jim Emmons, President of the WSIA, and Mr. Glenn Hughes, Group Vice President & Publisher for the Bonnier Marine Group made the presentation. Emmons and Hughes took the audience through a presentation of the many methods of delivery that are currently being used to deliver boating safety messages. These included traditional print advertising, a boating safety website, custom content, video production (webisodes), e-newsletter deliveries, social media, banner advertising, contests and giveaways, and others.

Samples of both current webisodes were viewed by the general assembly as well as a sample of some of the current print ads. A ten-foot banner of the current “Bottoms Up” ad, which cleverly focuses on Boating-Under-the-Influence was

also on display at the exhibitor’s tent. At the time of the conference, the campaign had produced more than 10 million impressions through the wide variety of consumer touch-points that Bonnier, the World’s largest marine publisher, offers. As of March 31, 2012 that number was over 22 million.

### ***Objective 2: Tweet! Tweet!***

**Rachel Johnson, Communications Director, NSBC**

Rachel Johnson, Communications Director of the National Safe Boating Council, provided attendees of the Summit a “Crash Course to Social Media” specifically as it related to this year’s Summit.

She began by asking the question – “New” Social Media? She offered two news articles, one from 1902 and one from 1942 that used “Face Book” and “Twitter” in their headlines. Rachel noted that this is important: the idea of “social” media is nothing new – only the way we’re delivering the message is new.

Rachel showed a presentation created by BoatU.S. Foundation, titled “Social Media and the Boating Industry” (use this title to find on YouTube). BoatU.S. Foundation developed this short video clip based loosely on “The Social Media Revolution,” but placed specific focus on how “The New Boater” can use social media to enhance the recreational boating experience.

Rachel then showed another brief video clip titled “Mobile Marketing and Mobile Technology 2011” (use this title to find on YouTube) – it identifies how people are using their mobile devices and smart phones in new ways. This is especially important for boating educators because it is an entirely new way to reach recreational boaters that is surging in popularity.

Objective 2 of the Strategic Plan of the National Recreational Boating Safety Program is “Boating Safety Outreach.” Strategy 2.5 focuses on delivering branded messages through non-traditional/new/social media. The 2012 IBWSS has created accounts on Twitter ([www.Twitter.com/IBWSS](http://www.Twitter.com/IBWSS)), Facebook ([www.Facebook.com/IBWSS](http://www.Facebook.com/IBWSS)), and YouTube ([www.YouTube.com/IBWSSummit](http://www.YouTube.com/IBWSSummit)) to address Strategy 2.5.

Social media is complex, so Rachel took the most basic elements to teach Summit attendees how to “tweet.” She discussed how to set up an account on Twitter and defined what a “hashtag” (#) was. “The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.” The hashtag #2012IBWSS was identified for attendees to use throughout the Summit. Rachel introduced attendees to the Summit Facebook page with the new Timeline layout and the importance of using Facebook to reach out to boaters.

Rachel noted that there is basic “social media etiquette,” but if you search that term on Google, you’ll get over five million search results. Rachel identified that Susan Shingledecker of BoatU.S. Foundation would be doing a presentation immediately following the “Tweet! Tweet!” presentation, titled “Using Social Media to Educate” to further identify social media etiquette and elements important for a boating safety professional to know when using social media at work, at home, and how to separate the two.

To download the full version of this presentation, visit <http://www.slideshare.net/OutreachNSBC>.

# MONDAY, MARCH 5

## — GENERAL SESSION —

### *Objective 2: Making a Difference: You and the “Wear It!” Campaign*

**Rachel Johnson, Communications Director, NSBC**

Rachel Johnson, Communications Director for the National Safe Boating Council, presented on the North American Safe Boating Campaign (“Wear It!”) during the general session of IBWSS. She introduced why we’re all here by showing the U.S. Coast Guard Boating Fatalities – 2010 was a record low year, but there is still work to be done. The “Wear It!” campaign is committed in its efforts to develop a “Safety Culture” by focusing on safer boating, specifically through educating and informing boaters about the importance of life jacket wear.

The campaign will continue its traditional outreach efforts through its Press Kit, Magnetic Postcard, Campaign Mailer, and Lenticular Postcard, as well as its media efforts by offering a new Public Service Announcement for 2012. The campaign will also include its “Non-Traditional/Social Media” efforts. One new element is the “Wear It!” mobile app – the mobile app offers all of the same resources on the traditional web site, [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com), but in a mobile and tablet-friendly format. The campaign will also continue its efforts on sites such as Facebook, Twitter, and YouTube.

The “Wear It!” campaign offers a variety of free resources, including brochures, stickers, posters, and DVDs, available from March – September 2012. The campaign also offers paid resources, such as banners, signs, and stencils that are available year-round.

“Wear It California!” was used as a Case Study to show the success of a regional “Wear It!” effort. In its five-year program, the life jacket wear rate on the California Delta rose from 6.0% to 12.4% - an increase of over 100%! By the conclusion of the fifth year of the campaign (of the boaters wearing life jackets), 81.7% were wearing inflatable life jackets over inherently buoyant styles (18.3%). Rachel stressed the importance of “Wear It!” – One Voice, One Message by showing different creative and innovative ways that people throughout the United States and abroad are promoting the “Wear It!” message.

Rachel encouraged everyone to participate in “Ready, Set, Wear It!” on Saturday, May 19, 2012. She introduced the new web site, [www.ReadySetWearIt.com](http://www.ReadySetWearIt.com), and noted the changes to this year’s event, but stressed one thing remains the same – “Ready, Set, Wear It!” is an event designed to promote the importance of always wearing a life jacket. Rachel concluded the presentation by noting it will not be doing a state-specific “Wear It!” campaign in 2012, but will instead be offering “Wear It!” grassroots resources and support for individuals that submitted an application. A selection will be made and multiple efforts will occur throughout the country to support “Wear It!” grassroots efforts. The “Wear It!” campaign continues to gain momentum and it’s because of the cooperative efforts of partners and volunteers throughout the country and around the world.

To download the full version of this presentation, visit <http://www.slideshare.net/OutreachNSBC>.

### *Objective 2: Educating Through Social Media – The Dos, The Don’ts and Lessons Learned*

**Susan Shingledecker, Assistant Vice President, BoatUS Foundation, Ed Lyngar, Boating Education Coordinator, Nevada Department of Wildlife, and Rachel Johnson, Communications Director, NSBC**

The growth in the use of social media in the last few years has been astounding. Research shows us that people of all ages and demographics are flocking to this media, including over 9 million boaters in the United States. This provides an excellent opportunity for boating agencies and nonprofit organizations to educate about boating safety. Social media is a very cost effective outreach outlet that is driving results in these tough economic times when traditional media is simply out of reach of many marketing budgets. Social media relies on the connections between family and friends to spread messages, and research shows us that people trust information from family and friends more than information received through traditional marketing outlets. While this is very exciting, much fear exists about using social media, especially the fear of sharing too much with the wrong people. This presentation aimed to provide a few tips and tools for using social media to educate and share some examples of successes and challenges from the nonprofit, state and federal perspective.

Social media can be like speaking with a megaphone. It is important to keep in mind who is listening, and who your friends are. Facebook has a few tools to help you manage the information you share and who you share it with. The first of which is Lists. To learn more about lists visit: <http://www.facebook.com/help/friends/lists>. Another very valuable resource is privacy settings. Facebook has a whole section dedicated to privacy where you can manage the information you share. It is important for anyone on Facebook to spend 10 -15 minutes exploring their privacy settings. For more information on privacy settings visit: <http://www.facebook.com/help/privacy>.

If you use Facebook for work the element of professionalism and ethics also comes into play. While the area of social media ethics is relatively new, one clear message is to be transparent. If you are commenting on work-related topics or you are being compensated in any way related to your posted content, make sure that your public profile clearly shows who you work for. For some professionals with relatively public personas Facebook’s Subscribe feature can be very helpful to manage a large group of individuals who want to follow your posts. Subscribe allows them to see your public posts without seeing the same personal information that you might allow friends to see. To learn more about the Subscribe feature visit: <https://www.facebook.com/about/subscribe>.

Just as individuals can have Facebook pages, so too can organizations. Using an organization page is an easy way to keep your personal and professional lives separate on Facebook. As an organization it is important to like partners and associated groups with your organization page so you can follow their activity, repost relevant content and tag partners in your posts. From BoatU.S. Foundation’s experience using social media well boils down to five simple rules. **Rule#1: listen.** One key thing that separates social media from traditional forms

# MONDAY, MARCH 5

## — GENERAL SESSION —

of outreach is the opportunity for the audience to respond. Listen to what they are saying. **Rule #2: engage.** Once you are listening, start a dialogue. Reply to their comments and ask for their input and experiences. **Rule #3: be real.** Don't be afraid to show there is an actual person behind the computer. **Rule #4: be respectful.** Your audience has experience that they want to share. Resist the urge to delete or hide negative or controversial posts, these often generate the most interaction. Let your response to these comments allow you to shine. Lastly **Rule #5: have fun.** Don't take yourself too seriously! Fun is the #1 reason people come to social media, and this is our competitive advantage relative to other groups using social media. Boating is FUN! People want to talk about boating with their family and friends.

To learn more about the BoatU.S. Foundation's specific successes and challenges using social media or to view the videos shown at the summit view the full presentation at: [http://www.slideshare.net/akeating3825/using-social-media-to-educate-ibwss-2012?from=share\\_email](http://www.slideshare.net/akeating3825/using-social-media-to-educate-ibwss-2012?from=share_email).

### ***Consensus-based Approaches to Developing National Standards***

**Pam Dillon, Education Director, NASBLA,  
and Brian Dorval, President, Think First Serve, Inc.**

A number of exciting changes have been taking place in the area of standards for recreational boating safety. The purpose of this presentation is to share an outline of those changes and look ahead at the U.S. Coast Guard's (USCG) vision of the future with respect to national standards. Two exciting initiatives currently under way focus primarily on Objectives 1 and 3 of the National RBS Strategic Plan; Objective 1 – Safety Education Certificates and Successful Course Completions; and Objective 3 – Advanced and/or On-Water, Skills Based Boating Education.

National Boating Education Standards were developed by NASBLA in the mid-1990s as a list of minimum content items that must be included in an approved boating safety course. These Standards serve as a guide for State, non-profit and commercial providers. Over 2-million course completion certificates have been awarded from NASBLA-approved courses over the past 5 years. However, to advance Boating Safety Education there is a need to heighten the level of national agreement and consistency in program content and delivery for the nation's boaters. Toward that end, NASBLA has established a National Boating Education Standards Panel. The primary objectives of this new 15-member panel are to: gauge efficacy of the Standards based on risk assessments, accident and participation data analyses, other research studies and scientific resources; and implement a process such as the American National Standards Institute (ANSI) to heighten recognition from international, federal and state governments of these voluntary, consensus-based Standards.

Extensive work has been done to develop, educate and train recreational boat operators, much of which has focused on classroom education. There are currently no nationally recognized standard for On-Water (hands-on) training. An initiative has begun to fill the gap associated with On-Water,

skills-based boating education identified in Objective 3. A diverse team of 36 Subject Matter Experts (SMEs) in On-Water skills-based training has been formed with the primary objective to produce an agreed upon set of entry-level, skill-based standards emphasizing recreational POWER boat operation. These standards will identify the outcome skills POWER boat operators are able to demonstrate as a result of On-Water instruction in recreational boat operation. The team's secondary objective is to identify skills for entry-level boaters that are common across the SAIL, POWER and PADDLE domains of recreational boating. The team, representing industry, professional schools, community, non-government/non-profit, federal and state, as well as the public sector, is using an inclusive, collaborative and consensus-based approach to identify and agree upon the standards. A professional facilitator has been brought in to help design and manage the process.

Most importantly, the USCG's long-term vision is that these two initiatives, along with previous and future work on standards, become fully integrated into a comprehensive National System of Standards for Recreational Boat Operation. This System of Standards will incorporate a combination of On-Water experienced-based instruction and classroom knowledge/theory-based teaching (i.e. skill standards, knowledge standards, instructional standards, environmental standards, etc.). Long-term, this system of standards will be recognized by the USCG as components that should be incorporated in any recreational boating education program. The System will be available to anyone who would like to design and deliver a program that is consistent with the highest quality standards for developing skilled, knowledgeable and safe boaters.

### ***International Speaker: Recreational Boating Related Fatality Trends in Canada, 18 Years of Research Shelley Dalke, Manager of the National Swimming & Water Safety Program, Canadian Red Cross Recreational Boating Related Fatality Trends in Canada, 18 Years of Research***

Trends of note in the Canadian presentation included:

- While the overall number of fatalities is decreasing, the percentage of unpowered craft involved in incidents is increasing;
- The trend of fatalities in males aged 15 to 24 years remained stable, accounting for approximately 17% of the fatalities. The proportion of fatalities related to unpowered vessels for this age group is almost double those related to powerboats.
- Lifejacket/PFD wear trends remained stable at 12% for boaters reported to be wearing a lifejacket/PFD at the time of death.
- The trends for fatalities resulting from either a capsized vessel or a fall overboard increased slightly from 65% to 70% in the 18 years with consistent contributing factors including operator errors (lack of knowledge of environment, ability to handle craft in the environment), environmental factors (waves, current and wind), as well as impaired abilities (use of alcohol and/or drugs were identified as present or suspected in the incident for 46% of the immersion deaths for victims 15

# MONDAY, MARCH 5

## — GENERAL SESSION —

years of age and older).

In all presentations throughout the summit, the factors that affect the outcome of recreational boating incidents are similar across North America: a lack of equipment (not wearing a life-jacket/PFD); operator inexperience; a lack of preparation for environmental conditions and impaired judgment and abilities due to intoxicants.

The task of educating boaters with safety messages continues to be a priority for all agencies involved in boating safety. The Canadian Red Cross as a member of the Canadian Safe Boating Council is committed to this objective.

### **National Water Safety Congress Awards Luncheon**

*See NWSC Award Winners on page 25.*

### **Joshua Collingsworth Memorial Foundation and NWSC Join Forces to Promote Water Safety Education**

**Brian C. Westfall, NWSC Executive Vice President, USACE**

A powerful catalyst for change in water safety education took place in early March 2012 at the 16th Annual International Boating and Water Safety Summit in San Diego, California, immediately preceding the NWSC Awards Luncheon. The Joshua Collingsworth Memorial Foundation and the National Water Safety Congress entered into a promising drowning prevention partnership centered on swimming well with multiple layers of protection.

Tragically, Blake and Kathy Collingsworth lost their son, Joshua, when he drowned in the family swimming pool in June 2008. Following their loss, Blake and Kathy partnered with Laura Thomas and Ashley Spitsnogle to form the Joshua Collingsworth Memorial Foundation, which was created to honor Joshua and educate families about the life sustaining importance of water safety. The Congress recognized the courageous efforts of the founders of this wonderful organization. Too brief here on Earth, Joshua's impact will last forever...

"The Foundation is ecstatic for the opportunity to partner with the Congress. Our shared vision and dedication to education of water safety and drowning prevention will have an impactful difference. Our shared goal and efforts to help eliminate drowning throughout the U.S. and the world will save countless lives. We are humbled and proud to partner with such a prestigious organization," stated Kathy Collingsworth.

The mission of the Foundation is to educate children and adults through drowning prevention campaigns like Josh the Otter and early childhood water safety training called Float 4 Life. Their vision is to eliminate drowning through education and awareness, which will be attained by creating a generatio-

nal change in the way children and adults perceive bodies of water.

Sharing this vision, the National Water Safety Congress also recognizes the importance of Learning to Swim Well for swimmers and boaters alike. Swimming well adds a layer of protection and complements life jacket promotion. "Working with such a long-standing, prestigious organization, I know together we can save more lives. I look forward to seeing the long term impact that our partnership will have on water safety and drowning prevention," said Blake Collingsworth.

Through these programs, infants learn to float in controlled environments. Later as youngsters, they learn to swim in a panic free state due to early introduction to the water. As young swimmers they learn to relax, but respect the ever changing nature of water. As they mature into adulthood, having learned to swim well, they will possess a stronger skill set, more likely to survive a water-related mishap. Educated swimmers and boaters are safer and are more likely to wear their life jackets, exemplifying the drowning protection layering process at work.

Statistics show that children who take swimming lessons are 88% less likely to drown than children who do not. The catalyst for change is swimming well and Partnerships for this cause will save lives.

Laura Thomas proclaimed, "I have never been to a professional conference that was surrounded by such an intense and loving passion to save lives as at the International Boating and Water Safety Summit."

### ***BoatOnCourse.com***

**Fred Messmann, Deputy Director, NSBC**

This presentation addressed the USCG Strategic Plan of the Recreational Boating Safety Program 2007-2011, Objective 5: Operator Compliance--Navigation Rules, with special emphasis on Strategy 5.3: Increase Navigation Rule Awareness Among Boaters. The key word in this project was "awareness." The program is titled "BoatOnCourse.com" and is designed to be an awareness program--not a course. However, each segment reminds viewers there are more rules not covered and encourages them to enroll in a course.

The National Safe Boating Council (NSBC) used an unconventional method, at least in the boating world, by cross-referencing highway rules of the road with navigation rules of the waterway. The idea was to take a concept with which the recreational boater is familiar (highway rules) and use that knowledge in a boating situation (navigation rules). Recreational boaters need to be aware that while the rules are similar in many ways, they are different. The terminology is different as well.

"BoatOnCourse" is scripted and formatted to begin with a discussion and demonstration of the proper response to a boating situation. Viewers are then shown how "not" to handle the situation. Finally, the topic is recapped and summarized. "BoatOnCourse" was written so future updates can be added. An example of navigation rules that might be added would include segments on sound and light signals.

We focused on the top 6 navigation rule violations. Accord-



# MONDAY, MARCH 5

## — GENERAL SESSION —

ing to the Boat Accident Statistics, the following violations resulted in the most boating accidents:

- Rule 5: Proper lookout,
- Rule 6: Safe Speed,
- Rule 13: Overtaking situations,
- Rule 14: Head on situations,
- Rule 15: Crossing situations, and
- Rules 2 (a), 8 (e), 16, 17 (a) (b), 18:  
Careless or unsafe operation

The NSBC received a grant to develop a youth navigation rules awareness program as well. The NSBC developed a youth activity book which cross-referenced the information in the Navigation Rules Awareness Grant. The youth navigation rules program uses the well-known "Boating Safety Sidekicks" characters to illustrate the navigation rules. The activity book is titled "Sidekicks on Course."

The Navigation Rules Awareness video developed for the main campaign were designed to be a user friendly and intuitive web interface focusing on education and entertainment, or "Edutainment." The videos guide and instruct viewers on Navigation Rules using an entertaining team approach similar to "Mythbusters." The actors, Tim and Tina, really make the point that learning about boating can be fun. In addition to Tim and Tina, PSAs were created using professional bass fishermen in an effort to target the angling audience.

VBT2 measures the level of knowledge before and after viewing the Navigation Lessons, providing verifiable results on the effectiveness of [www.BoatOnCourse.com](http://www.BoatOnCourse.com). The site asks the viewer to take a five to seven question quiz before viewing the video, to view the video and to take the quiz again to see how much their score improves!

The high-energy action on the videos keeps the viewers engaged. Special overhead helicopter shots give an actual "bird's eye view" of the proper navigation techniques.

The video takes about twenty seven minutes to view as outlined below:

Introduction	(6:56)
Responsible Operation (safe speed, lookout, life jackets)	(3:20)
Overtaking	(5:21)
Crossing	(5:17)
Danger Zone	
Head On	(3:13)
Conclusion	(1:32)
Total	26:03

### ***Learn To Swim Well – Update on New Initiative for Boaters and Swimming from Boats***

**Brian Westfall, Natural Resources Specialist, USACE**

According to safety professional, Richard Hawk, about 93% of the people who go swimming every summer can't swim more than 40 yards at a stretch, if at all! Yet, with the start of each recreation season, millions of swimmers who are marginal, at best, flock to water. Not so long ago, I would have disagreed with this prolific statement, but not now. The unfortunate fact is that most swimmers grossly overestimate their swimming ability. Furthermore, many families don't recognize the critical importance of providing swimming lessons to their

loved ones. The solution to this problem is for every boating and water safety education program to promote learning to swim well.

Swimming well is the vital ingredient in saving lives on the water. Whether one supports mandatory life jacket wear or prefers life jacket advocacy by enticement, swimming well is the common denominator in drowning prevention. The reality is that most often boaters and swimmers make the conscious decision not to wear their life jacket whether it's law or not. The ability to swim enhances any life jacket program, adding to the drown-proofing toolbox. Knowing how to swim gives the boater or swimmer faced with the possibility of drowning, an increased probability of survival.

National programs are tackling this problem head on. "Make a Splash" with Olympic Swimmer, Cullen Jones, is a rising child-focused water safety initiative created by the USA Swimming Foundation. The USA Swimming Foundation works by aligning the nation's top learn-to-swim resources in an effort to save lives.

Regional and local grassroots efforts in learning to swim are making a difference as well. The Corps of Engineers, Arkansas Lakes, are partnering with the Hot Springs, Arkansas, YMCA to promote learning to swim well. At summer swim camps, rangers teach water safety tips while the Y instructors teach swimming lessons. Annmarie Kaylo, Associate Executive Director, proclaimed, "The Hot Springs Family YMCA's partnership with the Corps of Engineers has been beyond valuable for young students attending our day "out of school" activities. The excellent instruction and fun activities keep our kids engaged and coming away with a deeper understanding of water safety and the importance of personal responsibility. We all know that in these times collaborations are imperative to successful recreation programming. This partnership has taken collaboration to a higher level! We consider the Corp of Engineers friends who share an interest in truly driving the cause of Stronger Communities!"

Similar partnering efforts, when reproduced locally and regionally, will become entwined in a national effort and drowning rates will drop. Learn to swim advocates are eager to join forces to prevent drowning. Most often, the partnership is only a phone call away. "Learn to swim" campaign ranks right up there with the "Wear It!" life jacket message. Now, when our park rangers give water safety presentations or are simply talking on location with park customers, they are armed with YMCA, Red Cross and other local swimming instruction locations, phone numbers and dates of swimming lessons," stated Joe Haller, USACE NR Specialist.

In conducting thousands of water safety programs over the years, I have always started my programs with the words, "how many of you can swim, have you taken swimming lessons?" Always, all the hands go up with a resounding, yes we can! But, in reality, statistics reveal that well over half of the class couldn't even tread water or swim a mere 40 yards.

In reviewing far too many drowning scenarios, drowning reports usually reflects that the victim was a poor or non-swimmer. We can change this by endorsing learn to swim programs, which will, complemented with existing life jacket campaigns, save lives.

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

### **2011 OMC Foundation “Take ‘em Boating” Award: The Mississippi River Water Trail – Nature is Only a Paddle Away! Janet Mifflin, Park Ranger, USACE**

Natural Resource Specialists Jon Summers and Janet Mifflin presented a detailed summary of their work on the Mississippi River Water Trail. This project is one of many success stories presented by the St. Louis District Corps of Engineers at the Rivers Project in Alton, Illinois.

The Mississippi River Water trail starts at Saverton, Missouri and extends 120 miles to St. Louis, Missouri. Rest areas, primitive camping, boat ramps, and parking areas are designated long the trail. There are full color maps available for each section of the trail. The presentation focused on trail stewardship, partners, costs, and future growth. The Mississippi River Water Trail Association has been formed as a 501C3 nonprofit group dedicated to supporting the water trail through education, volunteerism and event sponsorship. The water trail was developed because of requests from the paddling community and area partners. It is a very low cost and low maintenance form of recreation. The Mississippi River Water Trail Association plans to get more people out on the river and participating in community events. The U.S. Army Corps of Engineers plans to extend the trail to include to lower 80 miles of the Illinois River and from St. Louis to Cairo, Illinois.

### **Training the Trainers:**

#### **Four Instructor Trainers Compare Methods**

**Panel Discussion: Emily King, NSBC, Dave Lumian, American Sailing Association (ASA), Chris Stec, ACA, and Diane Wenzel, US Sailing**

Overview: Training the Trainers provided an overview of national on-the-water instructor training programs. Instructor Trainers from American Canoe Association, American Sailing Association, the National Safe Boating Council and US Sailing were featured. Representatives from US Power Squadron and US Coast Guard Auxiliary also provided perspective.

Some highlights included discussion of the following questions:

- What are the requirements for an instructor to be registered in an Instructor Clinic?
- How is the instructor training and certification structured?
- Please describe your group, its goals, and its structure.
- Please describe your group’s instructor training and testing program.
- How long is a first level instructor clinic run? How is the time allotted? What activities take place during the course?
- What activities take place in the classroom?
- What written exams (if any) are administered?
- What activities take place on the water?
- Are instructor candidates expected to perform at, or above, a student level for on the water activities?
- What steps do you take as an instructor trainer to help prepare your candidates for a successful course?
- What happens if a candidate is not ready to be certified?
- How has instructor training evolved within your group?

- What advice would you share with someone considering becoming an instructor?
- How does your group teach risk management?
- What are the requirements to maintain certification for instructors and/or instructor trainers
- How is testing criteria regulated so that ICs are held accountable to meet uniform organizational standards?
- What are considered passing or not passing scores in an IC course?



### **Pennsylvania Water Rescue Program**

**Chris Calhoun, Butler County Community College, and  
Ryan Walt, Pennsylvania Fish & Boat Commission**

Pennsylvania’s Water Rescue Program is designed to train personnel in the most current techniques of boating and water safety. Commission water rescue courses train emergency responders in the most current techniques of swiftwater and ice rescue. This presentation provided an overview of the Commission’s Water Rescue Programs and the training offered which includes: Water Rescue for the First Responder (Awareness level), Water Rescue & Emergency Response, Emergency Boat Operations & Rescue, Ice Rescue & Emergency Response, and Advanced Line Systems Rescue. The courses that the Commission teaches meet or exceed NFPA 1670 level guidelines in Awareness, Operations, and Technician levels.

**WATER RESCUE FOR THE FIRST RESPONDER** – This 2½-hour classroom course is for anyone who may respond to a water emergency. Topics include scene assessment, activation of the Emergency Response System, evaluation of potential and existing water hazards, scene management, rescue vs. recovery, and personal safety measures. This course meets NFPA 1670 awareness level guidelines

**WATER RESCUE & EMERGENCY RESPONSE** – This 16-hour course includes many valuable swiftwater rescue techniques. The course provides the base on which all other PA Fish & Boat Commission courses are built. Using classroom and practical hands-on training, Water Rescue & Emergency Response covers planning, medical considerations, rescue equipment; self-rescue and shore-based rescue techniques. This course meets or exceeds NFPA 1670 operator level guidelines.

**EMERGENCY BOAT OPERATION & RESCUE** – This 16-hour course is a must-have for any rescue unit involved in on-the-water operations. Emergency Boat Operation & Rescue includes classroom and practical hands-on training in boat

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

selection, recommended equipment, boat-handling, moving-water tactics, and boat-rescue techniques. This course meets NFPA 1670 technician level guidelines.

**ADVANCED LINE SYSTEMS RESCUE** – This 16-hour course includes classroom and practical hands-on training in line-systems rescues such as Moveable Control Point, Z-drag, Zip Line, and dynamic ferry. Tethered rescue techniques using Type V PFDs are also addressed. This course meets NFPA 1670 technician level guidelines.

**ICE RESCUE & EMERGENCY RESPONSE** – This 16-hour course prepares rescue personnel to evaluate and respond to ice related emergencies. Students learn how to identify ice conditions, use ice rescue equipment and practice shore, boat, and direct contact ice rescue techniques. This course meets NFPA 1670 technician level guidelines.

### ***Assisting Marina Management in Complying with EPA Regulations***

**Richard Gash, Sea Scouts**

In 2011, Interlux, put out a challenge to the boating community that they would award grants to organizations that created sustainable waterfront environmental improvements in their communities. Sea Scout Ship 41 of Bay Village, Ohio, accepted this challenge. Sea Scouting is a program of the Boy Scouts of America; it is a co-ed program for youth 14-20 years old with an emphasis on boating. The aim is to develop citizenship, leadership skills and safe boating practices.

Our goal was to develop a project that was simple and low budget. At our home marina there was one eye sore – an oil collection station that was often littered with bottles of anti-freeze and discarded plastic oil containers sitting right out in the open. We started to research the requirements laid out by the Ohio Clean Marina, BMP manual and also the requirements of the Ohio E.P.A.

We found that both require the oil tanks to be labeled, “used oil”, and that any other labeling could result in the E.P.A. fines. Also used oil filters had to be drained for a minimum of 12 hours.

Labeling tanks used oil vs. waste oil became very understandable to us after our field trip to Safety-Kleen, the largest re-refiner of used oil in North America. The scouts set two goals for themselves.

- Firstly, to produce, distribute locally and make available a “used oil” decal for the marinas. By the way Safety-Kleen also has these decals available without charge.

- Secondly, design and test a simple and inexpensive oil filter crusher prototype.

The first goal was easily accomplished, 25 “used oil” decals were distributed and very gratefully received by the marina owners.

Now to our second goal – an oil filter crusher, considering the that each year 25.5 million gallons of oil and 230,000 tons of steel are wasted each year by not recycling – you can see how important a simple, inexpensive crusher becomes.

There are commercial oil filter crushers that squish a filter to the size of a hockey puck. They are hydraulic or operate on compressed air. The scouts were looking to design a mechanical tool that only relied on muscle power.

If you think of a pop can as a very light weight example of an oil filter, you can see that trying to crush the can top down does take considerable force but if we were to crush the side of the filter way less force is required.

What if that force was applied by a simple bottle jack. The scouts found the pump action required to move the head of the jack to be excessive.

This is where memories of steam locomotives and cranks, crankpins, crosshead bearings connected to piston rods to turn the drive wheels helped. Our prototype crusher used this design to drive the jack head to crush the oil filter. The crusher was effective and resulted in increased used oil and a filter that could now be sold as scrap steel.

### ***WSAN and Law Enforcement***

**Larry Meddock, Water Sports Industry Association (WSIA)**

The Water Sports Industry Association (WSIA) presented an update on its work with the Water Sports Alert Network (WSAN). The WSAN was created to provide an online tutorial for Law Enforcement (LE). Due to budget cuts, many LE officers have never even seen some of the on water towed sports activities that are currently popular on today’s waterways.

Approximately 30 IBWSS attendees attended this workshop. BLA’s, USCG, and others were represented. The WSIA showed a video on Wakesurfing and Wakeboarding. These 5 to 7 minute videos showed what to look for before making a stop. They addressed the do’s and don’ts of both activities.

Carbon Monoxide (CO) has been a constant topic on the activity of wakesurfing. Dr. Robert Baron was in attendance and good discussion was exchanged regarding this elusive gas.

Feedback has been very positive regarding this workshop and the WSIA looks forward to presenting more such workshops in the future.

### ***NSBC Boating Safety Youth Award – Sponsored by BoatU.S. Foundation: Sailing for Kids***

**George S. Malindzak, U.S. Power Squadrons (USPS)**

The primary objective of the Sailing for Kids program is to promote and develop interest in safe boating for current and future generations. To this end, we will create a pilot program for youth, ages 10-15, to build and safely operate a basic sailboat called the Optimist Pram with the experience and resources of the staff of the North Carolina Maritime Museum (NCMM) and the certified instructors of the United States Power Squadron (USPS). This pilot program will serve as a model to launch a national Sailing for Kids initiative supported and sponsored by the entire USPS organization of more than 400 squadrons and about 40,000 members.

The first stage of the program will select and train instructors to serve as mentors for each student for the duration of the program. The pool of eligible instructors will come from District 27 of the USPS for purposes of this pilot program, and will be selected to represent the best geographical distribution of North Carolina. The NCMM will provide USPS with the fundamentals of the pram boat building construction and training of instructors to execute this program. All selected instru-

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

ctors will satisfy the certification requirements to teach in this program. USPS Certified Instructors will serve as the students' mentors in the construction and testing of each sailing pram, and will assist in teaching them the fundamentals of sailing.

The second stage will consist of selecting eligible youth participants in the program. In this pilot program, USPS District 27 members will solicit and encourage youth of USPS members in their local areas to apply for participation in the Sailing for Kids program. Three youth candidates will be selected at random to participate in this program from the pool of applicants received. Each student candidate must satisfy the following selection criteria: (1) be 10 – 15 years of age, (2) be able to successfully demonstrate his or her ability to swim, (3) agree to participate in the entire program which will involve the construction, testing, and operational training of the Optimist Pram, (4) have a parent, grandparent, or guardian complete and return the liability release form, (5) have a parent, grandparent, or guardian of the candidate agree to participate in the program with the student candidate in the construction, testing, training and evaluation of the Optimist Pram (this person will be expected to accompany the youth participant during each of the classroom, boat construction, and sailing instruction sessions throughout the program), and (6) have a way to be able to transport the constructed boat home with the help of their parent, grandparent, or guardian. (The boat becomes the property of the student participant at the end of the program.) The last stage of the program will involve participants meeting over a multi-day periods for the construction, testing, and training element of the program administered by USPS and NCMM staff. One pram will be built with and for each student participant. The Sailing for Kids program will be held on site at the NCMM in Beaufort, NC, where students will receive their Optimist Pram sailboat building materials and boating instruction. The NCMM is prepared to provide instruction to and training for the USPS instructors first, and then act as a supervisory resource in the actual boat construction and sailing instruction of the student participants in the pilot program.

After the completion of the pilot program, participating instructors will be prepared to travel (at their own expense) to other USPS Districts and Squadrons across the nation to help establish similar youth programs based on their experience with this pilot program. Since USPS has a presence all over the U.S. and its territories, the potential of exposing more youth to boating is immense. There are 417 local squadrons in 33 districts within the organization to help provide boating education programs, organize community events, and provide a close network of boaters in each of their local areas. Sailing for Kids will have excellent potential to expand beyond this pilot program, as well as to maintain longevity as a standard program with national and local support of the entire USPS organization.

The Sailing for Kids program will be considered a success if the youth participant elects to continue his/her sail boating experience, the bond between youth participant and parent, guardian, or grandparent is manifested in a positive manner (such as participation in additional educational USPS activities

beyond the initial set of instructions), and if past volunteer mentors assist in the program in the future.

### ***Stand Up Paddleboarding/National Education Curriculum***

**Christopher Stec and Trey Knight, ACA**

Participants joined ACA staff, for a presentation and then open discussion on the new Stand Up Paddleboarding educational curriculum being rolled out nationwide. The ACA's National Paddlesports Instruction Program has been recognized as the "Gold Standard" for paddlesports education across the country and abroad. This presentation provided an overview of the SUP Educational Program. During the open discussion portion of the presentation, there was an opportunity for everyone to provide feedback and comments on a range of topics specific to SUPs, such as lifejackets, leashes, and vessel clarifications. This presentation walked attendees through the interworking of the ACA curriculum development for SUP. Then the discussion was turned to SUP life jacket wear, leash wear and foot wear both in ACA courses but also for the general public. This presentation featured a presenter standing on a board on a table to help demonstrate the issues related to leashes.

### ***Towards Better Boating Safety Education – Reflections on Canada's Experience Implementing the National Pleasure Craft Operator Competency Program***

**Krista Kendall, Transport Canada Marine Safety**

Before 1999, Canadians of any age could operate any type of pleasure craft without any demonstrable knowledge, training, or experience. That all changed in 1999, when the Canadian government introduced federal regulations that required boaters to carry "proof of competency" when operating motorized pleasure craft, to address concerns about the high number of recreational boating deaths in Canada. A nation-wide system of boating safety education and testing delivered by government-accredited third-party course providers ensued. By passing a boating safety test, preferably after a boating safety course, a boater would obtain a Pleasure Craft Operator Card.

The program aimed to have more knowledgeable boaters on the water through education and training, thereby reducing the number and severity of boating related incidents. Competency requirements for boaters were actually phased in over a ten-year period, beginning with youth in 1999, operators of small open boats and personal watercraft in 2002, and all other boat operators by 2009.

Weaknesses in the original regulations and questionable practices of some of the providers resulted in numerous challenges, revealing disconnects between the vision for the program and actual practice during implementation. For example, accreditation involved government approval of a boating safety course manual and three tests, but did not involve any standards and procedures for courses or testing, whether in-person or over the internet. Understandably, there were chal-

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

allenges with the quality and consistency in which services were delivered to the public. As the program was implemented, the goal of boating safety education became obscured by the emphasis on passing a quick and easy test, sometimes under questionable circumstances.

Transport Canada addressed these challenges by overhauling the requirements that will soon be reflected in amended regulations. By focusing on good quality education, core knowledge requirements for the program were updated and internet testing was improved by adding a mandatory study guide before the test. The boating safety test was standardized, and the level of difficulty increased. A national cardholder database system has been successfully implemented. Finally, strengthened accreditation requirements, featuring a quality management system, will result in more confidence and control in services delivered to Canadians by private sector course providers.

One of the most critical elements to the success of the recent enhancement work was stakeholder engagement. For example, course providers from coast to coast were directly involved in a national pilot of the new boating safety test. Stakeholders also shaped the direction of the strengthened accreditation requirements, and have referred to the recent enhancements as having “put education back into boating safety.”

Thirteen years and more than 3 million cardholders later, the impact and legacy of this program on Canadian waterways can be seen in the downward trend in recreational boating fatalities, but more importantly, there is growing evidence of a cultural shift towards boating safety in general. The session concluded with a look ahead to the many possible future strategies that could further enhance boating safety education in Canada.

### ***Water Safety Survival for Officers***

**Cindy Bellar, Ohio Department of Natural Resources**

A necessary skill for all marine patrol officers is to be able to survive an unexpected or sudden immersion into water while wearing full duty gear. It is critical that officers understand the hazards of working in a waterborne environment and their capabilities to survive an immersion. An officer working in this environment should be able to stay afloat and swim distances for prolonged periods, submerge and surface on their command, and have effective weapon control throughout.

This presentation provided an overview of training that the Ohio DNR Division of Watercraft has utilized to train its officers in water rescue and survival skills. The foundation of this training is that each officer must have basic capabilities to swim, tread water and perform head-first surface dives in a pool while wearing a swim suit. A pre-hire swim test must be successfully completed and is then repeated annually throughout an officer’s career.

Watercraft officers receive Awareness and Operations Level training in Water Awareness, Water Rescuer and Swift Water Rescue. This training equips officers to recognize water hazards, perform rescues, and to manage various water-related incidents. Knowledge and skills learned in this training are infused in the Water Safety Survival for Officers.

Water Safety Survival for Officers consists of survival and defensive tactic skills for working in a water-borne environment. The term “water proofing” is utilized to describe a fully uniformed officer having the necessary skills to survive a sudden immersion or attack in and around the water. “Water proofing” is accomplished by executing a series of drills that involve treading, swimming, breathing exercises, water entries, falls, surface dives, rescues, escapes, defensive tactics and other challenging drills. During the training, the officer wears uniform pants and shirt; body armor; a duty belt with diver weights, a holster, and a weighted training gun; shoes and socks; t-shirt; and swim suit. Some drills are also executed while wearing a life jacket.

The Division of Watercraft is in progress to finalize trimmed down lesson plans for Officer Survival Level 1 and Officer Survival Level 2 courses. These two courses will be incorporated into the National Association of State Boating Law Administrator (NASBLA) Boat Operations and Training (BOAT) Program.

For more information about Ohio’s training contact the Ohio DNR Division of Watercraft at [Todd.Doncyson@dnr.state.oh.us](mailto:Todd.Doncyson@dnr.state.oh.us) or [Cindy.Bellar@dnr.state.oh.us](mailto:Cindy.Bellar@dnr.state.oh.us).

### ***Welcome to Community Sailing***

**Panel Discussion – Dave Lumian, Past Chair, US SAILING Community Sailing Council and American Sailing Association Government & Regulatory Liaison, Diane Wenzel, Past Chair, US SAILING Community Sailing Council and Executive Director of Westwind Sailing, and Harry Horgan, Shake-A-Leg Miami**

Welcome to Community Sailing examined the issues and opportunities associated with public access boating programs that offer on-the-water recreation and training programs especially for at-risk youth. These programs aim to provide safety training as well as positive youth leadership development. The workshop examined the special challenges and extraordinary success stories encountered. Community programs offer our kids the opportunity to develop self-esteem, communication, teamwork and critical thinking. Instructor training, outreach, inclusion and partnership opportunities were discussed.

Some highlights included:

- There are an estimated 2,000 community sailing programs across the nation. They include different formats such as universities, sailing clubs, park and recreation programs, stand-alone charities, summer camps, Scout programs, adult continuing education programs and youth serving organizations such as Boys and Girls Clubs.
- Safety, fun and education are the three top priorities for community sailing programs.
- Community sailing programs are seeking partnerships with public and private organizations to improve outreach, inclusion and resources.
- Community sailing programs offer a wide range of water safety training programs in a variety of disciplines; dinghies, keelboats, kayaks, sailboards, powerboats, etc.
- Community sailing programs have a central gathering at the US Sailing National Sailing Programs Symposium (NSPS). The next NSPS will be in Clearwater, Florida January 23 – 26,

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

2013. More information is available at <http://www.ussailing.org>.

- Community sailing programs coordinate their efforts nationally through the US Sailing Community Sailing Council. More information is available at [http://about.ussailing.org/Directory/Councils/Community\\_Sailing\\_Council.htm](http://about.ussailing.org/Directory/Councils/Community_Sailing_Council.htm).
- There are also regional community sailing meetings in different areas of the nation. For example, the California Department of Boating and Waterways sponsors two meetings a year. More information is available at <http://www.dbw.ca.gov/BoaterInfo/AquaCntr.aspx>.
- Community sailing programs use a variety of different certification programs including American Sailing Association, US Sailing, National Safe Boating Council and American Canoe Association.
- Transportation, funding, recruiting, enrollment and staffing are ongoing issues for community sailing programs.

### ***New Approaches to Risk Management*** **Robert Kauffman, Frostburg State University**

The session addressed a new integrated approach to risk management in the recreation and parks field with an emphasis on barrier analysis. Barrier analysis is a simple and straightforward concept that forms the basis of most accident process models as well as more sophisticated models including MORT (Management Oversight and Risk Tree). In addition, the principles of barrier analysis can easily be applied at the administrative level by boating safety administrators as well as at the activity level.

Regarding safety prevention, the objective of barrier analysis is to place barriers between the target (you, me, and the public), and the potential hazard to prevent the transfer of an unwanted energy flow. For example, some common hazards in boating safety include alcohol, water (drowning), water (hypothermia), environmental stressors, and collision. Barriers include both hard barriers (physical barriers) and soft barriers (administrative barriers). In a boating safety example, hard barriers might include a life jacket (drowning), protective clothing (hypothermia), or drinking water, protective clothing and sunglasses (environmental stressors). Soft barriers or administrative barriers include BWI laws (alcohol), life jacket education and/or life jacket wear laws (water drowning), and rules of the road education (collision). The target being protected is the boating public.

Two additional concepts in barrier analysis include less than adequate barriers (LTA) and energy transfer. Not all barriers are totally effective in preventing an energy transfer. For example, the target may wear the life jacket incorrectly or not at all which could lead to a drowning. Understanding the rules of the road does not guarantee that they will be followed correctly or at all. Wearing proper clothing may only prove to be a partial barrier and delay the onset of hypothermia. Often it is an imperfect world that leads to a “less than adequate” barrier. If there are less than adequate barriers, an unwanted energy flow can occur. An unwanted energy flow is associated with injury, damage, or loss and accidents. If you slip on a banana peel (hazard), fall to the pavement (energy transfer), and break your arm (injury), the fall to the pavement is a kinetic energy

transfer that results in the arm breaking (injury). Typical energy transfers associated with boating safety include kinetic (any fall), chemical (gasoline, fuel), thermal (hypothermia, hypothermia, dehydration), and electrical (lightening).

Next, the session used the incident at Castlewood State Park outside of St. Louis to illustrate the principles of barrier analysis. As part of the case study, the session reviewed several methods of placing barriers between the hazard and the target. Addressing barriers by type includes: equipment design, physical barriers, warning devices, procedures and protocols, knowledge and skill, organizational culture, and supervision. Second, addressing barriers by location seeks to separate the hazard from the target through time and space. For example, if you are swimming next to a boater with a water skier, you might move to a safer location (separation by space) until the water skier is done skiing (separation by time). Third, addressing barriers by function focuses on prevention (removing the hazard), control (managing the hazard, the target, or the relationship between them), or minimization (lessening the impact of the energy transfer between the hazard and the target). A classic example of minimization is wearing your life jacket. The life jacket minimizes the impact of drowning by separating the victim (person in the water) from the hazard (the water and drowning).

In summary, barrier analysis is a useful way to view the accident process and to reduce the likelihood of accidents. It can be used in the broad administrative sense as well as the traditional hard or physical barriers.

### ***Learning to Swim Well Campaign:*** ***Life Jackets Float, You Don't!***

**Brian Westfall, USACE**

**Name of Activity:** Floating Oranges

The floating orange demonstration was well received at the 16th Annual International Boating and Water Safety Summit in San Diego, CA. Enclosed is a program/presentation guide designed to assist boating and water safety educators in demonstrating the importance of wearing life jackets utilizing oranges.

**Purpose of Activity:** This activity is used to show children and adults the importance of wearing life jackets.

**Materials Needed:** Several oranges/tangerines, aquarium or clear container, small vessel is optional.

**Description of Idea:** Have children or adults get into groups to take part in the orange floats demonstration. Throw an unpeeled orange/tangerine into the clear container. It will float perfectly on the surface. Explain that the orange represents a person wearing a life jacket that has entered the water. The children/adults can take part by writing their name on the orange.

Next peel the orange explaining that this represents a swimmer or boater taking off their life jacket. Ask the participants what will happen when they do so? The unpeeled orange will immediately sink to the bottom of the container representing a person in trouble in the water. The person is a poor swimmer and drowns. Note the orange peel will float on the surface representing the life jacket they took off. The children/adults

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

can peel their own orange (gives ownership to demonstration).

Next wrap a peeled orange in the orange peeling. This represents a swimmer or boater that is wearing an improperly fitting life jacket. The peeled orange when placed in the water will then come out of the peeling and sink to the bottom and the peel floats on the surface.

A small vessel can be used as well. One can demonstrate the boat capsizing and the occupants entering the water. The boaters (unpeeled oranges) with life jackets on float and the peeled oranges (person without life jackets sink) drown.

**Assessment Ideas:** Ranger/teacher demonstrates the importance of wearing life jackets and the importance of swimming well to prevent drowning.

### ***NAV Rules for Cops***

#### **Ed Huntsman, Arizona Game and Fish Department**

They're confusing, often the subject of bitter debate and interpretation and we've all heard about them. We know that they exist to prevent collisions but have you ever had the opportunity to really stop, look, learn about and try to understand them and where they came from?

This short presentation adopted from the National Association of State Boating Law Administrators specialized course on COMDINST M16672.2D (the Navigation Rules), commonly referred to as the Colregs, was presented to help take the mystery out of this basis for state statute, rules and regulations dealing with the basics of how to pilot (operate) a boat safely and legally on the waterways of the United States and its territories.

### ***Building the "Recreational Boating Safety Instructor Network"***

#### **Virgil Chambers, Executive Director, NSBC**

Virgil Chambers, Executive Director of the National Safe Boating Council, presented on the Recreational Boating Safety Instructor Network (also known as the "RBS In-Network"). The RBS In-Network will be designed to integrate communications between state, local, and federal recreational boating safety instructors in the paddle, sail, and powerboat communities.

Walsh Marine Products, manufacturer of navigational aides for inland waterways, has committed three years of support for the development and implementation of the RBS In-Network. Walsh Marine Products is noted for products that inform the boater to enhance safe boating practices, such as buoys.

The RBS In-Network's goal is to provide a forum to exchange information regarding effective teaching techniques, demonstrations by providing products, audiovisual resources, and other resources used in both formal and informal boating safety programs. The network will also provide a national level registry of RBS instructors. The network will be designed to be utilized by instructors/trainers, program coordinators, youth leaders, parents, and teachers. The web site designed for the In-Network will be user-friendly, interactive, and will be available on multiple platforms, including computers, tablets, and smart phones. This network will be available at no charge thanks to the sponsorship of Walsh Marine Products.

The RBS In-Network is envisioned to provide a forum for discussion, exchange of information, and promotion of ideas

to raise the level of education and professional recognition within the RBS educator ranks. It will be a place where agencies, organizations, and companies can connect with experts needed to conduct programs to fulfill training needs at their locations. The network will connect instructors to course providers and credentialing opportunities in recreational boating safety professional programs.

Mr. Chambers asked attendees to provide input to share online resource needs to bridge the instruction gap, asking the following questions: (1) What information do you need? (2) What training? (3) How do you find out about A/V resources, teaching techniques, etc.? (4) What other information would be helpful? He also asked attendees to consider the following: (1) What resources are needed to improve your ability to do your job as an RBS instructor or program coordinator? (2) What resources do you need which could be provided via the Internet? (3) Name three items, which, if available, you would use over the 6-12 months to improve your program? (4) Is there any other resource or service you wish to see RBS In-Network provide?

The planned RBS In-Network web site is scheduled to launch in Fall 2012. The NSBC hopes to have it available in time for the 2012 NASBLA Conference. It will be provided via web-based Internet connection.

If you'd like a copy of the small-group reports, please email the NSBC at [outreach@safeboatingcouncil.org](mailto:outreach@safeboatingcouncil.org). The NSBC is looking for volunteers to serve on the RBS In-Network Advisory Group to oversee and comment on the site development. If you're interested in volunteering, contact the NSBC via phone at (703) 361-4294 or email at [outreach@safeboatingcouncil.org](mailto:outreach@safeboatingcouncil.org).

### ***Paddling to Powerboating:***

#### ***How Mobile Applications Can Help***

#### **Betsy Clayton, Lee County Parks & Recreation, and Justin McBride, Lee County Division of Natural Resources, Marine Program**

We must shift to nontraditional means of communication to reach the public as the shift toward electronic information sources expands to the great outdoors. In the U.S., accessing maps and direction is the No. 1 mobile activity, followed by social networking, accessing local information and reading the news.

Ninety percent of mobile subscribers have an Internet-ready phone.

The thirst for access and connectivity does not stop when people prepare to relax and think about recreation and boating. Lee County, Florida, has recognized the opportunity provided by the nexus between an increase in tech-savvy mobile device users and an area saturated with boating recreation opportunities to create a mobile application for its 190-mile Calusa Blueway Paddling Trail. Also in production – and geared toward the powerboat population – are similar applications for the Lee County Boater's Guide and Lee County artificial reef system.

The app is a first-of-its-kind navigational aid that provides real-time GPS coordinates and navigation with an interactive trail map with places of interest identified, boating tips and

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

regulations.

Be creative with finding funding. Find grant dollars. Your app will reduce user conflicts, improve navigation info available and boost safety. Our \$12,000 grant included app design, coding, writing and marketing. Marketing should include fliers, posters, signs, press releases, special events and collateral with QR codes. Also promote from websites.

How to do it? Secure funding. Get it designed. Give your partners a heads up it's coming. We secured support of the Visitor & Convention Bureau, for example. Test market it – we selected iPhone users from various stakeholder groups, including paddling clubs, tourism bureau, other outdoor user groups such as runners/hikers, planners from other agencies, business people such as kayak outfitters, novices to kayaking.

Then present it – to marine industry representatives, engineers, first responders and boaters. Their questions helped us fine-tune the app before launch. Next: Soft launch it – get it out there and spread the word via contacts/distribution lists before official launch; monitor feedback/user comments. Make your official launch with a press release, and then do a hands-on launch at special events. Use your partners and partnerships. Also use social media.

Things to consider as you implement include how it will work, will it use Google maps (yes!), decision on “native app” vs. “mobile app” and iPhone vs. droids or both. Timing is critical. Ours took six months.

Is it worth it? Yes. It gives people more tools to navigate with fewer hassles and they can better enjoy the boating and natural resources. Plus the app gives you so much space to introduce tidbits and text that can engage people more while they're out in the boating environment. Also, as downloads of the app increase, there are decreased costs associated with printing paper maps and updating maps.

### ***When Goals Align, Good Things Can Happen*** **Ed Huntsman, Arizona Game and Fish Department**

This presentation highlights the detail of how a major university and a state agency came together to solve a unique problem in a most unusual way. Challenged by increasing financial challenges and unable to establish dependable access to paddlecraft, lifejackets, paddles, helmets and other supplies and equipment necessary to sustain and further develop the paddlesports aspect of their program, the leader of Northern Arizona University's Outdoors Recreation program began seeking funding and grants to endow their courses with the desperately needed equipment and supplies. Contacting the Arizona Game and Fish Department's regional office after learning that a grant from the department may be available for such a program as the University's, hopes were dashed when it was learned that the funding for the department's boating safety and education grants had been eliminated. Still, the agency's boating safety education staff saw an opportunity to reach a portion of the state's boating population that, at the time, was leading the state's boating accident statistics in property damage, serious injury and boating related fatalities.

Teaming with the university's Outdoors Recreation program staff, the exact needs of the paddlesport's program were identified. Modifying the boating safety education budget and using

program funding, Arizona Game and Fish Department brought the university staff on board, trained and certified them as agency boating safety education instructors. With the help of agency procurement and finance personnel, boating safety education staff successfully negotiated the numerous challenges and issues associated with state procurement to obtain the necessary equipment and supplies required to continue the university's paddlesports activities in the Outdoors Recreation program.

As certified agency instructors incorporating the NASBLA boating education course into their university curriculum, Arizona Game and Fish Department inventoried the equipment and supplies and placed it in the department's newest instructors custody, expanding the state's boating safety education course into a boating community that is statistically at the highest risk. This resulted in a win-win situation by expanding the (non-mandatory education) state's boating safety education program student numbers and providing the equipment for the university's program to continue. Further, the students obtain a solid background in paddlesports as well as all basic aspects of recreational boating safety through successful completion of the NASBLA boating course.

### ***Prevention***

***(We all talk about it, now let's work on it!)***

**Christopher Stec and Trey Knight, ACA**

This presentation was aimed at helping paddlers learn about ways to prevent accidents on the river. We all know that the best accident on a river or coastal waterway is the one that never happens. Chris Stec from the American Canoe Association took participants through an active presentation tailored specifically for any whitewater or coastal trip leader. Whether you lead beginner or intermediate paddlers, whether they're your friends or part of a club trip, this session provided practical, 'real life' experience on the art of preventing a normal paddling mishap from deteriorating into a disaster. The presentation started in the classroom, and then headed outside to the water's edge. Once at the edge of Mission Bay, participants saw first-hand and discussed the issues and risks along with a way to help prevent them from happening. Participants learned to break down a paddling program relative to participants, staff and program management. They then were guided through a systematic way to address how to prevent mishaps and disasters relative to each of the program components.

### ***Be Swept Away By the Beauty, Not By the Sea / Ocean Safety Outreach on the Northern Coast of California***

**Bruce Rogerson and Walter Dooley,  
Mendocino County Water Safety Coalition**

A tragic drowning of an adult and youth from a visiting basketball team in 2004 was the catalyst for the formation of a concerned community group to provide ocean safety outreach to visitors to the beautiful coast of Mendocino, in northern California. After raising funds to publish the first series of ocean safety brochures, the community turned to the many local emergency agencies in the community for sup-

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

port. Thus was formed the Mendocino County Water Coalition in 2005 with a long list of agency and community members from the U.S. Coast Guard to the Red Cross, local fire departments, state and federal agencies and concerned citizens in the County.

“Never turn your back on the ocean!” is a corner stone for the Mendocino County Water Safety Coalition educational programs for visitors to the rugged North Coast of California. The coast of Mendocino stretches over 100 miles from the remote Lost Coast to the north to the Gualala River in the south and includes many long and steep coast bluffs and cliffs, narrow coves, steep sandy beaches, a myriad of small rock islands and sea stacks and several narrow and treacherous river estuaries. Lying on the lee shore of the North Pacific Ocean with a long fetch stretching back to the shores of Asia and the Aleutian Islands, our coast receives large swell trains on a regular basis summer and winter from storms in the north Pacific and Gulf of Alaska, presenting extra hazards for our seaside visitors.

These include large and sudden sneaker waves, strong rip currents, poor visibility, extensive surf zones, cold waters all year round with the risk of hypothermia, exposed jetties and low lying reefs, and water borne log debris.

The beauty of the coast and the wide range of water related activities available, attract a diverse visitor audience, ranging from beach combers from the hot interior valleys of California and Nevada, to abalone divers from all over the West Coast intent on getting their limits, irrespective of the ocean conditions. Fatalities, injuries and near misses for coastal visitors accessing the extreme condition waters of our Pacific ocean from the shore, significantly exceed those occurring from recreational or commercial boating on the same waters. A recent review of the four year history of water related fatalities along the Northern California Coast identified 29 fatalities of which only 7 were boating related, the remaining 22 having involved beach goers being swept off the shore, caught in rip tides, swept off jetties or rocks or abalone divers accessing the ocean from the shore.

Coalition has over the last seven years developed and funded from grants and donations, a number of educational materials including its award winning Oceans Twelve Brochure, Tips for Seaside Safety, Laminated cards with safety Tips for Abalone Divers, Morgan the Sea Lion coloring books for kids and Spanish language brochures, all aimed to work on fostering a healthy respect for our coastal waters, while enjoying the beauty, and a safe visitor experience on the spectacular north Pacific coast of California.

### ***Boat Related Carbon Monoxide Poisoning***

**Dr. Robert Baron**

“We only see what we look for and we only look for what we know.” “The eye only sees what the mind looks for.” These two similar bits of wisdom apply very well to carbon monoxide (CO) poisoning and recreational boating. Who would guess that you could die from an odorless, colorless, tasteless, non-irritating gas while you are out in the open air on a boat? Even more surprising is this could happen while seated in the

rear of an open bow boat while moving! But the fact is, when we started looking for these seemingly unbelievable events, they were found everywhere there was a boat with an internal combustion engine.

### **How does CO poison you?**

CO is a gas that has almost exactly the same density as air (specific gravity 0.97 with air being 1.0). When it is inhaled in the lungs, it diffuses into the blood stream and binds to the same sites on the red blood cells that would normally be occupied by oxygen. When these binding sites are occupied by CO, oxygen can not be transported as it normally would from the lungs into the blood and then into the tissues of the body. CO causes you to lose consciousness by asphyxiating a person just as effectively as if they had a noose placed around their neck, not allowing any blood to flow to the brain. It denies the tissues of the body the oxygen they all need to remain alive. CO kills on a metabolic level.

Unfortunately, CO also binds to these red blood cell binding sites 250 times more tightly than does oxygen. Because of this aggressive binding, exposure to even low concentrations can cause CO to accumulate in your blood over time. Once CO is bound to the red blood cells it takes 4-6 hours to get rid of half of the poison, if a person is breathing room air, about 1-2 hours if they are breathing 100% oxygen and 20 minutes if they are breathing 100% oxygen and they are in a hyperbaric chamber.

### **Has this really been found “everywhere”?**

CO poisoning can happen everywhere there is burning of fossil fuel, whether that is a house fire, a charcoal grill or the engine of your boat or boat’s generator.

Boat related CO poisonings have been recognized and reported in at least 39 states, causing 879 poisoning and killing 160 people. But we know that these numbers are only the “tip of the iceberg” because of lack of recognition and lack of reporting. Even when a CO poisoning or death does occur, it frequently is not recognized because there is nothing that happens to the body that makes the diagnosis appreciable. As a matter of fact there used to be a saying that you make the diagnosis of CO poisoning by looking for a cherry red discoloration of the skin. That is false. Cherry red discoloration of the skin happens in less than 5% of CO deaths and is never seen in less severe poisonings.

CO poisonings are extremely under reported. At Lake Powell, a 1997-2005 retrospective review of drowning cases that occurred on boats with an internal combustion engine found that 47% of cases that were found on autopsy to be caused by drowning actually were first poisoned by CO. If those statistics were applied to the number of drownings in the US, there would be 250 caused by CO yearly.

### **What are the high risk areas/behaviors?**

Occupancy of the following areas placed individuals at high risk of poisoning. In the most dangerous areas, like in the “death zone” under the rear patio/swim platform of a house boat, a person can be rendered unconscious after only 3 breaths.

1. Under the rear patio/swim platform of a houseboat (where

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

someone would have to go if a rope became tangled around the prop or if the prop was damaged in some way)

2. Within 10 feet of the edge of the swim platform of a house boat that has the propulsion engines running or if the boat's generator exits it's exhaust into this cavity

3. Standing, swimming or floating near a generator side exhaust port

4. Teak surfing or platform dragging

5. Occupying the area around a boat's swim platform when the engine is on. Poisonings have occurred when people have been in the water or sitting on the swim platform or even while in this area using an after market shower device.

6. Being anywhere near a high concentration of boats that have their engines on. An example is Lake Havasu during holiday weekends where the Bridge Water Channel can have 700+/- boats in it.

### How do we stop this?

The key is first to recognize that a CO poisoning has occurred and to treat the patient as soon as possible. Next the poisoning has to be reported to the appropriate authorities so the event can be recorded in the Coast Guard's Boating Accident Reporting Database. This is a critical step, because if it is not reported, it is not counted and no one knows it ever happened.

Prevention of further poisonings can occur through 3 methods, legislation, education and engineering controls. Many states have enacted legislation against some of the high risk behaviors listed above and recognition that CO poisoning occurs during recreational boating has been added to all Coast Guard approved Boating Safety classes. But the most effective way of preventing poisonings is to provide an engineering solution that removes the person from the poison.

Engineering methods of decreasing the chance of CO poisonings have focused on two areas, ways to remove the poison from the area where humans live and play and to decrease the amount of CO produced by the engines on boats.

1. Stack devices on houseboats. These chimneys effectively remove the poison from areas of human occupancy.

2. Catalytic converters. Catalytic converters are very effective and remove 90+/- % of CO from exhaust gas. These have been manufactured for placement on generators and propulsion engines. I believe this will significantly decrease the number of future poisonings.

### Conclusion:

"We only see what we look for and we only look for what we know." You now know about CO poisoning and recreational boating. Tell others about it. Protect yourself your family and friends from it and enjoy boating.

### *Beyond Awareness To Action:*

*New multi-media outreach methods that move boaters to adopt safe boating practices*

**Joleane King, Marcia Carlock and Melissa Langeland,**  
**California Department of Boating & Waterways**

Since 1999, the California Department of Boating and Waterways has promoted safety on the water through its

Boating Safety Awareness Multi-Media Campaign. The goal of this campaign has always been to inform and assist changing the behavior of boaters, encouraging them to wear their life jackets, know the rules of the road, not boating under the influence and other unsafe behaviors. In 2011, the campaign unified its messaging to life jacket wear and made a substantial media shift from radio to online advertising. The 2011 campaign also aimed to empower boaters by tying into real life heroes who save lives everyday.

Due to restrictions on giveaway, incentive items, the campaign developed an intrinsic motivator of a Life Jacket Oath. The campaign asked boat enthusiasts to take the Life Jacket Oath, pledging to wear their life jackets at all times while on a boat and also requiring others on their vessel to wear them. The Oath could be taken on the DBW website, the Boat California Facebook page, at Safety Team events and through a mobile version of the DBW entry page.

An aggressive online channel program was developed, including growing the current fan base of the Boat California Facebook and Twitter profiles, and integrating the You Tube Channel and Flickr profile into custom campaign tabs. New promotional tabs on Facebook were created to house the Oath entry form and general boating campaign information with access to videos, links, events schedule, and user-generated polls.

Facebook and Twitter advertising buys were flighted at the beginning of the season to prompt awareness to new users. The Facebook profile grew to a total of 13,468 fans by September 25, and Twitter grew to 4,578 followers. Additional e-commerce support for the Hero Oath came in the form of four holiday weekend e-blasts to the database of approximately 5,000 names from Oath takers who opted to receive additional boating information.

At the end of the 2011 campaign, survey research was conducted among current registered boat owners (traditional boaters) along with those who took the Oath during the campaign time frame (oath takers).

2011 research results show that the maintenance of the annual campaign's 80% ad recall rate supports the shift from a radio focus to online messaging. The top cited reason for not wearing a life jacket all the time still remains, "I don't need it" which is where the insight that life jackets represent weakness was first pinpointed. However, in 2011, "I don't need it" has decreased by 10% which also confirms the Heroes creative approach and new media selection.

Overall, survey results show not only a positive response to the campaign but changes in behavior among general boaters and their view of life jackets. The results also show that changes in media outreach through the Internet are welcome and effective.

### *AdventureSmart*

**Jacqueline Bannach, National Search and Rescue Secretariat**

In Canada, the National Search and Rescue Secretariat (NSS) has embarked on a national program to educate the general public about Search and Rescue (SAR) prevention and specifically the role of the individual in their safety. Believing that less is more, the NSS has engaged various partners to

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

promote AdventureSmart, a best practice in communications to outdoor recreationalists.

AdventureSmart was a British Columbia initiative to create an umbrella prevention program to reduce or manage the escalating number of SAR incidents within the province. AdventureSmart is an identifiable brand that incorporates concise and consistent messaging around encouraging individuals to Get Informed and Go Outdoors. Within each AdventureSmart program, the messages can be audience, sport, season and location specific. However, they all revolve around these three key principles of activity - Trip Planning, Training and The Essentials (having the right judgment, the right skills and the right tools).

AdventureSmart provides broad public awareness through online (a dynamic website with easy to find, easy to use information for whatever your chosen activity is) and onsite (tradeshows and trailheads) information and targeted outreach through specialized programs directed at specific audiences, including children's programming and at risk audiences (based on location, activity or subject demographics).

Most of the effort to date has been directed at nationalizing ground based outdoor recreationalists prevention programs and messaging, with AdventureSmart materials being translated into English and French and nationalized for use across Canada. A key part of this was to leverage the expertise and experience of SAR volunteers by conducting Train the Trainer workshops and having volunteers bring this consistent messaging into communities across Canada. In addition to promoting safe outdoor recreation, key safety messaging around SAR alerting, response expectations and survivability tips were received positively by the public. In 2011, the Search and Rescue Volunteer Association of Canada (SARVAC) members delivered over 400 presentations to over 20,000 participants. Our new focus hopes to be on incorporating AdventureSmart into the marine SAR prevention community, as one communications mechanism that partners can choose to leverage, either independently of, or in conjunction with, their own messaging.

### ***Paddles Up Great Lakes***

#### **Frank Jennings, Boating & Water Safety Program Manager, USCG**

In accordance with the Strategic Plan of the National Recreational Boating Safety Program and supported by the Great Lakes Recreational Boating & Water Safety Campaign Plan (D9INST 16750), the Coast Guard, Coast Guard Auxiliary and our RBS partners in the Ninth District have a duty to ensure the safety of all waterway users, to mitigate risk and prevent serious injury or death. This includes paddlers and their paddle craft.

Paddlesports continues to be the largest growth segment of recreational boating, with sales of paddle craft numbering in the hundreds of thousands over the past several years. Continued concerns about the economy, coupled with an entry level cost of \$200 for some kayaks, continues to facilitate a surge in the popularity of this sport. Recognizing this explosive growth and the potential impact it will have on recreational boating safety, the Ninth Coast Guard District spearheaded

Paddles Up Great Lakes.

The goal of Paddles Up Great Lakes is to raise the boating safety awareness of novice paddlers and encourage adoption of best paddling practices in the Great Lakes region. It is executed through partnerships, coordinated media outreach, increased on-water patrols, one-on-one contact with paddlers, and outreach to clubs and outfitters.

As the number of paddle craft on our nation's waterways has grown, so too have related paddler casualties. An increasing percentage of recreational boating casualties on the Great Lakes involve novice paddlers, as well. And, novice paddlers have been the subject of an increasing number of search and rescue cases. This has been especially true in remote areas such as the Apostle Islands, in Lake Superior. Paddles Up Great Lakes aims to mitigate these incidents.

Yet, despite the current trends emerging from paddlesports, regulatory oversight remains minimal. Generally, there is no mandatory boater education requirement. Without engagement with boating safety educators, many novice paddlers take to the water with little or no awareness of required safety equipment or safe paddling best practices.

Within the Ninth District, there has also been an increase in the number of paddle craft found empty and adrift. This has led to searches for paddlers who may or may not have been actually missing. In states where numbering and registration of paddle craft is not required, it is nearly impossible to track down the owner of a paddle craft found adrift. Without contact information, SAR planners have no other choice than to immediately begin a search and continue searching until the legitimacy of the distress can be determined.

Therefore, absent additional regulatory requirements for paddle sports, Paddles Up Great Lakes provides a vehicle to engage those new to paddling in a non-punitive, preventive manner. Since the inception of Paddles Up Great Lakes in 2010, the Ninth District and its partners have distributed 78,000 pieces of safety literature and 40,000 reflective, waterproof paddle craft ID stickers, one of the most sought after items in the Great Lakes paddling community.

The literature distributed includes information detailing the benefits of marine communications, including Personal Locator Beacons (PLBs); the American Canoe Association's Best Practices for Paddlers and the availability of introductory, classroom-based paddle education, such as the Coast Guard Auxiliary's Paddlesports America course. The Coast Guard Auxiliary makes examiners available to offer Vessel Safety Checks (VSCs) for paddle craft at various launch sites.

The weeklong Paddles Up Great Lakes observance culminates with the annual "Paddles Up Niagara," in Grand Island, N.Y., an on-water awareness event and the inspiration for the broader regional observance. During the 2012 observance, we're planning to increase our efforts, making available to our Auxiliary personnel in the field newly developed stand-up banners promoting lifejacket wear, PLB use, free paddle craft VSCs and float plans. The can be displayed at launch sites and other locations frequented by paddlers, to help get the word out.

And, we'll be encouraging an event component throughout the region, to bring novice paddlers together at one location

# TUESDAY, MARCH 6

## — BREAKOUT SESSIONS —

to learn about preventive paddling strategies, receive VSCs on-site, watch safety demonstrations and participate in group paddles.

Paddles Up Great Lakes continues to evolve and has been favorably received by the entire Great Lakes paddling community. Better still, the “Paddles Up” concept is one that can be easily replicated by state/local agencies and RBS partner organizations to address paddler safety concerns, anywhere, nationwide.

### ***Measuring the Effectiveness of Life Jacket Loaner Programs***

**Gail Kulp, Executive Director,  
Sea Tow Foundation**

In 2011, the Sea Tow Foundation was awarded a grant through the Sport Fish Restoration & Boating Trust Fund to identify and evaluate the life jacket loaner programs throughout the U.S. Although a number of organizations and state agencies are involved with life jacket loaner programs, there is no centralized database of how many life jacket loaner programs there are and where they are located so that is the main purpose of this grant along with evaluating their effectiveness.

Locations for the life jacket loaner programs include boat ramps, swimming areas, marinas, campgrounds, parks, businesses and libraries. The most popular types of life jacket that is distributed at life jacket loaner programs across the country is either the standard yoke, horse collar or an inherently buoyant foam style.

Historically, the earliest identified life jacket loaner program started in 1992 at the Seattle Children’s Hospital as part of a drowning prevention campaign called “Stay on Top of It”.

There are basically three types of life jacket loaner designs. The first is the tree or stand design which has a center post like a trunk and extending limbs that the life jackets can hang on. The second type is the display board which is basically a large sign with hooks at the bottom where life jackets can be hung. The third type of life jacket loaner design is a box or shed where life jackets can be stored and distributed.

A nationwide survey to identify and evaluate life jacket loaner programs was sent in mid-November and there have been 210 responses so far from people representing 53 different agencies/organizations in 43 states. The survey has identified 2,067 life jacket loaner stations nationwide. In 2011, 38,143 life jackets were available to be borrowed.

At 43% of the life jacket loaner stations, there were 10-15 life jackets available and at 33% of the stations, there were less than 10. The number of life jackets that were available in 2011 at jacket loaner locations are show in the chart below:

Infant	7,750
Child	10,536
Youth	10,632
Adult	6,466
XL	2,467

Other (universal was most popular answer)292

The majority of life jackets are donated or purchased by the organization/agency providing them. A small number of groups receive monetary donations or grant funds to purchase

the life jackets. Life jackets are made available or distributed to people wanting to use them in a variety of ways. The most popular answer in the survey was through an honor system, however a number of organizations/agencies provide their life jackets to camps or boating-related events. In 2011, 82% of the life jacket loaner programs provided educational material of some type.

Since their creation, at least 26 people’s lives have been saved because of a life jacket loaner program.

The final grant report and deliverables are due at the end of the 2012 and will be made available to the entire RBS community as well as the water safety community on the Sea Tow Foundation’s website: [www.boatingsafety.com](http://www.boatingsafety.com)

### ***Validation of a Seated Battery of Field Sobriety Tests (FST’s) for the Marine Environment***

**Kevin Bergersen, Arizona Game and Fish Department,  
and Gary Owen, Iowa Department of Natural  
Resources (retired)**

Since 1987, marine officers have utilized a variety of seated tests, yet there was very little consistency nationwide or even within a particular state. As blood alcohol concentration (BAC) limits were lowered, the more commonly used seated tests became less effective because these tests were not sensitive or were more likely to only identify operators with higher BACs, meaning that those with lower BACs, yet still illegally impaired, were less likely to be arrested by officers.

NASBLA, several states and the U.S. Coast Guard worked collaboratively on a three-year research project to scientifically validate a battery of field sobriety tests. The tests had to be not only suitable for the marine environment, but also have the ability to be administered in the seated position.

The seated battery of tests that were ultimately identified by the Southern California Research Institute, were not only sensitive to impairment at lower BAC thresholds, but also establish a more uniform and objective evaluation protocol.

The research validation for the seated battery tests was completed in 2009, the research identified a battery of the most sensitive cognitive tests, developed administrative instructions, and defined objective evaluation criterion.

At Missouri’s ‘Lake of the Ozark’s, the field validation of the protocols developed in the lab were conducted. The field validation established that the seated battery was indeed capable of being adaptable to marine use. It also was found to be easily administered on a patrol boat, and most importantly, accurately identifies those operators whose BACs are at or above .08.

This research not only gave watercraft officers confidence in making arrest decisions based on their observations, but provides court room credibility to boating officer’s evaluation of impairment.

The presentation provided an overview of the laboratory development, statistical results of the field study and discussion of training curriculums that are available.

# WEDNESDAY, MARCH 7

## The National Recreational Boating Safety Strategic Plan...Come to Life!

### — “IMPLEMENTING THE PLAN, A DAY AT THE BEACH” —

*Jerry Craddock and Cecilia Duer – Implementing Partners – Attendees of IBWSS*

At 7:00 am on the final day of the IBWSS nearly every attendee boarded a bus to make their way to the Bahia and board the William D. Evans for an hour trip, including breakfast, around Mission Bay on their way to the all day event at the Catamaran, “A Day at the Beach, Implementing the Plan.”

Objective 1 was creatively presented, in a game show format not soon to be forgotten, and great competition ensued in several languages! The balance of the day would only prove to be more creative and fun! Active participation was definitely the name of the game.

The Mission that day: Implement the mission and all of the 11 Objectives and their Strategies of the Strategic Plan of the United States Coast Guard National Recreational Boating Safety Program. This would be a first! With nearly perfect weather for San Diego after a day and evening of cold and windy conditions, Mother Nature was smiling on this “Plan.” The balance of the day was spent watching all of the Implementing Partners present what they do best, the portions of the Plan they had signed on to implement. It was an amazing day of partnership and networking. Partners came together that do not normally work together and made the event a huge success.

After nearly 7 months of partner work the Plan was successfully implemented, brought to life by every Implementing Partner and assisted by all of the attendees on the beach. Evaluations of the of the 125 responses we received that day, stated the following:

**Had you read the Plan prior to March 7, 2012?** Y: 76 N: 50

**Did you understand the Plan?** Y: 101 N: 13

**Are you an Implementing Partner?** Y: 86 N: 17

**Did you participate today?** Y: 114 N: 8

**Do you now understand the Plan completely and its Goals and Objectives?** Y: 98 N: 18

**If you are an Implementing Partner, do you now better understand your role?** Y: 88 N: 8

**If you are an Implementing Partner on specific Objectives and Strategies, are you satisfied that you understand what you have agreed to implement, or do you think you will add to or take away from your chosen objectives to implement?**

Satisfied: 61 Will add to our obligations: 19

Will change obligations: 5

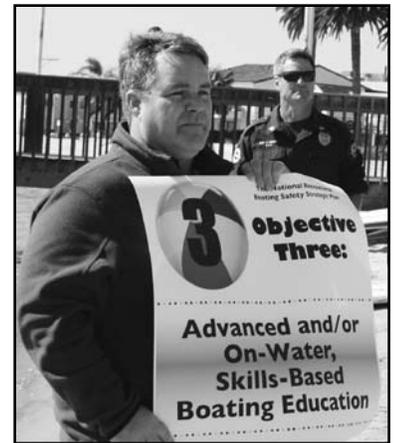
**If you aren't already, will you become an Implementing Partner?** Y: 22 N: 5 Maybe: 1

The future looks very promising for the Plan. Because of this out of the “boat” manner in which the Plan was presented, we acknowledge that more partners became involved and many more understand that they are implementing the Plan presently and additionally have better ideas for continuing the

implementation in their communities.

This event was a huge undertaking and could never have been accomplished without the dedication and passion for success from the San Diego Life Guards and Fire/Police Department, the US Coast Guard Sector San Diego, the Mission Bay Sports Center, ALL of the Implementing Partners, and attendees on the Beach, and the US Coast Guard Office of Auxiliary and Boating Safety. Special thanks to the National Water Safety Congress and Sprit of America Foundation.

For additional information on the Strategic Plan or becoming an implementing partner please contact Cecilia Duer, director@watersafetycongress.org and/or Jerry Craddock, jerrycraddock@watersafetycongress.org



# WEDNESDAY, MARCH 7

## AWARDS BANQUET

*The 2012 Awards Banquet was sponsored in part by Premier Supporter Boat Ed.*

Announcement of Poster/PSA Winners – Contest Facilitator Eugene Goff, USACE.

*See the complete list of winners for the 2012 Media Contest on page 26.*

Prize Drawings



# NSBC AWARD WINNERS



**Chris Edmonston (left), NSBC Vice Chair and BoatU.S. Foundation President, and Joyce Shaw (right), NSBC Chair, present George Malindzak, Raleigh Power and Sail Squadron representative, with the Boating Safety Youth Program Award.**



**Joyce Shaw, NSBC Chair, presents Shawn Alladio with the NSBC Boating Safety Hall of Fame.**



**Ruth Wood receives the NSBC Boating Safety Hall of Fame award from Joyce Shaw, NSBC Chair.**



**Jon Summers (center) accepts the OMC "Take'em Boating" Grant Award on behalf of the Mississippi River Water Trail Association from Chris Edmonston (left), NSBC Vice Chair, and Joyce Shaw (right), NSBC Chair.**



**William "Griz" Griswold (right) and Theodore Smith (left) present Ed Carter, Director Tennessee Wildlife Resources Agency, with the Silver Schooner Award.**

# NWSC AWARD WINNERS

## REGION ONE

### Regional Award

Jerry Craddock  
Spirit of America Foundation

### Awards of Merit

Whiskey Island Marina, Spirit of America, Cuyahoga County  
Danielle Mostachetti, Pool Together for Swim Safety  
Lisa Donofrio, Pool Together for Swim Safety  
Zach Hoffman, Pool Together for Swim Safety

### Letter of Commendation

Hugh "Oz" Arey, Spirit of America, Cuyahoga County

## REGION TWO

### Regional Award

Blake & Kathy Collingsworth  
Joshua Collins Memorial Foundation

### Awards of Merit

Quad City River Bandits Water Safety Night, Mississippi River Rangers, USACE  
NASCAR World Truck Series, MVR Water Safety Team, Lake Red Rock, USACE  
NASCAR World Truck Series, MVR Water Safety Team, Saylorville Lake, USACE  
NASCAR World Truck Series, MVR Water Safety Team, Mississippi River Rangers, USACE

### Letters of Commendation

Christopher Rush, USACE  
Daniel Higgins, USACE  
Corey Ritter, USACE  
David Dierickx, USACE  
Derrick Glisan, USACE

## REGION THREE

### Regional Award

Mississippi Project Lakes,  
Vicksburg District, USACE

### Awards of Merit

Lake Barkley Park Rangers, Nashville District, USACE  
USCG Auxiliary Flotilla 8-1  
Green River Area, Louisville District, USACE  
Douglas Hord, Gaston County Police  
Old Hickory Park Rangers, Nashville District, USACE  
Diane Stratton, Louisville District, USACE

### Letters of Commendation

Todd Pittman  
Craig Gordon, USACE

## REGION FOUR

### Regional Award

Tom Burrell  
Our Lands & Waters Foundation

### Awards of Merit

Lake Ouachita Park Rangers, Vicksburg District, USACE  
Alyse Eady, Miss Arkansas 2010  
Ozark Border Electric Co-Operative  
NASCAR  
Sara Goodey, Tulsa District, USACE

### Region Four continued

### Letters of Commendation

Mountain Pine Environmental and Spatial Tech. Lab  
Greers Ferry Lake Power House Crew, USACE  
SEMO Regional Water Safety Council  
Wappapello Lake Staff, USACE

## REGION FIVE

### Regional Award

Steven Luckesen, District Ranger,  
Glen Canyon Rec. Area, NPS Retired

### Awards of Merit

Trent C. Kelly, District Captain, Los Angeles-Long Beach North, USCG Aux.  
"Swim with a Navy SEAL" - Aprils Pool Day 2011  
US Navy SEAL & SWCC Scout Team  
Debbie Huntsman, Lake Pleasant Sailing Club, AZ Game & Fish - USCG Aux.  
Chris McSparen, Scorpion Bay Marina

## REGION SIX

### Awards of Merit

Tom Pogson, Alaska Kayak School  
Miranda Udelhoven



**National Award Winner:**  
**Tim Smalley,**  
**Minnesota Dept. of Natural Resources**



**Lifetime Achievement Award Winner:**  
**Lynda Nutt,**  
**USACE**



**President's Award Winner:**  
**Ernie Lentz,**  
**USACE**



**Jerry Craddock and Region 1 VP Brian Davidson**



**Blake and Kathy Collingsworth with Region 2 VP John Punkiewicz**



**Region 3 VP Ernie Lentz presents to the Mississippi Project Lakes**



**Tom Burrell and Region 4 VP Alan Bland**



**Region 5 VP Bruce Rowe and Steven Luckesen**

# 2012 MEDIA CONTEST

**2012 International Boating and Water Safety Summit, San Diego, California, March 4-7, 2012**

**Categories:** Givaways/Handouts; Posters/Signs; Booklets/Brochures; Audio PSAs; Video PSAs; Electronic Education; Special Category Education

**Judging Criteria:** Clarity of Message; Uniqueness/Innovation; Boating/Water Safety Message; Easily Modified So Adaptable Nationwide

**Judges: Facilitator:** Eugene Goff, U.S. Army Corps of Engineers (USACE), Tulsa District; **Panel:** Christie Johnson, USACE, Willamette Valley Projects, Portland District; Amber Tilton, USACE, The Dalles Lock and Dam, Portland District

**Technical Presentation Team:** Pam Doty, USACE, Lake Shelbyville, St. Louis District

106 Outstanding Entries were reviewed and selected from.

## WINNERS

### GIVEAWAYS/HANDOUTS:

1st Place: Kansas Department of Wildlife, Parks and Tourism, Deck of Water Safety Playing Cards with messages: Sunken Boat (Old Maid), Go Boating Game and Memory Match.

2nd Place: State of Utah, Department of Natural Resources, Division of State Parks and Recreation, computer mouse pad with "Wear It Utah" message.

3rd Place: State of Utah, Department of Natural Resources, Division of State Parks and Recreation, vehicle license plate frame with "Wear It Utah" and Educated Boater on Board" message.

Honorable Mention (Tie): State of Utah, Department of Natural Resources, Division of State Parks and Recreation, plastic card for boat key ring with "Common Waterway Markers" with symbols and safety checklist message/information.

Honorable Mention (Tie): U.S. Army Corps of Engineers National Water Safety Project Delivery Team, trash bag with "Zip Your Life Jacket-Not Your Body Bag" message.

### POSTERS/SIGNS:

1st Place: (Tie): U.S. Army Corps of Engineers, Fort Worth District, "Be Safe, Be Cool/Wear Your Life Jacket Message."

1st Place (Tie): Boating Education, Minnesota Department of Natural Resources, Water Safety Division, "Real Men Wear Life Jackets" message on a poster with person showing safe action to do.

2nd Place: U.S. Army Corps of Engineers National Project Delivery Team, "Are You Next" total campaign component kit promoting Wearing Life Jackets.

3rd Place (Tie): U.S. Army Corps of Engineers, Tulsa District, B.A.S.S Sportsman Edwin Every "Wants you to get 'hooked' on Wearing a Life Vest" message on poster.

3rd Place (Tie): Washington State Parks and Recreation Commission, "I Love (heart) Life" with Life Jacket on heart poster.

Honorable Mention: Washington State Parks and Recreation Commission, "Get Hooked on Boating Safety" telling waterway users about boating safety courses..

### BOOKLET/BROCHURE:

1st Place: U.S. Coast Guard Auxiliary, Fort Bragg, California and Mendocino Water Safety Coalition, plastic covered education entitled "Ocean's Twelve" and "Twelve Tips for Seaside Safety" providing boating/water safety messages.

2nd Place: State of Alaska, Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety. Cartoon Booklet and Activity Sheets entitled "The Alaska Safe Boater Kids."

3rd Place (Tie): Boating Safety Program, Washington State Parks and Recreation Commission, Mail-out Post Card promoting Mandatory Boater Ed and Registration.

3rd Place (Tie): State of Utah, Department of Natural Resources, Division of State Parks and Recreation, foldout brochure with "Boating Laws and Rules Checklist" information.

Honorable Mention: U.S. Army Corps of Engineers, Wappapello Lake, Missouri, St. Louis District, 3 ring (punched) hotel book page insert addressing flood of 2011 at Wappapello Lake; providing information on water safety and flooding information for area visitors.

### AUDIO PSA:

1st Place: Kentucky Fish and Wildlife Division  
Title: "Olympic Swimmer" life jacket safety message.

2nd Place: California Department of Boating and Waterways  
Title: "Fish Him Out" safety messages.

3rd Place: U.S. Army Corps of Engineers, Bonneville Lock and Dam, Portland District  
Title: "Just Wear It" life jacket safety message (Spanish and English versions).

### VIDEO PSA:

1st Place: California Department of Boating and Waterways  
Title: "Heros" boating and water safety message.

2nd Place: Minnesota Department of Natural Resources, Water Safety Division  
Title: "BAR" alcohol/boating consequences message.

3rd Place: U.S. Army Corps of Engineers, Tulsa District and Oklahoma Highway Patrol  
Title: "Toe Tag or Life Jacket" message.

Honorable Mention: Idaho State Parks District  
Title: "More than 60 Seconds" safety message.

### ELECTRONIC EDUCATION:

1st Place: California Department of Boating and Waterways  
Title: "Discovering A New World of Life Jackets" using a classroom setting with a teacher and multiple displays of different life jackets on a CD.

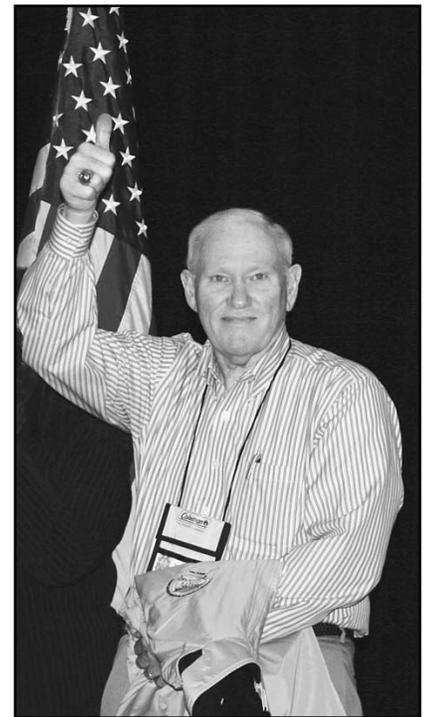
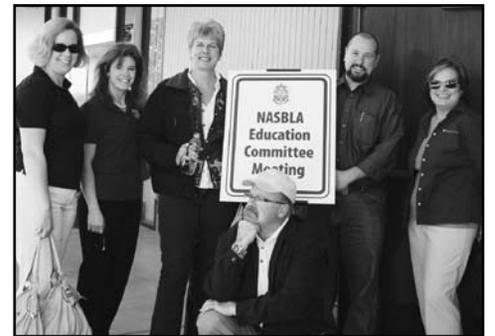
2nd Place: U.S. Army Corps of Engineers, Boating and Water Safety Team, Nashville District  
Title: "Reach, Throw, Row but Don't Go" messages with the use of floating water safety message boards at various locations on the lakes.

### SPECIAL CATEGORY EDUCATION:

1st Place: U.S. Army Corps of Engineers, Lake Seminole, Florida, Mobile District, Team Builder Education Award used by the staff to support and recognize volunteers and employees for water/boating safety education efforts. The award is a wooden boat paddle with the "Life Jacket Saves Lives" message etched into the paddle - to thank the teachers for the many, many people they reach with the "paddle" being presented as appreciation.

2nd Place: State of Utah, Department of Natural Resources, Division of State Parks and Recreation, seven retractable (vertical) fabric components promoting the boater ed displays to share information for needed safety equipment; navigation rules; play safe, play sober; carbon monoxide and clean drain dry safety messages.

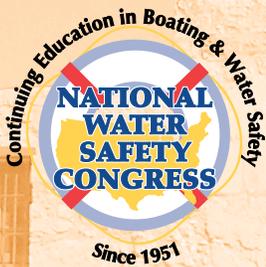
3rd Place: U.S. Army Corps of Engineers, Fall River Lake, Kansas, Tulsa District, soft nylon backpack with strap cords - highlighting text safety message promoting survival tips: "H2O Saft Savs Lyvs" - "Alwyz wear a lyf jckt, Swim w a bud, Kno ur limits, Lern 2 swim wel, TaK a boating safeT cors, Alchohl n H2O dnt mix."



# REWARD!



## “REMEMBER THE PLAN”



**17th Annual  
International Boating  
& Water Safety Summit**



# JOIN US IN SAN ANTONIO

## March 24 – March 27, 2013

### Hyatt Regency San Antonio TEXAS

Visit our web sites for more information: [www.watersafetycongress.org](http://www.watersafetycongress.org) and [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)

