

PROCEEDINGS

OF THE

2003 (7TH ANNUAL) INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

**APRIL 13 - 16, 2003
ALEXIS PARK RESORT
LAS VEGAS, NEVADA**

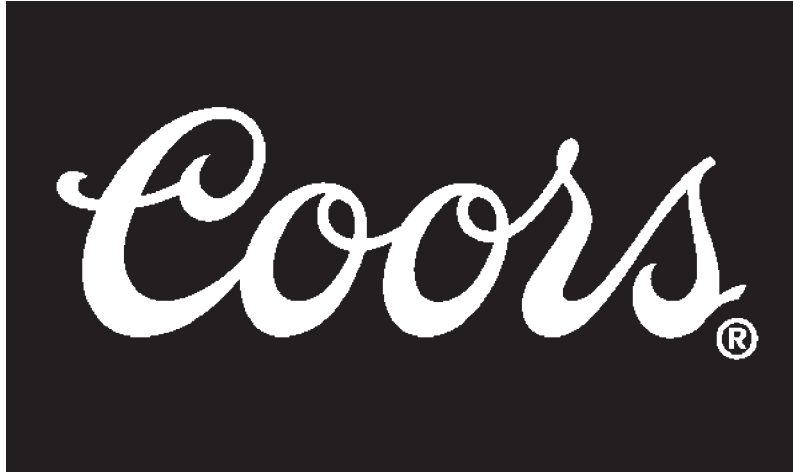
**A joint program sponsored by the
National Water Safety Congress
and the
National Safe Boating Council**



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Our Sincere Thanks To



and



**For their sponsorship of the
2003 International
Boating and Water Safety Summit
Opening Reception**

INTERNATIONAL BOATING AND WATER SAFETY SUMMIT



APRIL 13 - 16, 2003
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LAS VEGAS, NEVADA

PROCEEDINGS

*A summary
of
Educational Sessions and Activities
Occurring at the Summit*

Includes List of:

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Safety Turtle® from eSafetyAlert.com



SAFETY TURTLE® ALARM SYSTEM ALERTS PARENTS THE INSTANT A CHILD FALLS INTO THE WATER

Toddlers are at risk of drowning in backyard swimming pools and anywhere there is a water hazard. With more than 400 documented drowning incidents each year, the CDC cites drowning as the number two cause of death among children ages 1-4, as well as several other age brackets.

eSafetyAlert.com now offers **Safety Turtle®**, a new one-of-a-kind alarm system that alerts parents the instant a child falls into water. The easy-to-use alarm consists of an AC powered base station and one or more Turtle wristbands which are comfortably placed on the child's wrist and are securely locked with a special child-proof key. If the child falls into the water, a loud alarm will instantly sound at the base station, and will continue until the alarm is reset. Coupled with a travel bag accessory and battery pack, the Safety Turtle system can also be used when on vacation, on a motor boat or wherever there is water. The system will support any number of wristbands for families with more than one child and can even be worn on a pet collar to protect fido.

For more information, call toll free at 800-892-9551 or visit www.eSafetyAlert.com.

EDITOR'S NOTES

The proceedings for the 2003 International Boating and Water Safety Summit were compiled from the information shared with editor by presenters. In some instances, contributions were edited due to space constraints.

If you have questions concerning any of the presentations summarized in this publication, contact the presenter/s as indicated on each session. Please find the address, phone number and email address at the back of this publication. We apologize if you have difficulty contacting presenter/s, however since material was submitted, some addresses and phone numbers may have been changed.

We hope you will find the material within the Proceedings to be valuable for you and your organization in developing future Boating and Water Safety programs and thus aid our goal in saving lives.

Proceedings photos by Leah Reynolds, Ohio DNR, Boating Division



The National Water Safety Congress and the National Safe Boating Council are pleased to present the Proceedings from the seventh annual International Boating and Water Safety Summit. The Summit was attended by over 400 boating and water safety professionals and volunteers and was rated a huge success. Evaluation results indicate that sixty-eight percent of the responding audience rated the Summit as "excellent!" Over ninety-seven percent of those completing overall evaluation forms indicated the Summit was an "outstanding value," a "tremendous educational opportunity," and that they would attend another Summit.

As you will see in the following pages, there were quality speakers who presented a wide variety of programs. We are confident that the information contained within this publication will serve as a useful reference on the wide variety of boating and water safety issues represented. The International contingent was active as more organizations are attending boating forums overseas, sharing ideas and strategies, and the paddling community sponsored track sessions to reach non-powered boaters. Both groups will be present at next year's Summit in Florida.

The eighth annual International Boating and Water Safety Summit will be held in Panama City Beach, Florida, April 18-21, 2004. Please mark your calendar for this fantastic educational opportunity and begin making plans to participate. For further information and updates concerning the 2004 Summit and for a pictorial view of the 2003 Summit, visit the websites: www.safeboatingcouncil.org or www.watersafetycongress.org. Click on the Summit logo found on the home page to reach the Summit site.

Thanks to all of you that participated in the 2003 Summit and for making it the great success it was. We hope to see you in Panama City Beach.

Ron Riberick

TENNESSEE VALLEY AUTHORITY
PRESIDENT, NATIONAL WATER SAFETY CONGRESS

Bill Griswold

U. S. COAST GUARD AUXILIARY
CHAIR, NATIONAL SAFE BOATING COUNCIL

PRE-SUMMIT ACTIVITIES

THURSDAY, APRIL 10

MEETING OF THE:

- National Association of State Boating Law Administrators (NASBLA) Education Testing Standards

FRIDAY, APRIL 11

MEETING OF THE:

- National Boating Federation (NBF)
- NASBLA Education Testing Standards

SATURDAY, APRIL 12

MEETINGS OF THE:

- National Water Safety Congress (NWSC) Board of Directors
- NASBLA Titling Workshop
- NASBLA Education Testing Standards
- National Safe Boating Council (NSBC) Board of Directors
- National Boating Federation (NBF)

SUNDAY, APRIL 28

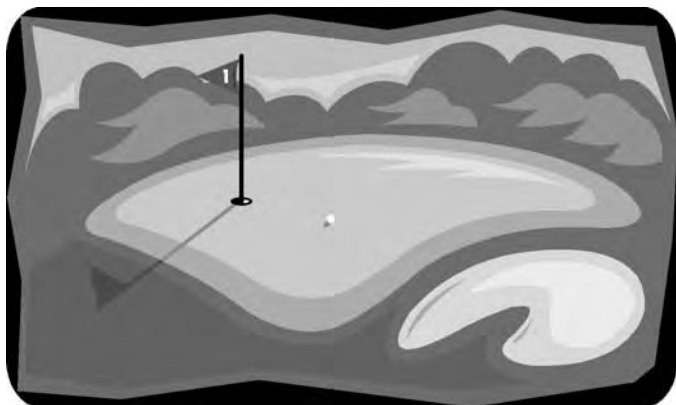
MEETINGS OF THE:

- NASBLA Education Committee
- National Safe Boating Council Membership

ANNUAL GOLF SCRAMBLE

The Golf tournament was a great success and lots of fun. There were 6 teams. The winning team included Brooks Rogers, Joan Samsel, Robert Moreno and Tom Plante.

Our thanks to Tom Plante, We Energies, for coordinating the golf outing.



SUMMIT OPENING RECEPTION

The Opening Reception was sponsored, in part, by the Coors Brewing Company and Boat Ed.

Representative from these companies along with Summit Advisory Committee Member participated in a Ribbon Cutting ceremony (pictured below, left) to open the full Exhibition Hall. A wonderful selection of foods was available and the Reception was well attended and enjoyed by all (pictured below, right). NWSC President Ron Riberich and NSBC Chairman of the Board Bill Grizwold welcomed delegates as they entered the Exhibition. Delegates were encouraged to visit each vendor booth, enjoy the food, greet old friends and meet new colleagues.



MONDAY AT THE SUMMIT

Breakfast was served in the Exhibition Hall. The hall was filled with 35 booths. (Complete Exhibitor List appears in back section of this publication). The United States Coast Guard welcomed delegates with the premier of their new Public Education Program "You're In COMMAND" All exhibitors had great educational displays. We thank all exhibitors for their support and participation. Nearly all exhibitors sponsored door prize drawings throughout the Summit. Special thanks to Richard Droesbeke, Utah, for coordinating the Door Prize drawings. Over 100 door prizes were given away to lucky delegates. Some prizes were donated by companies that were unable to participate in the exhibits this year.

A total of 439 delegates, speakers and exhibitors attended the 2003 Summit, of this total 27 were international attendees representing 5 countries. Some international delegates and some U.S. registrants had to cancel due to the War in Iraq.

OPENING SESSION

COLOR GUARD OPENS SESSION

The Color Guard included members of the local Sea Scouts and Boy Scout Units

The Invocation was given by Arlyn Hendricks, U.S. Army Corps of Engineers



OPENING COMMENTS

Ed Carter, Tennessee Wildlife Resources Agency and Vice Chair of NSBC, greeted delegates and introduced a number of distinguished delegates. At this point, many joined him on stage to present the first Summit musical production: It's the Most Wonderful Time of the Year! (See words to song, inside back cover of this publication). Production compliments of Tennessee Wildlife Resources Agency staff.

WELCOMES

- Ron Riberich, National Water Safety Congress President, welcomed delegates.
- Bill Grizwold, National Safe Boating Council Chair, welcomed delegates.

WELCOME TO THE 2003 SUMMIT!

Captain Scott Evans, Chief, Office of boating Safety, United States Coast Guard, began his welcome to delegates with two videos which introduced them to the new USCG initiative entitled "**You're In Command.**" He proceeded to explain that boating safety information and materials (press releases, media alerts, logos and photographs) can now be downloaded from the website www.uscgboating.org "**You're In Command**" supports **Operation BoatSmart**, focusing on OBS principles of:

1. VSC - ensure the boat is safe and has the proper lifesaving equipment onboard by getting a Vessel Safety Check,
2. ABC - ensure the operator is safe by taking a boating safety course, in particular America's Boating Course
3. BUI - never Boat Under the Influence - be it alcohol or prescription medication, and
4. PFD's - as a last resort, ensure everyone onboard is safe by wearing PFD's.



The Coast Guard has produced the two Loop Tapes, that Captain Evans shared, covering the Vessel Safety Check (VSC) and America's Boating Course (ABC) programs. The loop tapes were designed for use at trade shows, marinas and retailers. Booklets and posters were also being produced.

Captain Evans then went on to explain that the Coast Guard is now part of the Department of

Homeland Security, and that the transition took place with no degradation to the recreational boating safety program. Safety and security are inseparable, two sides of the same coin.

Captain Evans discussed the 2001 fatality statistics, explaining that the record low 681 fatalities shows that the program has been working - we are doing something right. He continued his comments stating that the combined team effort of all of the Boating Safety organizations and their members has made this possible - no one group can take all the credit.

In closing, Captain Evans discussed how throughout the week, there were going to be stimulating debates, interesting lectures and wonderful exhibits showing us the latest equipment, technology and ideas. But the most important benefit of the event was to rekindle friendships, establish new partnerships, and network. The Summit is a time to share ideas, lessons learned and best practices, and continue the successful, lifesaving team effort. Captain Evans concluded by encouraging and challenging all boating and water safety professionals to please, keep up the outstanding work and enjoy this wonderful week ahead.

REMARKS OF MARK V. ROSENKER

VICE CHAIRMAN, NATIONAL TRANSPORTATION SAFETY BOARD

Good morning. It's a pleasure to be here today. The National Transportation Safety Board is pleased to work with both the National Water Safety Congress and the National Safe Boating Council to advance recreational boating safety on our nation's waterways. I also want to acknowledge the State of Nevada and Fred Messmann from the Nevada Division of Wildlife, for hosting this summit. Judging from the program, this is going to be a full and rewarding week. Everyone involved in the planning and conduct of this summit should be proud. I also want to introduce the Safety Board employee who is here with me today, Bill Gossard, Office of Safety Recommendations and Accomplishments.

I am honored that President Bush has appointed me to be both a Member and Vice Chairman of the Safety Board. This is my first speech as part of the Board, since I have only been in office for less than a month, but I am here because of my commitment to water safety and the great potential to save lives. I am a recreational boater with nearly 20 years experience sailing my own and others' vessels. Additionally, I have worked on a number of national safety programs

including seat belt safety and motorcycle safety, including helmet use.

As many of you may know, the National Transportation Safety Board has been the conscience, if you will, of our nation's transportation community for over 36 years. In 1967, Congress established the independent Safety Board to investigate accidents, make recommendations to ensure that similar accidents don't recur, and provide safety oversight of the transportation industry and the regulatory agencies.

Over the years, the Board's recommendations have led to numerous significant maritime and recreational boating safety improvements. These include emergency position indicating radio beacons (EPIRBs) for fishing vessels, improved fire safety equipment and procedures for cruise ship passenger vessels, mandatory use of personal flotation devices for children, requirements for mandatory boating safety education, and safety improvements for personal watercraft safety.

Fortunately, recreational boating accidents and fatalities have been declining even as the number of recreational boats is increasing. Fatalities have dropped over the past 5 years from 821 in 1997 to 681 in 2001. Unfortunately, serious injuries have remained rather constant. We're all here today, however, because we know that more needs to be done to enhance the safety on our waterways -- waterways that continue to be more and more congested.

In 2001, the Coast Guard reports that there were more than 12.87 million recreational boats in the United States--that's approximately a 16 percent increase over the number reported just 10 years earlier - and it's a number that will continue to increase in the years to come, further crowding our finite system of waterways. Generally, more vessels and operators will result in increased accidents, unless we improve safety in the recreational boating system. In addition, many boating safety resources are confronted with the dual mission of security and safety thrust upon them as the result of 9/11.

With that in mind, I want to focus my comments today on five safety recommendations that, if implemented, will reduce recreational boating fatalities and injuries. First, we need recreational boat operators who can demonstrate an understanding of boating safety rules and an ability to safely operate their vessel. The Coast Guard reported in 2001 that there were 6,419 recreational boating accidents resulting in 681 fatalities and 4,274 injuries. About 70 percent of those accidents involved factors that could have been controlled by the operator and 80 percent of the fatalities occurred on

boats operated by individuals who had not completed a boating safety education course. The actual number of accidents may be higher because recreational boating accidents tend to be underreported.

The Coast Guard's statistics are consistent with the Safety Board's 1993 research that found a majority of recreational boat operators involved in fatal boating accidents have not taken any type of boating education course. In 1993, the Safety Board recommended and still advocates that state boating safety programs establish minimum standards, such as requiring safety education or operator licensing. Currently, 19 states, District of Columbia, and Puerto Rico have established education programs that meet the intent of the Board's recommendation. Alabama continues to be the one leader with a boat operator's license requirement. Operator licensing can also provide a good way to identify who is boating on our waters.

Second, we need to strengthen and enforce boating-under-the-influence (BUI) laws. Alcohol involvement in recreational boating accidents remains a problem. In 1983, and again in 1993, Safety Board studies estimated that between 37 and 75 percent of the operators involved in fatal accidents were known to have, or were presumed to have, consumed alcohol before their accidents. The 2001 Coast Guard statistics indicated that alcohol was involved in 34 percent of all boating fatalities, up 8 percent from 1999.

Since 1983, every state has strengthened provisions of their boating and alcohol laws. Congratulations to the State of New Mexico, where this year after overcoming serious objections, a bill providing a defined blood alcohol concentration (BAC) and implied consent was enacted by the legislature and signed by the Governor. Every state now has a defined blood alcohol concentration specific to recreational boating. Only seven states (California, Connecticut, Maryland, Missouri, North Carolina, Washington State, Wisconsin, and Wyoming) do not have an implied consent provision, and we are committed to working with those states.

However, passing a law does not necessarily prevent individuals from boating while intoxicated. It takes responsible boat operators and passengers to heed the laws and, failing that, strong enforcement of those laws. In 1999, the Safety Board launched a team to investigate a collision between two speedboats on a Minnesota river that killed all five people on board the vessels. The Board concluded that the probable cause of the accident was alcohol impairment, which led the two boat operators to engage in high-speed operations at night, and impaired their ability to determine the

movements of other vessels and take appropriate action to avoid a collision. Clearly, alcohol and boating do not mix, and enforcement of boating under the influence laws remains a key priority.

Third, we must increase the number of recreational boaters who wear personal flotation devices (PFDs). The Board's 1993 study on recreational boating safety indicated that 85 percent of those who drowned in a boating accident, and for whom information was available, were not wearing PFDs. The Coast Guard's 2001 statistics showed, 8 years later, that 73 percent of the boaters who died, drowned, and they estimate that PFDs could have saved 84 percent of them. Few other safety devices are so effective. I am pleased to see that PFD use is the theme of this year's joint Canadian/U.S. North American Safe Boating Campaign, "Boat Smart. Boat Safe: Wear It."

Fourth, we need to continue to improve the operational safety of personal watercraft (PWCs). In our 1998 safety study on PWCs, the Board identified the need for PWC safety standards, including improved design and controllability standards; improved safety instruction for renters of PWCs; and the incorporation of information on the safe operation of PWCs in all recreational boating courses. Response to those recommendations has been encouraging. However, the Board remains concerned that comprehensive standards designed specifically to address the safety risks of PWC have not been completed. To date, every state has incorporated the safe operation of PWC into their recreational boating safety courses. In addition, 30 states and the District of Columbia have implemented requirements for safety training of persons renting PWC. The remaining states all indicate that they are considering action on this recommendation.

Finally, but perhaps most importantly, we need to take aggressive steps to protect our children when they're on our waterways. By teaching children to be safe passengers, we hope to ensure that they will grow up to be safe boat operators. The Coast Guard has issued an interim final rule that addresses the mandatory wear of PFDs for those states who do not have state specific PFD requirements. The rule addresses waters subject to the jurisdiction of the United States. However, the rule does not address sole state waters nor do state/local enforcement officers enforce the Coast Guard rule. The Board has asked states to require the use of PFDs by all children aboard recreational boats. Currently seven states (Colorado, Iowa, Minnesota, New Mexico, Virginia, Wisconsin, and Wyoming), the District of Columbia, and three territories still do not require children under age 13 to

wear a PFD on state waters. Some states, such as Florida and Maryland, permit a child as young as six or seven, respectively, to ride in a recreational vessel without wearing this lifesaving protection.

States should also require boating education for children who are allowed to operate high-powered vessels. It just doesn't make sense that teenagers and young children are permitted to operate a vessel that can travel at high speeds without being formally trained and demonstrating their ability to safely operate that vessel. Every state probably has a story like the one I'm about to tell. A 17-year-old girl was killed by a speeding PWC operated by a 14-year-old boy who had completed no boating safety education. The boat pulling an inner tube with the 17-year-old girl was heading back to shore because the PWC was being operated in an unsafe manner. They didn't make it in time. Nebraska, as a result, is finalizing a mandatory education requirement this year. We should not wait until tragedy strikes to enact laws that we know are needed. We must put our children first when it comes to safety. And, by putting them first, we make recreational boating safer for them and for everyone who wants to enjoy our nation's waterways. By working together, we can continue to make a difference in the lives of families across America who enjoy recreational boating.

I want to thank the International Boating and Water Safety Summit for this opportunity to share with you and I congratulate all of you for your hard work and your efforts in improving recreational boating safety. Keep up your deep commitment to safety. I wish you all a very successful conference.

PERSONAL WATER CRAFT VS. POWERBOAT AWARENESS

This session featured comments from Karen Steely, Founder, Aaron's Foundation, and Monica Keys, Mother of Scotty. Both Aaron and Scotty were killed in water accidents.

The Aaron Foundation is a grass roots organization formed after our 13-year-old son Aaron was killed while operating a PWC on a Colorado State Park lake on July 14, 1996. The Aaron Foundation is dedicated to Safety, Education and Awareness. (SEA). We are trying to promote a safer environment for everyone that uses the limited waters of Colorado. We have testified for a law to set an age limit for the operation of motorized vessels. The state offers a book-only safety class that 14 and 15 year olds can take to operate a vessel. Our

Foundation offers a "Hands On" afternoon to put what the children learn into practice.

We also work closely with the State of Colorado Parks to help promote safe boating. We set up a booth at the annual Boat Show in Denver with hands on demonstrations including hypothermia.

The Aaron Foundation has also loaned the PWC that Aaron was riding on to NASBLA for their accident investigation program.

We are working on expanding our "Hands on Program" and also on a video that shows some of the important Do's and Don'ts of PWC's

Mrs. Keys shared the experience of losing her son, Scotty. Her story was well told and it touched the hearts of the Summit delegates. All were challenged by her presence and willingness to attend the Summit and to share her traumatic experience.

WOMEN IN BOATING:

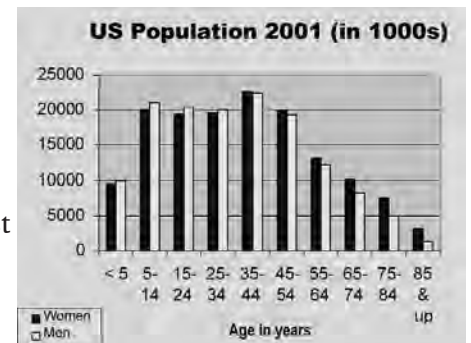
PERSPECTIVES, STATISTICS AND OPPORTUNITIES

This talk is aimed at revealing some statistics on women in this country and why the boating industry overall (all of us) might want to work actively to get this group more involved in boating.

Statistics: US Census data for the population in 2001 shows that women make up 51% of the population. If you look at the population by age group (i.e. 5-14 years, 15-24 years, 25-34 years, etc.) the biggest single group of people in the country is in the 35-44 year bracket.

Interestingly this is also the same age bracket that enjoys water sports the most. Powerboating activity is strongest within the 35-44 year group, as is canoeing, windsurfing and sailing. Water skiing peaks a little earlier, at ages 25-34. Canoeing is the most consistent participation across several age groups - apparently we can participate in that for a longer time period than in some of these other sports.

If you look at Dr. Cordell's *National Survey on Recreation and the Environment*, you can see that of those participants in the various water sports, there are more



men than women participating. Now, accepting the premise that the majority of boating activity is taking place within the 35-44 year group, take a look at the next year class coming along. The number of 25-34 year olds in our country is smaller, as is the age group behind that, and the one behind that. If we continue status quo, and continue to attract mostly men out of the same 35-44 year group, what is the future of boating? The answer is: smaller. No growth in the number of boaters, and probably no growth in the number of boats, which is important to some of this audience, and no growth in a lot of other activities and funds attached to boating. This helps provide a bit of background as to the question of why we might want to try to get more women into boating.

Now let's look at some of the market data on women, their spending, and their potential within the boating world. What a market! By 2010, women are expected to control \$1 trillion, or 60% of the US wealth. Women purchase or influence the purchase of 80% of all consumer goods. Women buy 50% of all cars and influence 80% of auto sales. This is a growing group. The number of working women in the US has more than doubled in the last 30 years. The number of affluent women in the US increased 68% from 1996-1998 while the number of affluent men grew by 36%. Forty percent of all US businesses are owned by women. Fifty-seven percent of single women currently own their own home.

Don't stereotype! Many of us have heard horror stories when a couple goes to buy a boat and the salesperson talks to the man only, or when a single woman goes to buy a boat and the salesperson asks when her husband will be arriving. Of women 15 years and older, 51% are married living with a spouse. That means 25% of them have never married, 13% are divorced or separated, and 10% are widowed. Don't let your actions mean that you are missing out on 49% of the women!

- Women earn more than half of the accounting degrees, and four out of 10 law degrees.
- So what can we do to increase their participation in boating?
- We can recognize some traits that are common to most women, incorporate them into our work, and understand there are some differences between the traditional male boater or male boating safety student, and this large group of potential boaters.

As decision makers, women tend to gather more information than men. *What are you doing to give them that information?* As decision makers, women consult

several sources to do "comparison shopping." *Can you help them? How about developing a matrix of their options or web links to help facilitate this comparison shopping?*

When women are buying, they like "insider" knowledge. *How can you help them feel they have an inside track? Have you considered using an email or using referrals/word of mouth to help them feel this "insider" link to your program?* When women are buying, they have their constituents in mind. This may mean their kids, their staff, or their mother in law who lives upstairs. Don't assume you know who their constituents are, but understand that these constituents serve a crucial role in decision making. The woman may not be able to get into boating if they don't feel their kids are safe or if they can't take spare the time away from their job.

Women learn differently. The following information comes from looking at a variety of successful programs, including a snowboarding camp, Ladies Let's go Fishing, Women's Sailing Conferences, the BoatU.S. web site surveys and learning research. Overall, women who are learning a new sport ask for the following from their learning environment: Help me learn to gain confidence, to reduce fear, and to improve my style or knowledge. A recent BoatU.S. womens web survey asked "What one boating service could you use the most?" The most common answer was specialized training.

Women also like to learn in an interactive atmosphere, and they want to learn with others in a cooperative setting. The highly acclaimed "Ladies Let's go Fishing" 2 day hands-on workshops with small classes, reinforce this notion, as do the 1 day Women's Sailing Conferences, held each spring in California and Marblehead.

Research shows that women ask for a chance to learn from someone other than a boyfriend or husband. One case study showed this desire in couples as young as 16! Some women benefit from role models and instructors with whom they can identify and relate. And they expect to be treated like smart adults, not like children, as they are trying to grasp new concepts and skills. Additionally a woman's self esteem (to get into boating) may be very influenced by home, culture and the media. (more on that later). In the classroom, studies show that most women will probably speak less than the men. *Think about teaching formats that are less confrontational and more inclusive to help address this.*

It may be difficult for women to learn because of other responsibilities, lack of time, money or childcare, and scheduling or transportation problems, insufficient confidence, and if they have been told they have to

learn by others! Think about how these potential obstacles could affect your outreach work.

Remember that I said that women's desire to get into boating may be affected by media images? Several slides of cover pages of scantily clad young women were shown, as well as covers of videos entitled "Fast Boats and Beautiful Women" and "Fishin' with the Big 'Uns" and some boat equipment sales literature featuring gaskets around a blonde in a bikini. These pictures were then contrasted with a cover of "Fishing and Hunting News" featuring a woman angler, smiling at a camera with her recent catch of an award winning trout. A picture of 2 women in charge of a powered up sailboat, a picture of a woman steering a motorboat with a variety of passengers, and a woman sailing instructor, were shown as examples of more gender empowering media impressions.

To wrap up the talk several action ideas were presented:

1. Become aware of your own and your organization's or agency's assumptions about women as boaters.
2. Help your organization or agency understand that women are the primary consumers in the United States.
3. Analyze the barriers that women face in your context. Address them.
4. Recognize and ingest the value and concerns of women as they apply to your aspect of boating. Address them.

Incorporate the higher information, delivery and customer service standards of women into your product, service and liter

Presented by Margaret Podlich, Boat US Foundation; Pam Dillon, American Canoe Association; Monita Fontaine, National Marine Manufacturers Association and Ruth Wood, Boat US Foundation

SMARTRISK

Tremendous energy has been dedicated to tackling diseases such as cancer and heart disease, but little attention has been paid to the issue of injury prevention - the leading killer of people aged one to 44.

Part of the explanation may lie in society's belief that car crashes, drowning or other injury-causing events are "accidents" - or acts of fate - rather than predictable events which can be prevented if we learn to better manage the risks we face everyday.

In the decade since I put down the scalpel to work in injury prevention, I've come to appreciate that most of us don't see the daily risks of injury we face. Nor do we think about how we can manage those risks. We may put on a seat belt from habit when we drive our own car, but fail to do so in a taxi. And all those children who drowned in swimming pools wouldn't have been heart donors if they'd lived in areas with adequate fencing legislation.

Individuals, organizations and governments all have a duty to learn what each of us can do to prevent injuries, because mourners shouldn't feel they can do nothing but lay flowers at the scene of a tragedy. They should feel confident knowing that everyone is working to prevent such tragedies from happening again.

Presented by Dr. Robert Conn, President and CEO, SMARTRISK Foundation

SURVIVOR SENSITIVITY

The sky is a beautiful blue. The air is crisp. The water is silky smooth and the fish are biting. Suddenly the boat makes a hard right turn, passengers from that boat are in the water and the boat is circling like a shark in pursuit of its prey.

I'm Phyllis Kopytko and I'm the survivor of a propeller strike. I am here also on behalf of my husband, Bob, and Paul, the fishing guide we hired. In baseball three strikes and you're out. In California, three strikes - you're in jail for the rest of your life. With an exposed-propeller, one strike will take your life or leave your dreams shattered for a lifetime. My husband Bob & I were celebrating our 19th wedding anniversary, when on June 11, 1994 were involved in a traumatic boating accident. The propeller struck once and Bob was dead, twice and Paul was fatally injured, a third time and I survived after 34 surgeries.

You have witnessed, responded to, reported on, investigated, read about, and/or discussed horrifying accidents. You are our rescuers, our 1st responders, safety watchdogs, policymakers, heroes.

People ask, "How the heck did that happen?" Refer to www.spin-site.org under actual accounts.

Paul wore his kill switch 85% of the time, but did not have it attached that day as there is no USCG/State regulation mandating its use.

Civilian heroes were abundant. Stephanie, 23, against her parents pleading, came from a nearby boat. I hung onto to her. David, and his brother-in-law Jeff, came with David's children on board. 2 civilians

removed me from the water. CG Aux arrived. I felt relieved.

My initial team of rescuers made me feel safe. Peace suddenly disappeared.. boom!. The professionals arrived. The atmosphere went to absolute chaos. From serene and secure to me being terrified. A heavy blanket suffocated me.

I heard, "Don't worry about that one, he's DOA". I was furious. I threw the blanket off my face. I yelled, "that DOA is my husband Bob." I heard a muttering of an apology. I was stuck in the anger stage feeling that not only was I disrespected, but Bob had been disrespected.

I needed to see my "heroes" David, Stephanie like a frightened child needs parents. I could only see a stranger, screaming, "What is your name?" I answered clearly. But he had the audacity to yell, "What is your name again?" How dare he!

As responders, to safeguard yourselves, you must maintain an emotional distance. We have just experienced a major trauma. **Our safety, recovery and future lie in your hands.**

Tips that are important for survivors to feel YOU understand.

1. An unconscious survivor may be able to hear
2. Survivors may be conscious and aware
3. Survivors are scared and humiliated - not a freak show, disburse the crowds of boats, especially when children are present
4. Use info given to civilians
5. Keep Initial rescuers close
6. Brave civilians are often untrained and traumatized-respect them.
7. Treat Family/friends with concern
8. Inform Survivors and family/friends where loved ones are being taken
9. Treat Survivors and deceased victims with sensitivity and gentleness.
10. Every responder serves as a foundation builder to strengthen/weaken survival and recovery.

Reporting an accident properly is critical to the future recovery and healing.

1. Details affect boating safety. Decision Makers need real numbers - specific causes of fatalities/injuries. Numbers RULE!
2. State multi-causes, i.e. propeller, off-throttle steering for PWCs.

3. Omission of "stats" makes victims feel worthless
4. The initial report is the primary source for the substantiating figures.

You want to report the chain of events that created the RESULTS of the accident, either fatalities or deaths. Don't let the Supreme Court do the job for Recreational Boating. Get data in to support regulations and/or changes to improve the safety. It's important to our recovery and healing.

I went from being a manager, a workaholic; a wife of 19 yrs; an avid boater & fisherman; determined and independent; a traveler - to the person I am today. A person with disabilities, still determined; a widow; less independent; taking life slower; a safe boating advocate; an active member of SPIN!; a public speaker; a traveler; but a BOAT WATCHER.

There is no experience like the feel of the wind at your face as a boat glides gracefully across glass-like waters. I hope to relish in this experience again someday. With us working together to implement safety measures, I will reach this goal. Take care when reporting the accident. When you omit the details, you get in the way of the remedy and my recovery. Your not only there to stop the hemorrhaging, but your there to shelter the shattered psyche.

Presented by Phyllis L. Kopytko, Inspirational Speaker

VICTIM SENSITIVITY - CONTINUED

Ladies and Gentlemen, and most of all, friends, who gather together for the most unselfish of all reasons, to save the lives of others, it is a privilege to speak to so distinguished an audience. I was asked to speak from my experiences, to show how we all can work together to promote boating safety. It is said a speaker must know the audience in order to reach them, and I would have to agree. In my assessment of this audience, I would venture that many, and maybe even most of you have grown up on the water, experienced high adventure, and sought and achieved gratifying experiences with nature, the elements, and your friends and families through boating and other water-related activities.

We all wear "hats" that describe who and what we are: we may gardeners, hikers, cooks, boaters, cyclists, pilots, carpenters, hunters, fishers, parents, brothers, sisters, and so on. We sit comfortably in some of these titles, while others of these examples may be totally foreign to our individual experiences.

My brother is a pilot, and has sometimes taken me up in his small plane, where I was not entirely comfortable with the controls, the dials, the radio. I was grateful he was an accomplished and licensed pilot, and prayed especially for his good health when I realized that if something happened to him I might need to land the plane. When I do fly commercial, I always trust the credentials of those who see me and my family safely from one airport to another. So imagine my phone call to Tim Spice one day, offering my services as a boating safety advocate:

The speaker then recalls the telephone conversations with Tim Spice, Texas

Tim survived our exchanges with his usual good nature. I took the class, and pitched boater education for the next few seasons whenever I could. Locally, I worked with the Safe Kids Coalition when they did their back yard drowning prevention, bringing out the boater education pamphlets WalMart so nicely provided, and showing examples of life jackets.

In the PWC venue we linked with other families who had experienced tragedies on PWC and with the help of the Army Corps of Engineers, developed a simple poster that could also be used as a handbill by lake officers. This time it was Madeline Morgan who helped me get real about what would work: The first poster I presented her with was a virtual novel. She politely explained that nobody at the lake was going to stand there and read all that information. With her help, and that of Tom Ebro, a water safety specialist who contributed some key elements, we put out a poster that would work.

The poster traveled with us to NASBLA, and to this venue, the Water Safety Summit. Somewhere along the way, I met Fred. In an oh-by-the-way conversation, Fred and I realized I could help him with legislation that was pending in Nevada. A dear friend of mine served as an assemblyman, and would be willing to listen fairly to arguments for mandatory boater education. I couldn't guarantee we could predict his position, but I knew he was a solid citizen, a great man. And he was. Tom Collins helped sponsor the bill that passed in the State of Nevada.

Representing the Coalition, my next meeting was in Washington D.C., with the Coast Guard at the National Boating Safety Advisory Council. There, I became acquainted with the SPIN Foundation. For the first time since my daughter's death, I was able to look into the eyes of other women who were as determined as I was to see that others did not have to die, because WE could influence decisions that were being made. Phyllis

Kopytko and Marion Irving De Cruz were several years ahead of me in their quest to improve boating safety through applying technology that could save, no, spare lives.

Captain Scot Evans recently noted that NBSAC minutes and recommendations were being reviewed in a landmark Supreme Court ruling. In explaining their unanimous ruling, Supreme Court Justice Stephens cited the Federal Boating Safety Act of 1971, saying the Act had a "more prominent objective, emphasized by its' title, of promoting safety." As Marion Irving De Cruz, founder of SPIN (Stop Propeller Injuries NOW!) has stated, "We need to provide safe boats, safe environments, safety regulations on the state and federal level, safety education...not just the least possible, not the minimal, as the language of the Boating Safety Act is sometimes interpreted to be."

Our work is wherever we are. Two years ago in Texas, our bill sponsor withdrew when he learned that there would be opposition from the rental industry. We have set out to educate the liveries to help them understand that liveries in states with mandatory education have not suffered losses, and that insurance costs decrease when boater education is in place. This year we hope to see the cap taken off the boater education law that now affects only youth.

In south Texas, a lovely lady, Bonnie Harrell, whose brother was killed in a boating accident has collected petitions with hundreds of names calling for mandatory boater education. She keeps the boater education classes in her area full, signing up as many people as possible. We stay in touch, trying to coordinate efforts toward that education package that would affect all boaters. In Nebraska, the Rader family, whose 17-year-old daughter died just last year in a personal jet craft accident, is hard at work with legislators and boating law administrators to pass a mandatory education law, tougher enforcement laws, and funding for boating law enforcement.

Across the nation there are people like us who have lost our dearest family members, our own limbs, and have suffered changes no one would want to experience because of boating accidents that might have been prevented on one level or another. People love to boat.

I've tried to explain why we do this to my friends back home who I'm telling "Well, I can't, because I'm going to Cleveland this weekend..." I tell them, "To not do this would be like seeing a building on fire and not stopping to tell the people inside to get out."

Monica Key, who lost her son, Scotty in a PWC-Boat accident, said to me, "We do this because someone

else didn't do it for us. If we do this, someone else won't lose their son or daughter." I'm not entirely comfortable in the boating safety hat, but I'm wearing it. Although I wish I'd never had to put it on, there are people wearing this same hat that I treasure knowing, brave people, strong people, people willing to step outside their comfort zones to save the lives of people they may never have to meet. Very simply, in our own individual ways, we love people. If people love to boat, we want to help them know how to boat safely, and we want to make the experience as safe as possible. It is my hope and prayer that our work together will bring about the prolonged lives of many happy, unsuspecting people.

Presented by Nita Boles, Co-Founder of The Coalition of Parents and Families for PWC Safety.

DROWNING: DISEASE OR SHIPWRECK?

WITH NOTES FROM THE FIRST WORLD CONGRESS ON DROWNING

Why is drowning not getting the attention it deserves? If drowning was seen as a disease spreading through the population (which it is), or a disaster at sea where souls tragically perish (which it is), then it would be front page news and safety commissions and investigations would immediately ensue.

Although the World Health Organization estimates that almost a half million people drown each year, with 90% of these fatalities occurring in low and middle income nations, the so-called developed world continues to view drowning as accidental, mysterious and almost mythical. In our perceptions and reactions, in terms of public policy, budgets and regulations we have failed to embrace new knowledge and tools to eradicate this predictable and preventable loss. Incredible advances have been made in technology, human resource and protocols in the areas of rescue and treatment of those involved in potential or near drowning incidents. However, improvements in prevention of these incidents have been dictated by the academics, epidemiologists, and rescue professionals who quite rightly wish to prevent a death or serious/long term injury to those who come under their care.

True Prevention is not being addressed at the root cause of incidents, where historical, social and psychological factors affect not only the behavior of individuals but also safety, educational and regulatory organizations.

Issues around access to basic survival swimming, self-rescue and resuscitation training continue to be underrepresented. The effects of moderately cold water, including cold shock and swim failure tend to be confused with long term immersion hypothermia, and are not given the importance they deserve, particularly in regards to the wearing of flotation devices in pleasure craft and small vessels for recreation or commercial uses. Resistance to the building of four sided fences with self closing and self latching gates around swimming pools, and blindness and denial in the discussion of the fallibility of child supervision illustrates the general lack of awareness and respect for water as a high risk environment.

Prevention strategies must affect attitudes and actions. The ethics of individual responsibility, the duty of care of homeowners, boat owners and operators must mesh with the duty to warn of safety organizations and regulatory policy makers. Those of us involved in risk education must set the bar higher for ourselves, set the best example and not bend to compromise when the sin of omission can result in needless tragedy for those we are trying to protect.

Presented by Roxanne Standefer, SafetyinAdvertising.com, representing getWaterproof.com



The afternoon presented opportunities for the following meetings:

- International Boating Safety Campaign Workshop
- Corps of Engineers
- Federal Energy Regulatory Commission (FERC) Hydropower
- Operation Boat Smart Training

The evening included an International Delegates Reception and an evening on the town.

TUESDAY AT THE SUMMIT

BREAKOUT TRACK SESSIONS

CLASSROOM CURRICULUM FOR BOAT AND WATER SAFETY

Corps of Engineers personnel at Enid Lake developed a new technique for providing water safety training in area schools. Local school officials were contacted with a plan to provide water safety training to students as part of their regular school curriculum. A lesson plan was developed that included boating laws, proper equipment, care for equipment, dangers in fueling, rules of the road, proper use of personal flotation devices water skiing and swimming safety, recognition of emergencies, rescue techniques and cold water survival.

The course is offered in the fifth grade due and four schools were targeted for training and the first classes were in September, 2002. Corps rangers taught a class monthly throughout the school year. A number of techniques are used to maintain interest; games, outdoor exercises, films and videos are incorporated along with classroom instruction.

It was evident that the students were learning the material from review test given throughout the year and the excitement displayed by the students when answering questions in class.

After completion of the course in May, students received award certificates for the successful completion of the water safety course. In the State of Mississippi, anyone born after 1980, must complete the Mississippi Basic Boating Course to operate a boat.

All of Enid Lake rangers have completed the State Instructor Course and are certified to teach the course in its entirety. Along with the required materials of the Mississippi Basic Boating Course other materials prepared by Enid Lake Rangers are taught. All students completing the program are awarded certificates from the Mississippi Department of Wildlife, Fisheries and Parks and are entitled to operate a vessel when they become of age.

Over 300 youngsters participate in the course each year and Lake personnel have received requests to provide the course in other local schools. By providing this training to young people in our area, it is the goal of personnel at Enid Lake to soon have a generation of water safety conscious people enjoying our water resources.

Presented by Thomas Brooks and Michael Robison, Park Rangers, U.S. Army Corps of Engineers

SURVIVING OUTDOOR ADVENTURES

Drowning is a leading cause of death nationally and Alaska leads the nation in per capita fatalities to drowning. Responding to this tragic situation, the Alaska Marine Safety Education Association (AMSEA) was formed in 1985. Since then, over 100,000 people have been trained. AMSEA's training of commercial fishermen was shown to be a factor in the lowered drowning rate for the profession in the Gulf of Alaska (study by Jennifer Lincoln, NIOSH, 2001). The same teaching techniques and some of the same information has been used in schools and non-commercial boating training programs. Hands-on training is emphasized.

Built from the experiences of a network of 700 instructors trained over a 16 year period, Surviving Outdoor Adventures is a K-12 curriculum, modular in form, and cross-curricular. It emphasizes hands-on learning and is dynamic because new activities are regularly added. The program covers cold water safety and survival, small boat safety and survival and land safety and survival. The presentation gives an overview of the program and introduces activities from the curriculum.

This educational session provided an introduction to Alaska Marine Safety Education Association's (AMSEA) Surviving Outdoor Adventures which has been found to be useful for classroom teachers, recreation program leaders, and agency personnel teaching the public. Participants experienced the opportunity to become acquainted with the curriculum by doing activities which covered small boat safety, basic navigation skills and PFDs and hypothermia.

AMSEA is a non-profit whose mission is to reduce deaths from drowning and hypothermia through education and training. We specialize in hands-on training and trained 12,000 people in 2002: recreational boaters, children, agency personnel and commercial fishermen. We train the trainer as well as users.

Presented by Marian Allen, Michael Jones, Jerry Dzugan and Steen Campbell, Alaska Marine Safety Education Association

BROADCAST MEDIA'S APPROACH TO WATER SAFETY

In this day of ever increasing opportunities for communicating with our visiting public, our local broadcast media can be a wonderful asset or the proverbial thorn in our side. So, how do you build a rapport with your media? It can be as simple as calling your media and inquiring how to broadcast your PSA's or purchasing airtime for your message. One of the easiest ways to develop a contact is when the media comes to your project to cover an event or accident, talk to the reporter and ask how to get your message out. What is broadcast media's view of water safety? Broadcast media is always seeking new ways to attract readers, listeners or viewers and show their value to the community they serve. A sincere emphasis on promoting the safety of that community will do just that.

Regardless of how you make contact with your media, the benefits are outstanding and long lasting. These benefits include a greater audience for your message, an opportunity to cover a wider variety of topics over a longer period of time, and adding credibility to your message and agency. The coverage area of a medium television market, for example, Memphis, TN., covers 640,000 households. Where else would you possibly have that large of an audience for a boating/water safety message? Rather than trying to cover everything you would want to talk about boating/water safety in 30 minutes, you can now break the topics down and cover each topic, a little at a time. The emphasis you place on your message will convey your sincerity and add credibility to you and your organization. You then tend to become a spokesperson for your cause, and if you conduct yourself as a professional, the words you speak will resonate with integrity. Remember, your media is in the information business; they want to tell a truthful story.

Developing your media partnership greatly enhances your boating/water safety awareness education program. You might have to educate your media source before you can educate the public. By the participation of your media source, your message will now be carried far beyond just your area of operation. Your media contact will gladly assist you in shaping your message, that is, helping you develop an informative and professional message. This is their area of expertise, solicit their ideas and use their advice for getting your point across. A successful use of broadcast media can develop into a long-term program that can address the different aspects of

boating/water safety with the ever-changing visiting clientele. Think outside the box and get your message out there and then make a difference in your corner of the world for boating/water safety.

Presented by Ernie Lentz, Park Ranger, U.S. Army Corps of Engineers

FERC ENVIRONMENTAL INSPECTIONS

PURPOSES OF ENVIRONMENTAL INSPECTIONS

- To verify a project's on-the-ground compliance with all environmental requirements.
- For projects not in full compliance, to initiate and confirm licensee/exemptee actions to attain on-the-ground compliance with all environmental requirements.
- To assure that FERC's regulation of hydroelectric projects is compliant with Federal environmental laws.

CONCEPTS REGARDING ENVIRONMENTAL INSPECTIONS

- Inspectors are authorized representatives of the Commission and must be responsible, reasonable and professional.
- Inspectors must know all a project's environmental requirements, where they come from and why they are important.
- Inspectors must understand the project, how it operates and the constraints under which the licensee/exemptee operates.

BENEFITS OF ENVIRONMENTAL INSPECTIONS

- Assurance of licensee/exemptee compliance with environmental requirements.
- Assurance of Commission compliance with environmental laws.
- Providing a forum for proactive problem solving.
- Avoidance or minimization of future environmental problems.
- Avoidance or minimization of future public safety problems.
- Establishment of good working relationships with licensees/exemptees and resource agencies.
- Cross-education of licensees/exemptees, FERC staff, and resource agency staff.

- Face-to-face contact between FERC staff and regulated organizations, resource agencies, and their representatives.
- Expression of FERC interest in licensees/exemptees, their projects, and their concerns and challenges.
- Expression of FERC interest in resource agencies, their mandates, and their concerns and challenges.

INSPECTION STEPS

1. Identification and grouping of projects
2. Research
3. Inspection confirmation letter based on contact/coordination of licensee/exemptee representatives and resource agencies
4. Logistics
5. Compilation of inspection aids
6. Pre-inspection meeting
7. Inspection
8. Post-inspection meeting
9. Additional coordination after inspection
10. Post-inspection letter
11. Possible extension of deadline or modification of remedial measures
12. Environmental inspection report
13. Reminders and tracking

The session provided a list of specific problems identified during inspections and offered specifics for each. One such item listed was the features that represented a hazard to the recreating public and referenced the FERC publication, "Guidelines for Public Safety at Hydropower Projects" which is available at <http://www.ferc.fed.us/hydro/docs/psguideline.pdf> as well as the publication design guidelines for accessibility available at <http://www.access-board.gov>, and the usual cited source for raptor-safe design criteria: a 1981 publication by the Raptor Research Foundation (Research Report No. 4) titled Suggested Practices for Raptor Protection of Power Lines: The State of the Art in 1981.

In conclusion, a sampling of devilish details were presented in slides showing project facilities taken during environmental inspections, some of which included:

- ★ New jet ski rental dock without adequate refueling facilities to prevent pollution
- ★ Prohibited public boating while employees at the company resort have dock and boats
- ★ Diversion with overflow-weir release to the canal versus plug-prone pipes as only discharge to the stream
- ★ Poor visibility of low-floating log boom without navigational aids
- ★ Oil-water separator up on blocks for two years while awaiting funding for installation
- ★ Recirculating toilet with step and pump barriers to accessibility at new wheelchair-accessible regional visitor's center
- ★ Wildlife mitigation area with lack of cover due to exposed mineral soil
- ★ Grounded biffy (floating toilet) with unpumped raw sewage
- ★ Permanent residents precluding public access to the campground
- ★ Dewatered lowest staff gage in stream channel below the diversion dam
- ★ Lack of safety barrier upstream of overflow dam at fly fishing resort and overflowing fish ladder
- ★ Non-accessible portable toilets and non-accessible route to closed high-elevation restroom
- ★ Possible fish screening problem at canal headworks if the bear (in photo) is getting fish off the intake rack

Presented by Antonia Lattin, representative of the Federal Energy Regulatory Commission

EXAMINATION OF PADDLESPORT FATALITY DATA AND ACCIDENT TRENDS FROM AN INDEPENDENT REVIEW

Are paddlesport fatalities accurately portrayed in the larger community of boating accident safety statistics? This session examined the statistics and discussed the findings. In reviewing the paddlesport fatalities, the presenters identified what the causes of death were and how they impacted the numbers within the fatality statistics.

Reported Canoe and Kayak Fatalities 1980-2001

Source: Bruce Schmidt, U.S. Coast Guard

Canoe/ Kayak Year	Fatality Statistics*		Total Canoe/ Kayak Fatalities	Total Boating Fatalities	Percent of Total Fatalities
	Drownings	Other Deaths			
1980			146	1,360	10.7%
1981			144	1,208	11.9%
1982			159	1,178	13.5%
1983			137	1,241	11.0%
1984			113	1,063	10.6%
1985			102	1,116	9.1%
1986			108	1,066	10.1%
1987			78	1,036	7.5%
1988			75	946	7.9%
1989			90	896	10.0%
1990			90	865	10.4%
1991	90	9	99	924	10.7%
1992	78	2	80	816	9.8%
1993	89	2	91	800	11.4%
1994	73	5	78	784	9.9%
1995	91	5	96	829	11.6%
1996	60	4	64	709	9.0%
1997	96	14	110	821	13.4%
1998	105	10	115	815	14.1%
1999	80	4	84	734	11.4%
2000	93	11	104	701	14.8%
2001	94	7	101	681	14.8%

*Published statistics for 1980 - 1990 do not report the cause of death

Presented by Gordon Black, American Canoe Association Director of Safety Education and Instruction and Bruce Schmidt, U.S. Coast Guard

BOATING UNDER THE INFLUENCE (BUI)

UNITED STATES COAST GUARD REGULATIONS & POLICY

This session was a participative lecture that covered the Coast Guard's regulations and policies regarding BUI enforcement. Presentation included discussion on applicability, enforcement actions, boarding policy and procedures, field sobriety testing and interagency cooperation.

This "open forum" session stimulated discussion and questions on related law enforcement concerns:

Why does the Coast Guard turn intoxicated individuals over to local law enforcement agencies?

Why doesn't the Coast Guard just arrest these individuals themselves?

Will Coast Guard boarding officers appear in court?

These questions and more were addressed and answered.

Other topics covered during session included the following:

Federal Fines for BUI

BUI Boarding Process

Enforcement Actions

Enforcement Limitations and

Policy Goals: To ensure an intoxicated operator does not operate a vessel or motor vehicle and to educate the boater.

Additionally, USCG Field Sobriety Test Performance Report forms were reviewed and made available. Many agencies have adopted and use this sheet to assist with their BUI enforcement efforts. This product may be modified to suit specific needs. It also helps promote standardized field sobriety testing nation wide.

Presented by Joseph Carro, USCG Office of Boating Safety, Recreational Boating Safety Specialist, Law Enforcement Liaison

GETTING INTO THE "POCKETS" OF YOUR TARGET GROUP

This program explained the importance of getting to know your target group in a number of ways including looking into their "pockets."

Canada is comprised of 30 million people, about one-tenth of the population of the USA. There is more inland fresh water in Canada than any country in the world and add to that 3 oceans, which makes for a very inviting place for recreational boating. The boating season is shorter but on average, about 40% of Canadians getting into a boat each year.

Annually, there are on average, 159 boating deaths. The Lifesaving Society has tracked fatality data for over ten years, collecting data from the provincial coroner's and publishing the data in an annual report. The trends are relatively unchanged from year to year and there are the usual suspects:

- About 90% of drowning victims are men.
- About 87% of boating related drowning victims were NOT wearing a lifejacket or PFD.
- And about 2/3 of boating fatalities involved boaters in powerboats.

In Canada we have a formidable challenge to reduce these fatalities. Although our population is only 10% of the US, we have 1/5 of the number of drownings - 150 versus approximately 700 fatalities in the US - and we have more inland water...

The Lifesaving Society is a national volunteer organization and registered charity. We represent

Canada in the Royal Lifesaving Society Commonwealth comprised of over 50 countries, and we represent Canada in the International Lifesaving Society or ILS. The Lifesaving Society's mandate is to prevent drowning and water-related injuries. Our time is spent educating Canadian lifesavers. Our first class was in 1896.

Lifesaving Society's annual boater safety campaign is a behavioral change campaign, which is different than an educational goal. In developing our campaign we:

1. Determine the overall campaign goal.
2. Identify the target group and then find out what is in their "pockets"
3. Select the right talent to ensure that you have a brilliant campaign idea.
4. Execute the idea in a surprising, compelling way.

The Campaign Goal

Find out where you want to go, by picking your destination. Make sure the goal is relevant and realistic for your campaign because this is also how you will judge the success of your campaign....whether you have reached your goal.

I first look at the research, specifically the annual drowning report. It indicates who drown, what they were doing when they drown, location of incident, when the fatality occurred and any factors, which may influence all of these facts.

Developing a "Social Marketing" Campaign

The principle behind marketing is to get people to buy things. Social marketing is different. With it you want people to change their behaviour in a way that will affect and hopefully improve their social welfare. So, it is marketing with a more personal outcome - one more challenging and complicated than a marketing problem.

Providing facts and educating people is seldom the most effective way to change behavior. So the distinction we make here is to move beyond providing facts to change behavior. You really need to understand your target group...to get into their "pockets."

Getting Into The Pockets of Your Target Group

It has been said: "If you are talking to everyone, then you are talking to no one!" I believe this to be true. You really need to narrow down the target group. Then, you need to spend time to determine who they are their attitudes, activities and interests. One way to differentiate is to divide the target group into 2 sub groups: one group of those who have adopted the behaviors or actions desired and the other group is

those who have yet to do so. This can help us understand our target group in more detail and helps us identify what it will take to achieve the desired behavioral change. Some demographic factors to consider: age, sex, level of education, family composition/marital status, household income, type of occupation etc.

The next step is to study the group, which accepted behavior and analyze what has made them behave in this desired manner. What are the behavioral factors that have influenced their decisions? Some of these factors include: their awareness of the issue, current attitudes, perceived benefits and consequences of changing their behavior. Other factors would be the predisposition of the target group to change, identifying any barriers such as time, access, monetary costs and very importantly determining the belief of the target group of their ability to change.

The lifestyle profile for those with desired behavior and those without would include: the fundamental values and beliefs of each, the influence and credibility of their networks (friends, family, colleagues, professionals), the types of organizations/groups to which they belong, lifestyle and interests, media habits and the locations where the audience can be reached (schools, work, marinas, boat shows etc.), shopping habits etc. After this exhaustive analysis we hopefully can draw some conclusions.

Then the next step: determine which components distinguish the two segments. Using life jacket wearing as our example, we would ask ourselves, what makes someone choose to wear a lifejacket and someone else choose not to wear one? What we want to do is learn from the wearers and use it to convince the non-wearers to wear one.

Talking to boaters would be the ideal strategy to obtain desired information. A reputable consumer research company might be the way to go. If this is not possible, try getting a number of key people in your organization together and force them to answer the questions. Frame their thinking in terms of "social marketing" versus "education", and this might yield valid results.

Brilliant Campaign Idea

Make sure you have the right talent to ensure you have a brilliant campaign idea. I recommend you get some expertise or professionals in the communication/advertising area. You may have skills to develop strategy and target group definition, but it is a challenge to develop the "big idea". I have hired communication experts from advertising agencies to

developed campaigns - for free. It is called pro bono work. They welcome the opportunity to work on a rewarding project. Brilliant ideas are hard to come by.

Execution of the Idea

Now you must execute the idea in a surprising, compelling way. Most memorable campaigns include an element of surprise and are executed distinctively. We want to stand out. Thank you and good luck!

Presented by Barbara Byers, Public Education Director, Lifesaving Society of Canada

A SUCCESSFUL COOPERATION BETWEEN PRIVATE COURSE PROVIDERS AND A STATE AGENCY

Over the past decade, the US Coast Guard has made great strides in shifting the responsibility of training and testing for licensing to private operators. The American Sailing Association (ASA) and the Texas Parks and Wildlife (TPWD) adopted a model as the basis of their agreement to work together.

The Texas Water Safety Act requires boat operators born after September 1, 1984 to pass a National Association of State Boating Law Administrators (NASBLA) approved boating safety course. Instructors qualify to award the state certification by submitting a TPWD game warden / instructor interview form, a TPWD instructor application and attending a TPWD instructor orientation.

ASA's Basic Keelboat course is approved by NASBLA. ASA has trained thousands of sailing instructors throughout the country over the past two decades, all of which teach that course. By expanding the scope of ASA's instructor training in Texas to include the state requirements, ASA instructors will now issue the state certificates to students that complete ASA courses.

The ASA and the TPWD acknowledge that working together has enhanced the reach and breadth of both programs. ASA gives each instructor an additional service they can provide to students while TPWD gains access to a group of professional boating educators they might not normally reach.

At the Summit, this story was told. It summarized how the partnership benefits the private course provider.

Presented by Jeff Stack, American Sailing Association

A GOVERNMENT / PRIVATE COMBINED EFFORT TOWARD YOUTH WATER SAFETY

In Clark County, Nevada, there is a unique situation whereby an educational collaboration of organizations works together to protect the youth in the public / private environment of swimming pools and water features within the surrounding area which includes Lake Mead and Lake Mojave National Recreation Area.

This session, represented by a panel of presenters, described this multi-faceted approach, which was developed toward a common goal to protect the children. Because of living in the desert, the million plus populations gravitates to the multiple water features, thus resulting in a dense recreational area. During the presentation the panel explained how both public and private organizations have put aside differences to work together in developing safety standards and a variety of educational programs for the existing water environments.

There was an overview of the Desert Valley Water Safety Council's billboards and posters. The unified Pool Ordinance was reviewed, area demographics were presented and the various partners were identified. Some of these were SAFE Kids Coalition, area fire departments and hospitals, private businesses. Also represented were the Southern Nevada Diver's Association, Clark County Boating Committee, Lake Mead Boat Owners, Clark County Development Services Department, the Clark County School District's Sea Partner Program and the USCG Auxiliary.

Presented by Bill Wagner, Desert Valley Water Safety Council; Ron Lynn, Clark County Development Services Department; Mary Ellen Britt, Emergency Medical Services Coordinator; and Ronn Lott, the Sea Partner Program

DAM REMEDIATION RESERVOIR LEVEL SAFETY ISSUES AT FERC PROJECTS

This session discussed a variety of safety issues resulting from low water levels during drought conditions at a variety of Federal Energy Regulatory Commission projects throughout the United States. Along with presenting these unusual safety concerns, they related it to dam remediation, identifying specifically the dam remediation work at the Saluda Project.

Presented by David Hancock, South Carolina Electric & Gas and Larry Gilbert, Santee Cooper Power Company

PADDLESPOUT FATALITY STATISTICS: TRUE OR FALSE? A PANEL DISCUSSION

The purpose of this session was to address reporting practices of various groups and individuals to consider the validity and inclusiveness of paddlesport accident data.

The presentation started with a visual review and verbal description of the various types of canoes and kayaks on the market. These included a variety of boats made for flat water, surf, river, and whitewater and a variety of models for surfing, squirting, touring, camping, and general recreation use. A key element in safe boating is to ensure the boat type is suitable for the type of water and activity that the paddler is participating in, yet often the details of the boat are not captured in the boating accident report. Was the boat appropriate for the type of water? Did the boat have supplemental flotation? Was the paddler wearing a helmet and cold protective gear? Etc.

A greater question was considered: Are the statistics reported consistently and are there practices that would allow more uniform and accurate reporting of canoe/kayak fatalities?

A distinguished panel provided insight to these questions. The panel consisted of:

- Captain Scott Evans, US Coast Guard, Chief, Office of Boating Safety
- Fred Messman, Boating Law Administrator - Nevada Division of Wildlife
- Charlie Walbridge, Noted Safety and Rescue Expert, Trainer and Author

It was generally acknowledged that accident-reporting data is critically important. If we do not properly report the accident cause, then how do we know how to fix it? The current data instrument being used is the federal and state Boating Accident Report (BAR), but due to various state definitions a number of inconsistencies were noted. These include, but are not limited to:

- Differing definitions of motorized canoes - In most states, these are considered powerboats but they are totally in canoe and kayak totals in the national fatal statistics.
- BARD data does not consistently capture fatality information from commercial (guided) trips including organized groups such as scouts.
- Definitions for various types of inflatable boats are not consistent.

- Boat types, such as touring kayak versus whitewater kayak versus recreational kayak, are not generally noted on the BAR. Accidents involving these differing watercraft indicate specific program and instruction needs, but the information is not captured.

The panel of experts addressed these and other issues. It was generally acknowledged that issues exist. The Boating Accident Report form is in the process of current revisions. Each panel member made a plea to the paddlesport community for active involvement in education and training and collaboration regarding better reporting and safety awareness.

Moderated by Pamela S. Dillon, American Canoe Association

Panel members: Charles Walbridge, American Whitewater, Fred Messmann, Nevada Boating Law Administrator, Captain Scott Evans, US Coast Guard Office of Boating Safety

OPERATING UNDER THE INFLUENCE (OUI) CHECKPOINTS: A MULTI- JURISDICTIONAL APPROACH

Nearly 12 years ago, the Nevada Division of Wildlife and the Arizona Game & Fish Department, joined forces with the National Park Service to combat the problem of boaters Operating Under the Influence (OUI) on the interstate water complex formed by Lake Mead, Lake Mohave and the Colorado River. Through the years, the multi-jurisdictional "OUI Checkpoint," has proven to be one of their most productive tools for reducing the number of drunken boaters on these busy waterways. This presentation offered a "cook book" approach to organizing a successful OUI checkpoint, covering everything from the planning through the follow-up phases.

Overview of the multi-agency checkpoint program - what is done - follows:

- Preplanning Phase:
 - Location
 - Developing a Plan of Operations
 - Legal considerations
 - Central command person - one guy in charge
 - Media
 - Education materials
 - Staffing
- Operational Phase
 - Implementation steps - nuts & bolts
 - Who does what

Buoys & test subject selection
 How tested
 Jurisdictional concerns / processes
 Testing
 Citations
 Arrests

- Follow-up Phase
 - What happens now?
 - Reports
 - Media

Presented by David Pfiffner, Nevada Division of Wildlife, and Tim Baumgarten, Arizona Game & Fish Department

ONLINE COURSES NEED ONLINE TESTING

As the number of states requiring some form of mandatory boater safety education increases, the task of teaching and testing the necessary curriculum to millions of boaters becomes an immense job. While instructor taught, classroom delivered education and testing will continue undiminished, it is important that other formats for both teaching and testing come on line as quickly as possible.

Fortunately, technology is available to assist in doing this work. The United States Power Squadrons, and the Coast Guard Auxiliary have entered into an arrangement with BoatEd to implement an on-line testing service to be used with America's Boating Course. This testing system has been developed by BoatEd over the past several years and is reasonably secure (98%), cost effective, available when the student wants to take the test, leads the student back to the course for correct answers to missed questions, has practice exams, and allows for automatic issuance of the course completion certificate and appropriate state boater's card.

Presented by John VanOsdol, USCG Auxiliary and James Roeber, U.S. Power Squadrons

PARTNERSHIP - WIN, WIN FOR RECREATIONAL BOATING SAFETY

This session explored the opportunities between the USCG Auxiliary and other organizations. Successful partnerships/MOU's between the United States Coast Guard Auxiliary and the Corps of Engineers, Boat/US Foundation, West Marine and others were discussed. Presentation outline follows:

- The Auxiliary is a premier boating safely organization offering public education classes, vessel safety checks, marine dealer visitors, marine environmental protection and patrols. There are over 36,000 trained volunteers with public education instructors, vessel examinations, marine dealer visitors, aids to navigation verifiers and coxswains/crew members.
- Recognition and understanding of each other's programs
- Discovered that messages both organizations wanted to stress were the same
- Youth program materials
 - shared resources
 - realized economy of scale benefits
- Project opened door to future projects
- Strong bond developed
 - MOU between Corps and USCG Auxiliary
- Validation of boating safety messages from two strong boating safety groups

SUCCESSSES

- West Marine
 - Shared contact with the boating public
 - Bring boaters into store
- USCG Aux
 - Shared contact with the boating public
 - Virtually untapped venue for the promotion of the RBS message
 - Locations for boating safety booths & public ed classes
- Boat/US
 - Shared contact with the boating public
 - Bring boaters into store
- Reduction in dues
- Reduction in insurance
- Shared contact with the boating public
 - Virtually untapped venue for the promotion of the RBS message
 - Locations for boating safety booths & public ed classes
- Discount for towing package
- Provides funding for Auxiliary publication - "The Beacon"
- Provides a "course line" for boating safety classes

- Award for "Best Flotilla" in nation
- Provides copy of "Seaworthy" magazine to public education officers at no cost
- Boat manufacturers to "spread" the boat safely message

What unmet need(s) does your organization have?
How could partnership with the USCGA help you meet those needs?

Presented by Capt. Bob Melvin USCG (ret), Deputy Department Chief Boating, USCG Auxiliary

INLAND WATER SAFETY AND EPIDEMIOLOGY OF DROWNING IN THE UNITED KINGDOM

Goal: To create a picture of the issues that are present in the UK, highlight trends in inland water drowning, and look to the future for solutions.

Target Audience: Search & Rescue Coordinators, Epidemiologists and safety education organizations.

Dr. Wilson summarized the Epidemiology of non-intentional inland drownings in Great Britain, 1989 - 2001. There were 3,556 people that drowned in lakes, reservoirs, rivers, streams and canals in Great Britain during that period, however there had been little research undertaken into the epidemiology surrounding these drownings. Of this total, 81.1% were male and 18.9% were female with 0.1% unreported gender. Most of the males were between 15 and 29 years of age. However, the highest annual incidence rates were found amongst males over age 80. There were more drownings (42%) during the May - August months. Nearly 64% of the drownings occurred in rivers, 23% in lakes and nearly 13% in canals. The remaining 43% were unknown. And, the areas with the highest frequency of drownings were the large urban areas.

Ms. Henderson discussed the future - how trying to create a picture of the epidemiology of inland near drowning and water related incidents. Currently there is no provision or coordination of inland water rescue. According to figures from the Royal Society for Prevention of Accidents, there were 568 drownings in 1998. An estimated 341 of these occurred in inland water sites such as rivers, canals, lakes and reservoirs. In 1999, the number was 569, but the number of these occurring at inland water sites increases. At sea, there is a coordinated approach to providing both rescue resources and data collection in the form of the Sea Related Emergency Monitoring (SEAREM) database

collected by the Royal national Lifeboat Institution. All key organizations with responsibility for sea rescue feed data into a central database established in the RNLI headquarters. This data identified that 4,230 lives were saved in 1998. There were a total 10,193 rescue incidents involving 12,136 people with only 286 lives lost.

Presented by Peter Cornall, Royal Society for the Prevention of Accidents; Dr. Richard Wilson, Department of Public Health, University of Birmingham; and Holly Henderson, RNLI IROSPA

RECREATION SAFETY & SHORELINE MANAGEMENT AT FERC PROJECTS

This session discussed safety concerns as related to shoreline facilities and general recreation specifically at Federal Energy Regulatory Commission projects throughout the United States. The fact that project and non-project uses at some FERC projects sometimes conflict was further discussed as well.

Presented by Teresa Rodgers, American Electric Power & AEP Shoreline Management and Scott Hendricks, Georgia Power & Light Company and Recreation Safety concerns at Flint River Project

AN INSIDE LOOK AT WHITewater SAFETY

For over 35 years I've been paddling whitewater. I have been a river guide, an equipment designer and a whitewater shop owner and now work for a raft manufacturer and teach river rescue. I began writing accident reports in the mid-70's. I've published books on whitewater safety and rescue and been the safety chair of the American Canoe Association (ACA) and American Whitewater (AW). Safety has always been a concern of mine.

Through the years, as I studied accident reports, historic ones reported inexperienced people making simple, avoidable mistakes. These reports reinforce my belief in the American Whitewater Safety Code Guidelines, first published in 1957. These guidelines discuss wearing life vests, respecting high water and not running low-head dams. In 1975, when a man drowned in New York, we found that the two canoeists flipped and bailed from their canoe. One made it ashore, but the other held on to the boat and became trapped under water. No one could help him until the Corps of Engineers turned off the water at the upstream

dam. By then it was too late. Paddlers discussed the accident and most considered it a freak occurrence. Two similar fatalities convinced me these were not freak accidents, but preventable errors. The term "foot entrapment" became a lesson for all to observe.

The business end of paddlesports can be traced to the period after World War II. Grumman Aircraft began building aluminum canoes. At the same time, military surplus inflatable life rafts went to market. In the late 1970's Grumman and Old Town experienced competition from newcomers like Blue Hole, Perception and Mad River.

Spurred by a multiple fatality involving two rescuers and two paddlers at a low-head dam, the Ohio Division of Watercraft (ODNR) decided it was time to train for swiftwater rescue. ODNR's director, Norville Hall, gathered experts from the paddlesport community, rescue squads, and his department to look for solutions. The group developed rescuing methods for persons caught in a reversal behind a low-head dam. These are standard procedure today. Their work also laid the foundation for river rescue training programs throughout the East Coast. Several river safety symposia were developed bringing together the knowledge of paddlers, rescue workers, and DNR field officers. These events were then used by ODNR to develop and promote a river rescue training course. This was the first government-sponsored professional rescuers program.

What's the best way for government to improve paddlesport safety? Paddlers summarize it by the phrase "Education, not regulation." Knowledge, not law, is what prevents accidents.

Whitewater training has improved and thanks to better gear and professional instruction, new paddlers are running difficult rivers. Reports on incidents, like the 1982 death of Bob O'Connor, who became caught in a crack between two rocks on the Gauley River, helps alert paddlers to hazards throughout the country. Other reports focus on techniques. The ACA runs canoe and kayak programs that have trained thousands of instructors and raised standards nationwide.

In 1979, veteran Rick Burnard became pinned in his kayak under a large undercut rock and was held there by the current. Although not far from shore, he was just out of reach. It took most of their experienced people hours to free his boat. By then, it was too late. Accident reports played a critical role in developing improvements in courses and skills that would likely have helped. A 'paddeler' river rescue course was developed soon after his death and this marked a

significant change in tactics. Today more whitewater kayakers than ever are reading books, watching videos, and taking rescue courses.

So why haven't accidents declined?

1. Increased users. In 1982, an estimated 15 million people participated in canoeing and kayaking. In 2000, the estimate was 19.7 million canoeists and 6.6 million kayakers, a 75% increase, most occurring this last decade. Kayaking is growing faster than canoeing. Despite the growth, the paddlesport death count is significantly lower today than it was in the early 80's.
2. More people are running harder rapids today. Shorter, more nimble boats and safer outfitting make incredible feats of skill possible.
3. There was a major influx of younger paddlers in the late 90's. The sport has a class of full-time, professional kayakers who travel the world and paddle whitewater 200-300 days a year. The hardest rapids that are being run today must be seen to be believed. Although experienced paddlers will occasionally die, we have not seen multiple fatalities among cutting-edge boaters during the last four years.
4. Risk can be managed, but never eliminated. It is part of the attraction to the sport. Teaching others to deal intelligently with danger helps them develop good judgment.

So, as more people are exposed to any given risk, the greater the number who will be injured and killed. There are inherent risks in any kind of hard, physical outdoor work or activity.

AW studied the actual risks of whitewater paddling and how it relates to the dangers in other recreational activities. Using widely available public data, we found that whitewater kayaking ranked at a fatality rate of 2.9 per 100,000 as compared to recreational swimming at 2.6, for bicycling at 1.6, scuba diving at 3.5 and rock climbing at 3.2.

We were also curious about how our accident reports fit into the overall picture. Dr. Jennifer Plyler, working with Bruce Schmidt of the USCG discovered that a significant number of canoe and kayak accidents occur in non-moving "flat" water. Defining "whitewater" as any place where fast current is present, the vast majority of canoeing accidents occur elsewhere. She found that canoeists involved in fatal accidents tended to be less experienced than kayakers. But, today we have more whitewater kayak fatalities involving novices in recreational kayaks. Dr. Plyler noted that, despite

decades of educational effort, over half of the canoeists and many of the kayakers who drown are not wearing life vests. Whether this is a cause or a contributing factor is not always clear. But swimming whitewater without a life vest is extremely risky. AW believes the best way for paddlers to reduce risk on the water is to wear a PFD, and we strongly support regulations requiring life vests be worn in whitewater. Another factor observed was the cold water. It is often difficult to tell if cold water is the cause or a contributing factor. Certainly if someone capsizes far from shore while paddling alone, no life vest will save him if the water is cold. In other cases, icy water merely makes a bad situation worse.

Dr. Plyler identified three other common causes of whitewater accidents.

1. Colliding with a strainer or sieve.
2. Capsizing on a flooded river or creek, where the speed and power of the water increases dramatically.
3. Getting caught in a large reversal, such as the backwash of a low-head dam.

So to summarize the key whitewater safety message I suggest users follow the following guidelines:

1. Wear a PFD. It helps swimmers conserve energy, which makes self-rescue easier. Also, since shifting currents often pull swimmers underwater for a time, those without a PFD may become disoriented and head the wrong way when swimming for the surface.
2. Avoid alcohol & drugs. Anything that impairs good judgment must be avoided.
3. Avoid extremes of weather and water. High water, cold water, and bad weather have been linked to a great many fatalities.
4. Obtain specialized training. Developing skills increase enjoyment on whitewater.

Presented by: Charles C. Walbridge, American Whitewater

MOTORBOAT NOISE ENFORCEMENT

This session showed attendees how easy it is to perform motorboat noise enforcement on land or water.

As a member of the NASBLA Law Enforcement Committee in 1989, that assisted with the research and drafting of the NASBLA Model Act for Motorboat Noise when the Act was adopted by NASBLA, the presenter shared the history of this issue as well.

Having also instructed boating officers in Utah, Nevada, Washington, and Idaho on how to enforce motorboat noise, the presenter has been actively involved in enforcing motorboat noise since 1992 and off-highway vehicle noise since 1978.

The program also provided an overview of the following noise enforcement tests:

1. SAE J34
2. SAE J1970
3. SAE J2005

It offered purchasing tips were for those needing to acquire a sound level meter.

Participants learned why decibels are used to measure sound.

And, in conclusion, the presenter discussed a new test under development for motorboat noise enforcement.

Presented by Ted Woolley, Boating Coordinator, Utah Division of Parks and Recreation

IT TAKES A TEAM

We are all exposed to numerous opportunities to further our message of boating safety. However we often fall short in our ability to exploit these opportunities to their fullest extent. Whether the cause is an inability to respond or organize our resources quickly or just prioritize which program(s) we can support the bottom line is missed opportunity, reducing the effectiveness of our efforts.

In It Takes a Team, we explored how to take advantage of the resources we have and organize them into a team of boating safety information and education enablers! We talked about inventorying our assets, assessing priorities, developing tactics and planning a strategy to further boating safety education. And one secret and necessary ingredient learned was how to make any boating safety program a success!

Presented by Debbie and Ed Huntsman, USCG Auxiliary

RESCUE 21

This session introduced delegates to the new United States Coast Guard "RESCUE 21" program. The opening comments repeated the theme: Saving lives in the 21st Century. This advanced search and rescue (SAR) communications system helps the Coast Guard

more effectively locate and assist boaters in distress. It doesn't require boaters to do anything different. The maritime radio works with the new system, but even better.

This program improves the Coast Guard's response time and reliability by:

- Recording communications for instant playback,
- Providing better geographical coverage,
- Locating the source of the call more accurately, and
- Establishing better coordination with other emergency services.

Like the current USCG communications system, RESCUE 21 requires radio towers to receive distress signals. Existing towers will be used or modified wherever possible. Where required, new towers will be constructed to minimize impact as well.

So, wherever you are, whenever you need help, the USCG will be there. The mission to help boaters and save lives, remains the same. In recent years they have responded to about 60,000 emergency calls and have saved nearly 5,000 annually.

For more details on this program, visit www.rescue21.org.

HOW TO CONDUCT AN AGGRESSIVE AND SUCCESSFUL WATER SAFETY OUTREACH CAMPAIGN

The Wilmington District, Corps of Engineers implemented a new comprehensive district-wide water safety campaign in 1999. The new campaign has been successful in reducing district-wide drownings from our 1996-98 three-year average of 9.7 to the current 6. The program involves each and every lake manager and ranger through a well-developed outreach plan that targets reductions of drowning events as one of its specific goals. The new initiative has spurred many new techniques and a formal analysis procedure aimed at reducing future drownings.

The cornerstone of the program is called the "First Ranger / Last Ranger" Assessment. When a drowning occurs, an exhaustive analysis is performed with the goal of preventing the same type of drowning again. This analysis requires managers to ask "What opportunities did we miss to interact with the victim?"

and "How can we intervene to successfully prevent a similar drowning?" This analysis has brought about many innovative ideas currently being utilized by our rangers and managers.

Highlights are as follows:

- Partnering with others to sponsor and provide swim lessons free to target age groups within lake project communities. Hundreds of school children learned to swim through this program.
- Provide free PFD's for the day for those utilizing our park swim beaches. Team up with realtors to provide PFD's in rental houses located adjacent to the lakes with information packets on how to prevent shoreline drownings.
- Thumbs Up for Safety Program - Rangers on foot and bike patrol appear on campsites and swim beaches giving impromptu water safety presentations. Children are sworn in afterwards as Junior Rangers promoting water safety. The thumbs-up gesture is promoted as a sign of the indoctrinated for promoting water safety.
- Accepting water safety outreach responsibilities within a 100-mile radius of each Corps lake. Schools, community festivals, boat shows and state fairs are targeted within the area. A district water safety trailer was purchased and is shared by all projects to carry supporting displays and materials to each presentation.
- Rangers utilize Safety Sam, a miniature robotic tugboat that talks and moves, and Fatal Vision® goggles that allow the user to feel and see the affects of drugs and alcohol on their body.
- New outreach initiatives developed to market the water safety message: banners, postage meter markings, blimps, interpretive signs, restaurant placemats, laminated emergency number hand-outs, key chains and more.
- Developed innovative local partnerships with YMCA, Safety Councils, Narcotics Anonymous, Tyson Foods, Lowe's Hardware, Red Cross, Coast Guard Auxiliaries, Eckerd Youth Foundation, Safe Kids, Boy & Girl Scouts, state agencies, laws enforcement agencies, and others.
- Targeted the local Spanish speaking communities by distributing the Spanish version of safety message to businesses,

churches, factories and also distributed directly upon contact at parks.

- Sponsored a water safety forum with participation from numerous agencies, government, law enforcement, and private groups to promote idea sharing and synergy in water safety.

Presenters include Terry Ramsey, James Butler and Paula Carper, U.S. Army Corps of Engineers

—◆◆◆— **A CASE STUDY OF BOATING SAFETY IMPROVEMENTS AT LAKE OF THE OZARKS**

This presentation addressed specific public safety issues at one of the Lake of the Ozarks.

- Instituted 30 mph night speed limit beginning ½ hour after sunset until 1 hour before sunrise.
- "Water Skier Down" flag policy made a requirement.
- "No Wake" buoys installed at the busiest area of the lake, near the Grand Glaize Bridge.

Ameren/UE and MSWP Partnership

- Access is provided to Missouri State Water Patrol
- Coordinated with specific geographic points at the lake
- Improved, response to emergency calls, faster location of sites. and faster ability to obtain bearings.
- Similar to a 911 addressing system
- Installed big, bright, glow-in-the dark mile markers to help eliminate accidents that often occur in the dark along the hundreds of coves and inlets throughout the lake.

Boats Are Getting Bigger

Some boats are 65-foot cruisers. Because the boats are so big, fewer people fall overboard due to wave actions or lose their balance, because the bigger the boat - the better they can ride the swells of the lake.

Adopt-A-Shoreline Program

- Over 550 miles (out of 1150 shoreline miles) are adopted with volunteers cleaning up twice annually
- Gets trash and debris out of the lake

- Boats are less likely to have an accident hitting floating obstacles or half-submerged junk (Ameren/UE Pay for Styrofoam and Flotation Materials Program)
- Ameren/UE totally funded a program to allow Lake of the Ozarks residents to turn in Styrofoam and flotation materials twice in 2002, in (July) and (October). The July event was so successful the fall date was added.
- Helped to get the half-submerged Styrofoam hazards out of the water

Dock Program

- Hotline was instituted - a local number that transfers to Ameren/UE headquarters in St. Louis.
- Staff immediately has the derelict dock removed if it is a navigation hazard. OR
- Ameren/UE notifies the owner(s) and have them remove it. The owner is responsible for the derelict dock.

Shoreline Survey

A shoreline survey (physical inventory) was completed in June 2002. The lake was split into five parts and surveyors were hired to complete this task. All facilities on the shoreline were surveyed and documented with details and photos.

Party Cove - Anderson Hollow

- "No Wake" buoys were installed by MSWPS and supported by Ameren/UE. These will be monitored for 12 months. At the year's end the results and accidents data will be reviewed.
- Ha-Ha Tonka = Quiet End of Lake
- Water Skiing Areas

Party Cove - Mean Boat Density at Peak Use Boating Education

Many people have limited boating skills, weak spots. There is no mandatory training or boating education prior to driving a boat. People rent boats from marinas (Houseboats, pontoon boats, runabouts, personal watercrafts, canoes...) and local businesses and just go out on the lake.

Boats, Boats, Boats

On a busy holiday weekend (Memorial Day, 4th of July or Labor Day) there are 800 - 1100 boats in Party Cove. (200 - 700 boats on other weekends). And there are 50,000 - 55,000 boat slips at Lake of the Ozarks. Plus, Personal Water Crafts are still a hazard on the lake.

Boat Density and Accidents - Missouri State Water Patrol at Lake of the Ozarks

- 18 officers and 6 interns = 24 staffers
- 18 Inboard Challenger Patrol Boats (about 28 foot boats), 5 Rescue Boats and 5 Outboard Runabouts (about 18 foot) stored in Jefferson City for winter patrol use.
- Conduct 5-day boating water safety courses all winter

And More Boats

Missouri ranks 13th in the U.S. in the number of registered boats = 340,000 (does not count paddleboats and canoeists). Lake of the Ozarks is ranked as a very safe lake. There are over 8 million people visiting Osage Beach at Lake of the Ozarks during the summer. Osage Beach population swells from 10,000 to 35,000 during the summer. The USCG auxiliary and reserves help with towing of broken down vessels and SOS calls.

ACCIDENT COMPARISONS - LAKE OF THE OZARKS

1996	204 Accidents	104 injuries	3 fatalities
2002	172 Accidents*	80 injuries	2 fatalities
	*68 accidents were PWC's		

STATISTICS FOR THE ENTIRE STATE OF MISSOURI

1995	345 accidents	175 injuries	20 fatalities
(Note: 1996 data was not available).			
2002	333 accidents	172 injuries	20 fatalities

Presented by Pat Grant, FERC & Lake of the Ozarks - Safety Issue and Randy Yates, FERC & Public Safety Issues - FERC Inspections.

UNIQUE SAFETY ISSUES IN THE OPEN WATER / OPEN OCEAN FROM THE COASTAL KAYAKER'S PERSPECTIVE

Federal and state open water resource managers enforce laws that are clear and concise in relation to the sea kayakers use of personal floatation and signaling devices. However, there's much more to consider on open water. What are the primary things to look for when judging how safe a sea kayaker is on open water?

Indicators that sea kayakers in open water have compromised their safety include:

- Missing a personal floatation device or not wearing the PFD
- Inadequate paddling clothing in relation to the water temp.

- Missing pump, paddle float, stirrup and spare paddle
- Missing a weather radio
- No navigational aids or emergency signaling devices
- No means to displace water from inside the kayak if capsized
- Using a wide and slow rec touring kayak in open water
- Paddling alone
- Paddling at a slow rate in relation to the distance from shore
- Excess equipment strapped to the deck of the kayak
- No drinking water, food or first aid kit
- Paddling in storm conditions without sufficient skills

Signs directed toward sea kayakers:

Signs are part of a broad-based public education effort at the state (MN) level.

The following text is from a MN DNR water access sign on Lake Superior.

Kayakers

Lake Superior can be unpredictable and hazardous

Be alert to frequent weather changes, plan your trip, take a weather radio, be prepared for fog, always carry a compass.

Be aware of present and changing wind and wave conditions.

Cold water kills - temperatures of 35°-55° F. are common. Wet or dry suits are strongly recommended.

Sea kayaking experience and paddling with other kayakers recommended.

Open canoes are NOT RECOMMENDED on the Water Trail.

The Law Requires:

A Coast Guard approved wearable personal floatation device for each person and all watercraft must be licensed.

2003 COASTAL KAYAK CURRICULUM

Instructor Certifications:

CK Basic Instructor: 24 hr IDW, 16 hr ICE, one roll req.

CK Open Water Instructor: 24 hr IDW, 24 hr ICE must perform three rolls in open water and be able to teach one style of roll

CK Advanced Open Water Instructor: extensive experience and skill req.

CK Traditional Kayak Skills Instructor: 6-18hr, must have CK Basic

Available Courses:

Quick Start, Intro to Kayak, Basic Strokes & Rescues, Strokes & Maneuvers Refinement, Open Water Navigation & Touring, Surf Zone Skills, Tidal Current Skills, Kayak Rolling Rough Water Maneuvering Towing & Rescues, Surf Zone Skills Advancement, and Traditional Kayak Skills Course

Avoiding Collisions:

Privileged Status Rule: You must stay clear of all vessels above you in the pecking order indicated below.

All vessel types below you must stay clear of. The purpose of the rule is to avoid collisions.

The Pecking Order:

Vessels not under command or can't maneuver (anchored)

Vessels constrained by draft (using shipping lanes)

Vessels engaged in fishing

Paddled boats

Sail boats

Power driven boats (jet skis, ski boats)

Sea planes

Sea kayakers must assume that they cannot be seen and should not follow the privileged status rule at the expense of their own safety. Paddling in mixed boat traffic takes knowledge and skill.

Paddler Etiquette:

In mixed boat traffic sea kayakers must make an effort to:

1. Stay to the right hand side of other boats. It is ideal to keep land on your right hand side since sea kayaks are among the slowest boats on the water. When faster boats are on your left they are more likely to see your kayak and will give way to your "stand on" boat position.
2. Paddle in a "pod" when in open water to help other boaters decide how to maneuver around the group.
3. Wear bright colors to make it easier for others to see you.

For more information on this post conference summary of the IBWSS coastal kayaking presentation

or to learn more about how the American Canoe Association is working to enhance paddling safety please contact Cheri Nylen at the ACA National Office.

Presented by Randy Carlson, American Canoe Association - Coastal Kayak Committee

RAFT TRIP DOWN COLORADO RIVER



POOLSIDE PADDLESORT DEMO BY AMERICAN CANOE ASSOCIATION

GORDON BLACK & RANDY CARLSON,
INSTRUCTORS

Special thanks to the **PERSONAL FLOATION DEVICE MANUFACTURERS ASSOCIATION** for providing PFD'S for all participants



WEDNESDAY AT THE SUMMIT

BREAKOUT TRACK SESSIONS

SAFE AND WISE WATER WAYS

BEAA GRAND CHAMPION & WEST REGION AWARD WINNER

The Department of Boating and Waterways (Cal Boating) believes that if you teach safety to children while they are young, these lessons will serve to protect them throughout their lifetime. That is why in 1993 emphasis was placed on infusing the education program with fresh boating and aquatic safety curriculum materials. The idea of a poster contest was born and Cal Boating initiated Safe and Wise Water Ways. Students in the K-8 grade levels are invited to submit artwork depicting safe boating and aquatic themes. Contest advertisement is also posted on our department website (www.dbw.ca.gov) and promoted by local radio and/or television stations. Nine statewide winning entries are chosen (one for each grade level) and featured on an annual poster calendar produced and distributed by the department.

Prizes acquired through sponsorship are distributed when department representatives and their puppet show AquaSMART Live! personally congratulates the poster contest winners. AquaSMART Live! is a professionally produced multimedia program whose goal is to teach students how to stay safe in and around California waterways-Splasher the Frog, hosts the show. Besides congratulating the winner and the school, he shows them what can happen when you are not safe in and around the water using the "AquaSMART Stunt Dummies."

The uniqueness about this program is that the entire state works together as a group to reach one goal-boating and water safety. The state provides the information to schools, the teachers become the program directors, and children have the opportunity to become teachers. The annual poster calendar displays the winning artwork emblazoned with aquatic safety messages.

The success of this program is evidenced by the fact that this is the 10th anniversary of the poster contest. The department discovered that although this program is not mandatory, teachers find it important enough to incorporate it into their already overwhelming curriculum requirements. When it was inaugurated in 1993 about 500 students participated. Since then, there has been a tenfold increase in participation.

This poster contest is a great example of how public and private sectors can partner to benefit the children of the State. As we all work together, boating safety is promoted and our waterways become a safer place to recreate.

*Presented by Phaedra Bota and Gloria Sandoval,
California Department of Boating and Waterways*

THE PHYSIOLOGY OF DROWNING

The Physiology of Drowning presentation was originally designed to train lifeguards in the understanding of why and who drowns in our nation's waters. This session began by defining the difference of someone who is either in distress or drowning. Statistics were discussed and we looked at the populations that are most at risk. We also discussed another concern - the types of activities that individuals are involved in when they drown and why the drowning occurs.

The lecture also discussed the stages of drowning from distress to the Instinctive Drowning Response. The IDR is an external, unlearned instinctive drowning movement. Distress indicators are looked at to help aid a rescuer in identifying individuals that are in trouble.

The stages of drowning are broken down into Initial Apnea, Dyspnea, Terminal Apnea and Cardiac Arrest. Each stage gives the physiological responses that occur through the body.

The final segment of the session specifically pinpointed the classification of drownings by breaking down drownings into wet, dry and sudden drownings.

*Presented by Robert E. Ogoreuc, Slippery Rock
University*

TENNESSEE RIVER WATERWAY MANAGEMENT PLAN

The Tennessee Valley Authority (TVA), U.S. Army Corps of Engineers (USACE), U.S. Coast Guard (USCG), and the marine industry jointly prepared the Tennessee River Waterway Management Plan. The plan is intended to facilitate the safe and orderly movement of barge traffic during high and low water navigation crises on the 652 miles of the Tennessee River having nine dams and navigation locks.

The Tennessee Valley Authority manages the flow of the Tennessee River for flood control, navigation,

power generation, water quality and recreation. There are frequently times when special water operations are needed to prevent or minimize flooding. In times of drought, special water operations emphasize conservation to maximize the value of the water for all users.

The goal of the waterway management plan is to facilitate safe commercial navigation and recreation boating during a period of less than optimum conditions. Timely, well-designed intervention by the USCG, USACE and TVA brings order to the confusion surrounding a flood, drought or other incident such as spill, emergency lock closure and failure of other structures crossing the river. The plan is intended to limit adverse economic impact on local and regional economies. The management of marine traffic during emergencies requires a clear set of goals and focused plan of action to address associated complex issues.

The goal of this presentation was to share our experiences with our river management plan in and effort to help others develop their own guidelines for the safe operation and enhancement of their riverfront communities.

Presented by Robert E. Buchanan, Jr., TVA and Thomas Hood, East Tennessee USA Corps of Engineers

LINKING INTO THE PADDLESPOrts COMMUNITY

The American Canoe Association has been a member of the National Safe Boating Council and has worked closely with the United States Coast Guard for over 20 years. The boating safety community is well established and has deep linkages between the powerboat and sailing groups, but the paddlesport community has not yet been fully incorporated into the boating safety community on a national basis.

This presentation had two primary objectives:

1. Present a broad overview of the greater paddlesport community and
2. Identify linkages and cooperative efforts that can be enhanced between the paddlesport and general boating communities to address safety.

There are seven major paddlesport organizations: American Canoe Association (ACA), American Whitewater (AW), United States Canoe Association (USCA), USA Canoe/Kayak (USACK), America Outdoors (AO), Professional Paddlesports Association (PPA), and Trade Association of Paddlesports (TAPS) (At the summit, the Paddlesport Leadership Forum

held a parallel meeting. This group is comprised of the Executive Directors of each of these seven organizations. Four of the Executive Directors attended and were available to introduce their groups to the Summit participants.)

Paddlesport Trade Associations

TRADE ASSOCIATION OF PADDLESPOrts

Chris Mitchell, Executive Director

The Trade Association of Paddlesports mission is 'to promote, support and encourage the commerce of paddlesports,' utilizing introductory access and safety programming to promote consumer participation and industry vitality. TAPS members include over one hundred major manufacturers, retailers and outfitters from the paddlesports industry, representing 3,500 trade members, \$325 million in annual sales and 300,000 paddlecraft sold in the US. It promotes and communicates to its audience through a variety of vehicles:

- The West Coast Sea Kayak Symposium - the largest and oldest consumer paddlesports event in North America. This premier event promotes paddling technique and safety to over 17,000 participants.
- Outdoor Retailer Summer Market - the trade spokesperson at this annual trade show for over 16,000 manufacturers, distributors and retail buyers, promoting paddlesports.
- A consumer website targeted at new and non-paddlers that will, like the symposia, emphasize safety through education. Projected launch: March 2003.

PROFESSIONAL PADDLESPOrts ASSOCIATION

Matt Menashes, Executive Director

Established 1977

National 501(c)(6) trade association

1100 members - manufacturer, retailer, outfitter/rental

Mission -- Increase the Value and Profitability of Paddlesports Businesses

A Full-Service Paddlesports Industry Association Supporting the Supply Chain

- Manufacturers
- Sales Reps
- Retailers
- Renters/Outfitters

Subsidiary Businesses

- Recreation Insurance Association
- Part-owners Paddler and Paddle Dealer magazines

Partners

- American Canoe Association
- Trade Association of Paddlesports
- National Marine Manufacturers Association and PFDMA
- Virginia Professional Paddlesports Association
- American Recreation Coalition

AMERICA OUTDOORS

David Brown, Executive Director

The voice of America's outfitters, guides and outdoor educators.

America Outdoors established in 1990. - Merger of Eastern Professional River Outfitters Association and Western River Guides.

Membership

- 600 companies providing outdoor recreation services to the general public.
- Another 600 companies represented through our state affiliates.
- Predominately water-based.
- Rafting and fishing are the most common activities.
- High percentage of the activities are guided.

Primary functions

- Industry representation on recreation policy issues and in government affairs.
- Professional development at our annual tradeshow and conference.
- Risk management.
- Public relations.

Fatalities study 1998

- University of Colorado.
- Fatality rates on 15 major whitewater resources involving 9.4 million visits based on data from federal agencies.
- Data covered the years 1991 to 1997.
- Fatality rate for all causes of death: .23 per 100,000.
- Fatality rate from drowning: .17 per 100,000.

Paddlesport Non-Profit Organizations**USA CANOE/KAYAK**

David Yarborough, Executive Director

USACK is the national governing body for canoe and kayak racing in the United States. USA Canoe and Kayak (USACK) was established to recruit, train and support athletes to compete in the Olympic Games in flat water sprint and whitewater slalom canoe/kayak racing. USACK is the National Governing Body for all canoe/kayak racing in the U.S., advancing the level of awareness of paddlesport through events such as Team Trials and National Championships.

USACK provides

- Programs and Services - a wide array, for athletes, coaches, officials and event organizers.
- Events - USACK produces over ten major national and international events annually and provides information and services and works with the national media to promote the sport and its athletes, events and programs.
- Corporate Support - USACK also develops and maintains relationships with corporate partners, working closely with the U.S. Olympic Committee to insure adequate support for USACK programs.

USACK maintains a professional staff and utilizes the services of hundreds of volunteers across the country to promote Olympic canoeing and kayaking.

UNITED STATES CANOE ASSOCIATION

John Edwards, Executive Director

The United States Canoe Association is an organization whose mission is to utilize 'competition to further the development of paddlesport.'

USCA programming priorities are as follows:

- Paddling skills and techniques, including the safe use of canoes and kayaks through the paddling clinics and instructional materials
- Competition, cruises, and waterway conservation and preservation programs.
- Regional and state-based club activities

Communications and outreach vehicles include:

- USCA Canoe News, special publications and a/v materials to over 800 members.
- In 200 events, 3,000 participants utilize USCA equipment requirements/ guidelines.

AMERICAN WHITEWATER*Risa Shimoda, Executive Director***Paddlers. Stewards. Partners. AW - A Community**

- A network for paddling clubs and individual whitewater enthusiasts
- 8,000 individuals, 80k represented
- The 'go to' for river incident and risk management expertise

Focus

- Restoration and protection of Class II+ rivers and the experiences they offer
- Protecting the public right to float, addressing pressure on resources
- 'Creating' recreational opportunities and restoring rivers via hydropower relicensing

Reference for Safety

- Author, American Whitewater Safety Code
- Enthusiasts' reference for whitewater river accidents
- Author, risk management model for river events of all types

Lean and Effective

- Storied for our ability to fuel landmark initiatives with grassroots enthusiasm
- Tools of Engagement: AW journal, americanwhitewater.org, events

AW Impact

- A voice for over 2.5 million whitewater enthusiasts (OIA 2002 Outdoor Recreation Participation Study)
- Catalyst for economic development

- Deerfield (MA)**- Gauley (WV)****- Ocoee (TN)****The Next 50...**

- Continued focus: the only national river organization that works 24/7 for the health of ww rivers and responsible enjoyment of their experience
- Increased collaboration will enhance national initiatives

AMERICAN CANOE ASSOCIATION

Pamela Dillon, Executive Director; Gordon Black, Safety Education and Instruction (SEI) Director; Cheri Nylen, SEI Program Manager

Mission: Promote canoeing, kayaking, and rafting as safe and enjoyable lifetime recreation, while working

to protect and preserve the waterways on which those activities depend.

Established 1880

Nation's oldest and largest serving the paddlesport community

Oldest recreation-based waterway conservation organization

One of the country's oldest sporting organizations

Membership

- 50,000 members
- 270 affiliated clubs and organizations representing 300,000 members

Majority Owner Paddlesport Publishing Inc.

- Paddler magazine
- Kayak magazine
- The Drake

Partnership with PPA

Program Areas:

- Conservation and Public Policy
- Program & Special Events
 - Athletic Competition
- Safety Education and Instruction
 - Conservation and Public Policy
 - Resource Management Plans
 - Public land funding and policy issues
 - Water quality standards, enforcement of clean water act
 - User Conflicts
 - Fee and Access issues
- Program & Special Events
 - Athletic Competition including National Championships in non-Olympic disciplines
 - Sanctions/Produces over 700 events annually
- Provide risk management and insurance coverage
 - Safety Education and Instruction
- Comprehensive Range of Programs
- 4000 certified instructors
 - Canoe
 - Kayak
 - Raft
 - Swiftwater Rescue

Estimated 100,000 students taught annually

Website: www.acanet.org

Current Linkages

- National Safe Boating Campaign
- USCG Grant Projects
- NSBC
- NBSAC
- NASBLA
 - Education Committee
 - Boats and Associated Equipment
 - Boating Accident Investigation & Analysis
- Local partnerships
 - Clubs, Instructors

Under Development

- Vessel Safety Check Program
- Accident Investigation Information
- Outreach with United States Power Squadrons

After the seven presentations, open discussion was held regarding information presented and how links could be further developed based on national, regional, and local contacts and relationships.

Presented by Pamela S. Dillon, Executive Director, American Canoe Association

LAKE WATCH

Similar to popular "Neighborhood Watch" programs, "Lake Watch" is expanded to address areas of concern pertaining to water quality, litter control, safe boating and other water-related issues.

Lake Watch is a citizen's involvement program, where citizens, in cooperation with the Tennessee Valley Authority (TVA) and local law enforcement, directly participate in the detection and prevention of crime on TVA waterways and properties and prevent deaths and injuries from boating and water-related accidents.

Coalition members involved in Lake Watch may receive training in how to recognize suspicious activities and report these to the TVA Police or local law enforcement agencies. Lake Watch members keep well informed about their waterways and of any suspicious, criminal or dangerous activities that may be occurring. In addition, members may be familiarized with safe boating practices, state and local regulations on boater safety.

The objectives of Lake Watch are:

- Reduce the rate of crime and crime risks on TVA property by partnering with campground

managers, marina operators, adjacent or surrounding property owners and others who may have an interest in crime prevention on and around TVA property.

- Reduce the water-related accidents by educating the public about boating and water safety.
- Provide educational opportunities to the public in areas of environmental crimes, water and boater safety and crime prevention.
- Keep well informed about the "neighborhood" and exchange information with coalition members.

The four coalitions have been formed and community relations have improved as a result of the Lake Watch partnership and there has also been a reduction in citizen complaints.

Presented by Nancy Martin and Karyn Carter, TVA Police

TIMS FORD BOATING SAFETY PROGRAM

SOUTHERN REGION BEAA WINNER

This program, first initiated in 2001 in the community around Tims Ford Lake, Tennessee, is unique merely because of the fact that virtually the entire community plays a part in its success each year. After the year where 19 boating accidents occurred, resulting in 4 fatalities, this program was developed in an effort to reduce boating accidents and make boating more safe and fun.

In the months leading up to and including the National Safe Boating Campaign, the entire community around Tims Ford Lake joins together to implement boating safety education and awareness to schools, civic groups and the general public. Campaign packets are distributed to all school systems as resources for teachers and billboards displaying the National Safe Boating theme are exhibited throughout the area. Newspapers, radio and television produce public service announcements and articles and commentary throughout this time of concentrated boating safety themes. More than 100 Boating Safety Checklists signs, that were paid for by private funds, have been erected around the lake at launch ramps bait shops and elsewhere.

This program is unique in other ways:

- There is no budget or funding for the effort aside from the support and donations of businesses and boating equipment suppliers in the community.
- The entire school system now sets certain days aside throughout the month of May for the event coordinator and assistants to teach boating safety in middle and high schools.
- What was once Senior Skip Day is now a boating safety day where the entire senior class is bused to a designated area for boater education, boating safety activities and cookout. There are plans to build a memorial for two seniors killed in a boating accident on Senior Skip Day in 2000. An annual fundraiser with dinner and boating safety program helps educate the community residents.

The Tims Ford Boating Safety Trailer was initiated this year. This 12 X 22 trailer is equipped with boating safety equipment (life jackets, anchors, fire extinguishers, flares, lights, hitches, education buoys and more. Displayed along the walls of the trailer are boating accident photographs, trailer safety, boating safety, personal watercraft safety and swimming safety information. A TV/VCR is built in, there are 12 and 110-volt electricity, a SeaDoo with trailer can be rolled out and of course the trailer is equipped with a boating education teaching kit from the National Safe Boating Council. The outside is decorated with various boating safety organization logos and around the top of the trailer are the names and logos of all the sponsors in the Tims Ford Lake community who contributed to this mobile safety unit.

This year the traveling trailer expanded it's sphere of education with boating safety orientations presented to all grad school levels, Boy Scouts, civic groups, fairs and boat shows (all in a seven county area). The boat is also made available to other groups in the state, upon request.

A new booklet entitled "Boating Safe and Fun on Tims Ford Lake" has been developed. In addition to the general boating safety information, there is a map of the reservoir with lake access noted. Also noted are areas predicted to be hazardous. These areas are enlarged on another map and specific information describing how the boater can be safer in that area is detailed.

Presented by Wayne Sanders, Tennessee Wildlife Resources Agency

GRENADA LAKE'S WATER SAFETY PROGRAM

"WHAT MAKES AN AVERAGE WATER SAFETY PROGRAM OUTSTANDING?"

If you were to ask the members of the Grenada Lake Field Office to describe their water safety program using one word, all would respond with words like: "excellent", "wonderful", "successful", and "outstanding".

What are we doing? We use the same topic as everyone else - Water Safety. We do the same type programs as other lakes/agencies. We even use the same materials, props, etc. So, why do we consider our program outstanding? Let us share a couple of facts.

During the 2002 recreation season, Grenada Lake attracted more than 2.5 million had zero fatalities associated with water-related recreational sports. That is pretty remarkable and we present these facts as evidence that we do have a successful water safety program. Are we satisfied with our record? No. Our ultimate goal is to have five years without a fatality and then 10 years and so on and so on. One fatality is too many! But, still why is our program outstanding?

The Summit presentation should have answered this question. By examining the four key areas that we have identified as vital in taking an ordinary water safety program and making it outstanding!

They are listed in the order of importance:

1. Management Support. There is not a program of any kind, anywhere that will exist without the support of management.
2. A Dedicated Ranger Force. This is the group of people who will actually be doing the work. We focus on and utilize the strengths of our personnel, so that everyone has a part in the safety of our visitors.
3. An Active Volunteer Program. A wonderful group! Most people want to support their community, but sometimes we don't know what to do with them. Develop a partnership with them - hey, it is an economical way to get jobs done!
4. Innovative Ideas. Develop an atmosphere in which people aren't afraid, but encouraged to share their ideas. Develop groups and have brainstorming sessions about your program in search of new and better ideas to get the attention of your visitors and members of your community.

This returns us to Management Support. An idea remains an idea until it is acted on and managers who have open minds and a willingness to take a chance are extremely important in this process. visitors and

Presented by Pam Samuels and James Plummer, USA Corps of Engineers, Grenada.

CREATING EFFECTIVE ADVERTISING THAT HELPS TO SAVE LIVES

This educational session took the California Department of Boating and Waterways Safety and Education Awareness Campaign, developed it as a case study in an effort to demonstrate how to turn key insights from boaters into advertising messages that influence and motivate behavior.

For more information on the CA program, contact the Department of Boating and Waterways.

Presented by John Taylor, Glass McClure Advertising representing California Department of Boating and Waterways.

BOATING CAPACITY AND STAKEHOLDER INVOLVEMENT BEYOND BUZZWORDS

Increased boating use on lakes and reservoirs has lead managers to consider limiting both use and shoreline development to protect the safety and enjoyment of users and achieve sustained resource conditions. Given the dynamic nature of flat-water recreation, the size and horsepower of watercraft, and new technology, the task of assigning a capacity number to a lake for the purpose of managing use has been unsuccessful. While we can visualize an acre of water or 25 surface acres, the variable size and horsepower of boats makes the task of calculating an acre per boat figure no more than a wild guess. Furthermore, public scrutiny has challenged the credibility of managers in making capacity decisions.

We have successfully addressed this challenge with five key concepts that make boating capacity decisions work for managers with lessons from Tims Ford Reservoir, Tennessee, managed by TVA with cooperating partners and Falls Lake, North Carolina, managed by the US Army Corps of Engineers, also with cooperating partners.

These five key concepts are actually questions that we ask in an effort to make the necessary decisions:

1. What principles are necessary for making capacity decisions for lakes and reservoirs?
2. What are the steps in the process for arriving at record of decision?
3. What role do partnerships play in decision-making?
4. What level of collaboration should be adopted to ensure fairness and equity?
5. What criteria should be adopted to satisfy the test of an evidentiary record for the purpose of sound decision-making?

This program then broke down the answering process into a three phases model and includes:

Decision Phase: where we identify issues with decision and conduct a capacity study.

Planning Phase: where we conduct decision workshops with stakeholders and the public.

Execution Phase: where we record arrive at a decision.

Presented by John Titre, Colorado State University and David Harrell and Carol Banaitia, Tennessee Valley Authority

SWIFTWATER RESCUE AND SAFETY ISSUES AFFECTING PADDLERS

All paddlers face hazards each time they take to the water. Passive education and instruction can affect the outcome of each and every swiftwater trip. Motorized craft interfacing with non-motorized craft add to this burden, thus education programs are impacted.

In this Summit session, the instructor used his Swiftwater Rescue talents and experience to good use in spelling out the numerous specific issues of which motorized users should be aware in their shared environments. This paddlesport session proved to be valuable to paddlesport enthusiast as well as motorized boat users.

Presented by Sam Fowlkes, American Canoe Association

LAW ENFORCEMENT PUBLIC RELATIONS 101

What does law enforcement have to do with public relations? Everything. Law enforcement personnel are on the scene before anyone else, and they often maintain authority over newsworthy events (crimes, accidents etc.) Too often, law enforcement officers do

not know how to respond to reporters and the general public.

Oftentimes law enforcement officers can't or won't respond to a reporter's question during a crisis. Many times, not answering the question is the right thing to do, but often, how officers handle a question is more important than the answer itself. There is a good and a bad way to handle every question - even the one you can't answer.

The public funds state, local and Federal governments with taxes. With exceptions, the public has a right to know about events in the public domain. Handling the public can be just as tricky as dealing with a reporter, and this session covered some of the good and some of the bad ways to communicate to the public during crisis.

In every case, knowing how to respond to specific questions and general situations is the best way to avoid an ugly incident. The public only sees an officer's face when something has gone wrong; don't give the wrong impression at the most critical time.

This session covered these public relations tips:

- What does the media want
- What you can tell them
- How to handle questions you can't answer
- Being cool when the pressure is on

Presented by, Edwin Lyngar, prior USCG public affairs specialist now with State of Nevada.

BASIC CANOE AND KAYAK SAFETY COURSE

NORTHERN REGION BEAA WINNER

Responsible for coordinating the statewide mandatory education of all power boaters for the past 9 years, the Connecticut Department of Environmental Protection Boating Division is very concerned that close to one-half of the boating fatalities in the state are attributed to canoes and kayaks. Since a major goal of the Division is to reduce boating accidents and fatalities, the question became - how do we get the message to the rapidly growing numbers of paddlers who are virtually unregulated in the state and largely ignored by other existing programs.

The department assigned the task of developing a course for paddlers and potential paddlers. The results was a one evening, 2 ½ hour slide show with narration which featured numerous entertaining and informative

original graphics commissioned and designed specifically for the course.

The course is based on the NASBLA Safe Boating Course Outline, but restricted to the concerns of beginning paddle sports. Subjects include:

- Choice of boat
- The huge variety of paddling sports,
- Basic paddling strokes,
- Moving water and its consequences, and
- Safety.

Safety focuses on the wearing of PFD (the primary factor in saving lives in all small boats), hypothermia, weather, and proper clothing. Students are told that paddling is a learned skill and they are urged to work with qualified instructors or mentors on the water before trying a new aspect of the sport. This presentation is 120 plus slides which almost entirely are illustrations that are explained in detail to the viewers.

This Summit session touched on other high points of the program and offered a sneak preview of some of the illustrations. The program is available on CD-ROM to any water or boating safety instructor who will teach it for no profit. Already over 200 CD-ROMs have been distributed to instructors and organization in the U.S. and Canada. The intended audience is anyone from 9 - 99 years old and can be used for a class of 2 - 200 students.

Presented by Allen Ames, primary developer representing the Connecticut DEP Boating Division

SEAPLANES AND BOATS: SAFETY ON THE WATERWAYS

The seaplane pilot's very unique perspective on boating and safety was the primary objective of this educational session presented by Aron Faegre, President of the Columbia Seaplane Pilots Association. Since seaplane pilots must follow strict Federal Aviation Administration rules while operating in the air, Coast Guard rules while operating on the water and state or local rules while docking or operating in and around busy areas.

Summit attendees were treated to information concerning seaplane maneuverability in the air. And, the little maneuverability of seaplanes while taxiing slowly on the water was discussed as well. The presenter wanted to share information about seaplanes and discuss the Seaplane Pilots Association goal.

Seaplane Pilots Association goal:

To promote safe seaplane flying, an integral part is interfacing with the rest of the boating community.

The following questions were presented to the attendees in an effort to obtain feedback for the Seaplane Pilots Association.

1. What is your perception of the key safety issues between seaplanes and boats?
2. Do you have seaplanes operating in your area? Which water bodies (names and locations)? Which type of seaplanes?
3. Around the marina or dock, have you seen any safety conflicts between seaplanes and boats? Please describe them in detail.
4. Out on the open water, have you seen any safety conflicts between seaplanes and boats? Please describe them in detail.
5. Please recommend safety procedures that seaplane pilots could have used to prevent the safety conflicts described above.

Presented by Aron Faegre, Columbia Seaplane Pilots Association

DEATHS BY SUBMERSION AND DROWNING IN THE EUROPEAN UNION AND NORTH AMERICA

Death by submersion and drowning in the world is one of the most common deaths not associated to pathological etiology. In the '60 WHO included and presented the deaths due to drowning and submersion.

The aim of this study is to correlate the type and the number of deaths to the population size and gender in the countries of European Union and North America. The data presented in this retrospective study has been obtained by reviewing the results of World Health Statistics Annual (WHO) report from 1965 to 1995. Values presented are ratio of deaths over population of 100.000 residents. Population is divided in total (M+F), male (M) and female (F).

The data show that death by submersion and drowning in all of the seventeen countries is of concern, greater in the male than in the female population. Death by submersion and drowning is still an issue of worry not completely solved in all the analysed countries and in some of them represents a high risk.

Prepared by Giuseppe Andreana, Universities of Laxio, FIN Sezione Salvamento Education Commission Member, Rome, Italy and Alessandro Sabatini, University Institute of Motor Sciences, Rome, Italy.

THE RESCUE CURVE

The Rescue Curve is a conceptual model, which is useful in explaining the role and responsibility of the individual and different groups in the rescue process. It states that once an incident occurs which can result in injury, loss or damage, as time increases and without intervention, a person's probability of survival decreases from near certainty (1.0) to zero.

A person's four lines of defense are:

- Prevention
- Self-rescue
- Rescue by others in your group, and
- Rescue by others outside your group including rescue squads.

Factors affecting each line of defense include:

- Time
- Equipment
- Personnel
- Sophistication of the rescue, and
- Command structure.

For example, the victim is the first potential rescuer upon the scene. Generally, the victim and his group are limited in terms of equipment, personnel and often their training to affect a rescue.

The concept originated in the paddling community and formed the conceptual foundation in the video "Heads-Up, River Rescue for River Runners." The session started with the paddling community and then expanded and applied the concept to other activities. For example, a novice or inexperienced person usually begins his activity with a call to 911 and the rescue squad. This is their first line of defense and they skip over prevention and safety, self-rescue and rescue by others in their group. They start their activity with the rescue squad and not with what they can do. Unfortunately, if the rescue squad is unsuccessful, body recovery is their next alternative.

In contrast, experts start with prevention and safety as their first line of defense because they want to avoid the last phase in the rescue curve, body recovery.

Presented by Dr. Robert Kauffman, Frostburg State University

PADDLESPORT ROUNDTABLE

This roundtable discussion dealt primarily with the responsibilities of boaters vs. responsibilities of government. Panel members included:

Sam Fowlkes, American Canoe Association

Randy Edwards, State Boating Law Administrator (BLA) of Iowa,

Charlie Sledd, BLA of Virginia and

Virgil Chambers, Executive Director of the National Safe Boating Council.

The group pondered issues such as:

Legislation vs. education

Boaters vs. government

The issues of primary importance were the question of rights and responsibilities: what lies with whom?

Moderator of the session was Gordon Black, American Canoe Association

COMMUNICATING WITH ACCIDENT VICTIMS, THEIR FAMILIES AND THE AFTERMATH OF TRAUMA

This presentation will focus on dealing with the survivors, as well as the victims and their family members, as it relates boating accidents and drowning deaths.

Law enforcement and emergency personnel can be personally affected by such events, but have to maintain a professional and unbiased attitude. However, a compassionate and empathetic approach by those involved is important in order to facilitate healing and closure for all involved. This is especially important in regards to a proper death notification.

This presentation will probe all of these issues, and also discuss the unique problems related to drowning deaths.

Presented by Gary Haupt, Missouri State Water Patrol

WATER SAFETY AWARENESS PROGRAM OF DUBOIS AREA SCHOOL DISTRICT

THE YOUTH PROGRAM AWARD WINNER,
SPONSORED BY WEST MARINE

Our School District is in North-Central Pennsylvania. Our Senior High has 1400 + students

and growing. We have had 2 major additions since the school was built in the early 60s. Our Pool was built in 1978. We provide swimming, water safety and boating safety programs to our community thru school programs and after school programs.

Our Natatorium was built in 1978 and when I started the swimming program in the spring of 1979, I knew the program needed a Boating Safety unit as well as swimming instruction. Our area has many lakes, ponds, streams and rivers. Recreational boating and fishing by boat is very popular here. The cost of developing and running such a safety program was more than the budget, thus my need to look for outside agencies for funding help.

In 1983 I wanted to buy five canoes and kayaks, and other necessary equipment, but I needed funds to make this dream of a boating program come true. With this equipment, I would be able to teach safe boating to both elementary and secondary school students. Many people in this area had boats, but few used PFDs or knew much about boating safety. As a WSI for the American Red Cross and a Lifeguard Instructor, Boating Safety was a component of these courses, but no boats were available for our use. In addition, I had many groups such as the scouts and 4H asking about boating instruction. I borrowed canoes from Penn State (DuBois Campus) a few times but this option was limited.

Today, we have a full program of Swimming and Boating Safety. Our students meet for an hour each weekday for nine weeks with an average class size of 17 students. Our Boating and Water Safety Awareness program lasts for four weeks. We currently have five canoes, two kayaks, and a surf rescue board. In addition, we have PFDs, boating safety manuals and lots of audio-visual aids to compliment our lecture part of the program. The PA Bureau of Boating has developed a "Box of Goodies" which really helps our presentation.

We owe our success to many other groups individuals. In 1983, I was able to get the DuBois American Red Cross to buy a canoe and kayak to use in our Red Cross Water Safety programs. This enabled us to get a Boating program started. Next, Riverside employees gave us the funds for the Rescue board. We ran our small program for a few years. Then, in 1987, through a friend, I found out about the PA Fish and Boat Commission. I was able to take their course in Boating Safety and decided to become a volunteer instructor and teach a new course they were developing called Boating and Water Safety Awareness. This was the course I was looking for!! This course is perfect for

youth and people of all ages. It is fun and informative and covers both skills and knowledge in Boating Safety. In 1991, I was awarded a grant by the PA Fish and Boat Commission that allowed us to buy three more canoes and paddles. In 2001, another grant from the NSBC enabled us to buy another canoe and recreational kayak. Our program has had great success because of support from the agencies mentioned and the support of our local school board, administration, and my pool aid, Marlyn Brault, who is also a volunteer instructor for the PA Fish and Boat Commission. She has worked many extra hours without pay helping teach the volunteer courses, school hour courses and she has done much of the paperwork. When I first started to teach Boating Safety I thought it was impossible to ever find the funds needed to buy the necessary equipment. The funds are out there!! You just have to persist and apply for them.

In order run an effective Boating Safety program, you must get connected to your state Boating agency, the American Red Cross, and groups or companies that donate to educational programs and you must be willing to donate some time. I have been very fortunate to be associated with the PA Fish and Boat Commission. Dan Martin, Laurel Garlicki and everybody in the Commission is top notch and they have a first class organization. They have been very supportive and an inspiration for me.

Our hands-on Boating And Water Safety Awareness course is ideal for youth because it gets their attention. The four hours of lecture is very important and needed but the four hours of hands-on in the boats instruction and practice is what make the course so great. There are lots of skills, activities, and challenges for students at all skill levels. My students favorite activities in this course are: the Circle Drill, the Canoe Challenge, the Life Jacket Relay Race, the 10 Minute Survival Swim, the Polar Challenge, the Kayak Challenge, and the Capistrano Flip Challenge. My students have so much fun they don't want to leave our class!

Since first starting our program in the late 1980s we have taught the course to over 7000 students. The program is not limited to 9th grade students (400+ per year). We welcome any group and adjust the program to match the needs and skill levels of all that participate. If the group doesn't need or desire the full BWSA program, we will do our best to meet the needs and time limitations of that group.

Presented by Ken Pauling, Aquatics Director, Dubois Area School District

PERSONAL WATERCRAFT OVERVIEW

The Personal Watercraft Industry Association (PWIA) gave a presentation about current issues related to personal watercraft (PWC) usage. PWIA staff provided an overview of the current state of the industry, as well as discussion on state and federal regulation, safety statistics and trends, and an introduction of new technology. The PWC industry has invested a large amount of time and money to make their product among the safest and most environmentally friendly vessels on the water, and it is important that people understand what today's PWC are like, not the stereotypical vessels of decades past.

- 1) Introduction - Kirsten Rowe, PWIA Executive Director
- 2) Industry Overview - Elinore Boeke, PWIA Public Relations Manager
 - a) PWIA members
 - b) Demographics
 - c) Sales statistics
- 3) State and Local Regulation update - Christian Gullott, PWIA State and Local GR Manager
 - a) PWIA model bill - reasonable regulation
 - b) States that have incorporated at least part of PWIA model bill
 - c) Impacts of adoption of PWIA model bill
- 4) Federal Regulatory update - Jeff Ludwig, PWIA Regulatory Affairs Manager
 - a) National Parks
 - b) National Marine Sanctuaries
 - c) Pending federal legislation
- 5) Safety Issues, Statistics and Trends
 - a) Discussion of USCG 2002 PWC statistics
 - b) Statistical trends
 - c) Loaner program
 - d) PWIA rental kit
- 6) New Technology
 - a) 4 stroke and direct-injection engines
 - b) Sound reduction
 - c) Off-throttle/off-power systems and standards development

The PWIA staff believes that it presented Summit attendees with a clear, comprehensive picture of today's PWC's as well as the manufacturing and support industries. We encourage and challenge all water safety professionals to make informed decisions about the use and management of PWC's.

Presented by Jeff Ludwig, Christian Gullot and Elinore Boeke, Personal Watercraft Industry Association

EDUCATING TEENAGERS... A DEFINITE CHALLENGE

Recognizing the challenge of educating teenagers today, this presentation shares the methods used at Mandeville High School in Mandeville, Louisiana to heighten the Boating and Water Safety awareness of our 1500 teenagers.

What doesn't appeal to teenagers? - You need to treat them with respect!

- Don't talk down to them.
- Don't treat them like kids.
- Don't give them insulting information
- Don't be boring! So, don't read to them and don't lecture them. And, by all means, don't tell them what they must do!

What does appeal to teenagers and get their attention related to the importance of Water Safety Education?

- Personal experiences
- Number of boat owning families within school
- Amount of water & water sports in community
- Recent local statistics
- Newspaper write ups

Make them have ownership of water safety education! So do brainstorming, script writing, let them choose their own topic, arrange for guest speakers, find connections such as occupations of parents, generate surveys.

Encourage them to become involved in community events, ie. Brown Foundation, US Power Squadron, certification classes. Try to involve everyone! (Water Safety across the curriculum all year round!)

Use **Multimedia/video production** class, field trips involving parents & professionals, student produced videos, community service

In **Math** classes do statistical analysis, research Web Pages -TrackStar <http://trackstar.hprtec.org/TrackID#74844>, do charts and graphs. Have students do presentations ie. research papers, posters and/or PowerPoint.

Or perhaps in **Art** classes have students create Animations, posters, T-shirt designs

In **Science** classes offer field trips, real world applications, experiments in classroom and perhaps a Science fair project.

In **Broadcasting**, create announcements, do feature stories and try cable channel access.

Technology classes can create a children's web page including interactive games.

Language Art Classes can write short stories, poetry, or perhaps script writing

Tap into or create various clubs ie. Sailing club, Swimming club, Diving

How to make Water Safety Education fun!

- Establish a school wide student Water Safety Education Week. (Suggest doing this before seniors leave.) Find entertaining speakers, create contests-school wide or within the classroom competitions, create quizzes, sponsor a posters contest.
- Collect Life Savers by participating in activities throughout the year, ie. guessing numbers, win T-shirts.
- Food
- Fun /Crazy and non-sensible activities with themes, ie. dress up day, fashion show, freebees, temporary tattoos and water animals.

Words of Teacher Wisdom:

*Tell them, they forget. - Show them, they remember. -
Involve them, they understand.
We cannot direct the wind...But we can adjust the sails.*

*Presented by Leslie McGoey and Fan Disher,
Mandeville High School, LA*

WATERWAY MANAGEMENT GUIDE: AN UPDATED LOOK AT MULTIPLE USES

Using the 1996 edition as a springboard, and employing more recent research and the input of boating and waterway management professionals (including that of attendees at a 2002 IBWSS session) the 2nd edition of A Guide for Multiple Use Waterway Management, a joint project of the National Water Safety Congress and the National Association of State Boating Law Administrators, tries to make sense of an evolving body of knowledge about the trends, factors, opportunities and stumbling blocks involved in multiple use management, planning and regulation.

In recent years, there have been shifting emphases within multiple use waterway planning and management. These shifts include the increasingly essential element of gathering and interpreting sound

information for decision-making; a more active incorporation of input from a range of waterway stakeholders into problem-solving and decision-making, and as important, the modification of input processes when they don't yield meaningful results; a growing recognition of the potential for non-regulatory, voluntary and education oriented approaches to serve as viable alternatives for consideration; and an increasing acknowledgment that a single, meaningful template or formula for resolving all waterway capacity issues really doesn't exist.

When it comes to the actual tools of the waterways management "trade," though, the more notable differences have been in which techniques are being applied to multiple use waterways, how they're applied and in what combinations; the methods being used to measure their effectiveness and the push to ensure that science is playing a primary role in gauging those impacts; the integration of individual techniques into longer-term strategies and more comprehensive frameworks that look beyond immediate annoyances to a vision of the total waterway experience; and the players in the decision making.

Research into these and other changes on the multiple use front, coupled with the real-life experiences of and cautions expressed by waterways managers, planners, regulators and other boating professionals, yielded ten "lessons worth learning" that are included in the Guide. These "things to consider" along the way to formulating viable multiple use waterway management strategies and resolutions are:

1. Slide out of crisis mode, start looking ahead ... and be prepared to work with what you do discover. "Reactive" planning doesn't do much to encourage stakeholders to envision the future of the waterway and might not encompass a broad enough framework to guide decisions about problems and opportunities that come up later. Yet even under less than perfect circumstances, visioning and goal setting still can occur, especially if a "champion," often from among the waterway stakeholders, helps to make it happen.
2. Create meaningful, transparent participation processes for waterway stakeholders, including the general public. For a variety of reasons, the processes used to arrive at a multiple use waterway decision, management plan, program or some other action are becoming part of the resolution. How the process is conducted, who's involved, and its overall credibility and

outcomes end up being as critical as the decisions that result.

3. Set out management intent and objectives. What do you want to accomplish and what are the desired conditions you want to see for the multiple use waterway? Answering these sorts of questions, along with "plain talk" upfront, puts an emphasis on the stakeholders' greater expectations for the future of the waterway, helps shift participants from the natural inclination to look at parochial interests, limitations and restrictions, and can give resource managers and planners a context for developing alternative strategies.
4. Plan with the region or system in mind, if you can. Whether it's a limit, expansion or some other change, the implementation of even a well-intended decision in the absence of broader thinking, consultation and perhaps even coordination could produce unintended conditions. Planning different waterways for different management objectives might actually yield opportunities to reduce conflicts, promote safety and balance user opportunities.
5. Map out and peel through the layers of jurisdiction, existing regulations and policies. Managers, planners or regulators of a multiple use waterway have to pay attention to the multiple layers of jurisdiction over waterways and shorelines, and the increasingly complex federal, state and local regulatory and policy frameworks that are very likely to affect the development and execution of management plans or actions.
6. Take time to sort through and define your problems before you start to look at alternatives. The "problems" of multiple use waterways are not always very clear-cut; often at their core are interconnected, changing mixes of activities, water conditions, user behaviors, attitudes and hard-to-separate out factors and impacts. Taking time to separate the problem from behaviors that are exacerbating it, or even looking at it from different perspectives can help target what really needs to be solved.
7. Make reasoned, principled and science-based decisions. Decision-making is complicated. But the development and use of explicit decision criteria that take into account everything from the degree to which a potential decision is supported by science to how the decision would affect the integrity of the waterway's

recreational experience or the environment can help make the process more open, credible and trackable.

8. Perception or science? ... Pay attention to both, at different times and for different reasons. Understanding the perceptions of affected parties can help shape the approaches for effectively gathering information, soliciting participation, structuring communications and implementing decisions. It also can offer a context for interpreting waterway user surveys or shaping a more accurate set of expectations about the waterway experience for the user.
9. Use caution when interpreting and applying data and information. The breadth, detail, specificity and reliability of data for answering questions, identifying alternate strategies, supporting decisions, measuring objectives and coping with or monitoring impacts from waterway changes might not be at your fingertips. Sort through available data with a discriminating eye, and create a plan for gathering useful, systematic data and information over time.
10. Understand and learn from others' experiences, issues and methods, but work and act within your framework and situation. If you don't pay attention to the differences between national and local experiences, between different regions of the country or a state and between different types of sites, you could inadvertently adopt practices, processes or actions that don't suit your situation. Become informed about the "bigger picture," but also do the customized work that helps you understand who your users are and the features of your waterway; then identify and set priorities based on issues that you and your stakeholders discover.

Presented by Deborah A. Gona, PhD, Gona & Associates, Lexington, Kentucky

PADDLESPORT GROWTH IN THE NATIONAL OUTDOORS RECREATION SURVEY

Summit delegates that attended this session were given details concerning the current paddlesport trends in America's outdoor recreation participation. Along with the growth markets found in canoeing and kayaking, there was discussion concerning future implications of what these recreation trends may hold

for people's participation in paddle-sports and for the growth of these sports. Socio-demographic and environmental trends currently occurring in the United States were reviewed and there was discussion as to the implication of these trends for water-based recreation services and programs.

There was also discussion as to how highly effective marketing tools, that segment paddles-sport users into specific identifiable clusters through the utilization of outdoor recreation participation and leisure lifestyle information, should be developed. Data from the National Survey on Recreation and the Environment was also discussed.

Presented by Dr. Gary T. Green, Research Scientist, Warnell School of Forestry, University of Georgia

AWARDS LUNCHEON

Opening Remarks

Ron Riberich, President
National Water Safety Congress

National Water Safety Congress Award of Merit Ceremony

Bill Gossard, Executive Vice-President
National Water Safety Congress



AWARD OF MERIT WINNERS BY REGION

Region 1 Joan Samsel

Paul Eldridge, Delaware Division of Fish and Wildlife
Spirit of America Foundation
Cleveland Metroparks Institute of the Great Outdoors

Region 2 Tom Plante

Tuttle Creek Lake Association

Region 3 Mac Wimbish

Veronica Floyd, Brunswick Corporation
Alton Pollan, USACE, Vicksburg District, Sardis Lake
John Whelen, U.S. Coast Guard Auxiliary
Maryland Natural Resources Police Reserve Officers
Lake Gaston Water Safety Council
Lt. Brenton M. Spivey, North Carolina Wildlife Resources Commission

Region 4 Bobby Pharr

Laila Rodriguez, KLUZ-TV, Albuquerque, NM

Phil Martinez, USACE

Lake Thunderbird BoatHouse Consortium

Captain Gary Haupt, Missouri State Water Patrol

Millwood Park Ranger Team, USACE, Lake Millwood

Region 5 Paul Crawford

Cindi Dulgar, CSUS Aquatic Center

Phil Smith, USACE

Rodney T. Burr, Justice of the Peace, Nevada

Judge Wendell Turner, Searchlight Justice Court

Region 6 Ann Van Buren

Randy Henry, Oregon State Marine Board

Walt Monaghan, Store Manager, Big 5 Sporting Goods

Manuel "Sam" Aguiar, U.S. Coast Guard Auxiliary

Portland District, U.S. Army Corps of Engineers

LETTERS OF COMMENDATION

Region 1

Francine Barnett, Girl Scouts of Lake Erie Council,
Ohio

Region 3

William R. Lathan, USACE, Sardis Lake, Mississippi

Carters Lake Marina, Georgia

Myers Hawkins III, USACE, Alabama Rivers Lakes

Jacqueline V. Ferrell, USACE, Enid Lake, Mississippi

Roger Davis, North Carolina Wildlife Resources
Commission

Shelly A. McDowell, USACE, Louisiana Field Office

Region 4

Jim Fisher, Arkansas Game and Fish Commission

Steve Hayner, New Mexico State Park Volunteer

Flotilla #15-7, U.S. Coast Guard Auxiliary, Arkansas

John S. Brazzel, USACE, Louisiana Field Office

Water Safety Patrol Officers, District 2, MO State
Water Patrol

Flotilla #53, U.S. Coast Guard Auxiliary, Missouri

Region 5

Sonoma County Sheriff's Department - Lake Sonoma

Boating Safety Unit, California

Lake Sonoma Staff, California

Region 6

Scott Belcher, Benton County Sheriff's Department,
Washington

Rick Schoening, Montana Fish, Wildlife, and Parks



WEDNESDAY AT THE SUMMIT

GENERAL SESSIONS

LOCAL RECREATIONAL BOATING SAFETY (RBS) GRANT PROGRAM

The goal of the Local RBS Grant Program is to make grants available for local recreational boating safety projects and programs. Funding is considered for applications that propose creative ways to reduce boating accidents and enhance safe boating experiences in local areas through public education, marketing, outreach, and the advancement and promotion of safer boating to selected groups. There are many boating organizations and groups eager to promote safe boating. These groups often exert numerous resources to raise a relatively small amount of money. With the assistance of the Local RBS Grant Program, these resources may be focused more effectively on safe boating initiatives.

The purpose of the Local RBS Grant Program is to further the North American Safe Boating Campaign's efforts, so projects and programs that expand on the Campaign are given preference. However, local projects of national significance are also considered for funding. Programs may include such things as sponsorship of a hands-on boating program for a youth group, raising safe boating awareness, for example by purchasing billboard posters and/or purchasing additional billboard space or sponsoring training for instructors in adaptive boating.

Grant money for this exciting program is made available from the Aquatic Resources (Wallop/Breaux) Trust Fund, provided by the U.S. Coast Guard and distributed by the National Safe Boating Council. The grant program includes substantial in-kind contributions by NSBC board members and executive office staff. This significant in-kind contribution allows the majority of available funding to be distributed in the form of local grants. This type of leveraging is further compounded by the in-kind services of the individual groups that receive grant, resulting in benefits that far exceed the monies available to fund the program.

Applications for the Local RBS Grant Program are accepted no sooner than October 25, 2003, and must be postmarked no later than January 25, 2004. Grants are awarded by March 15, 2004. This will enable funds to be received and projects to be underway in time for the 2004 National Safe Boating Week.

The National Safe Boating Council (NSBC) Board of Directors will appropriate funds for the Local RBS Grant Program each calendar year. There is one funding cycle per calendar year. Grant funds are distributed following the execution of a letter of agreement with recipients. Any eligible application not funded may be resubmitted for a subsequent funding cycle.

Who May Apply?

Applications for Local RBS Grants may be submitted by: volunteer boating groups, clubs and associations; non-profit corporations or organizations; local organizations (including local chapters of national organizations), and local governmental entities. Local RBS Grants will not be considered for the following:

Individuals, projects by private clubs or groups that are not for public benefit, or for-profit entities.

YEAR	GRANTS TOTAL	ORGANIZATIONS	STATES
2001	\$15,943	17	12
2002	\$16,126	17	13
2003	\$19,755	20	13

That represents nearly \$52,000 awarded to 54 organizations representing 23 different states.

Report requirements are easy. A 6-month report requires only a short description of the project, whether or not it's on target for the estimated budget and estimated completion date. The final report includes the total cost of the project, photos and/or a sample of the finished project, and an overview of the success of the project.

So how do you get some of this money? We want to fund innovative projects and we look for those that:

- Support the national campaign's effort to enhance safe boating;
- Provide opportunity to improve boating safety for specialized activities, such as paddlesports,
- Provide programs for children, and/or
- Provide opportunities for adaptive boating.

But there are many other innovative projects besides these four areas, so don't let this limit your creativity.

The Local RBS Grant Program does not require that the recipient match grant funds. The Program offers grants up to \$1,000 for each boating safety project, but the grant committee has the discretion to award a grant amount lower than the requested amount. The grant amount awarded must represent at

least 50% of the project budget. And no project may exceed one year in length. Grant funds cannot be used for salaries, transportation, meals or lodging or the purchase of items such as laptop computers, projectors and other non-expendable equipment.

Each grant awarded has its own success story. Find below some of the past successful projects. These projects are from different parts of the country and demonstrate the wide spectrum of possible uses of NSBC grants.

The Community Boating Center project in New Bedford, MA, was a huge success. Students were given a lifejacket to wear when they start sailing classes. Upon completion of the class, the students were allowed to keep their lifejacket and were also encouraged to wear them at all times when on the water. One student's mother called to applaud the Center's efforts and indicated that a family outing on their new boat was delayed because the student insisted that the parents get and wear lifejackets before they left dock.

The LifeTeam River Rescue in Harrisburg, PA, printed trading cards to give to children on area waterways. One thousand five card sets were distributed. The trading cards featured and described various rescue equipment used by LifeTeam River Rescue. The cards also included safe boating messages such as "Boat Smart from the Start, Wear Your Life Jacket."

The Tulsa Power Squadron organized its first Lifejacket for Kids Loaner Program four years ago. They have continued to add more sites with a total of eight today on five major lakes in the Tulsa area. The Squadron and Lake Patrol awarded a special T-shirt to kids who were "caught" wearing a lifejacket while on board a boat. The Squadron provided 432 T-shirts displaying safe boating messages. Awarding the T-shirts provided a great opportunity to increase public awareness of the importance of wearing a lifejacket and boating safely.

The US Adaptive Recreation Center used grant money to expand its adaptive Kayaking Water Safety Program to include more students with severe disabilities in the Big Bear Lake area of California. Upon conclusion of the classes, the families of some students have continued to kayak with their children thus giving them a family recreation opportunity and an avenue for their children to use their newly acquired skills and abilities. This program opened new horizons to these children and their families by providing safe boating experiences and the thrill of being on the

beautiful mountain lake located right in their own front yard.

The mainstay of this program is to fund efforts that further the goal of the North American Safe Boating Campaign, which is currently to increase the use of personal flotation devices.

This overview is merely an introduction of the program. Complete program guidelines and application forms are available from our web site at www.safeboatingcouncil.org. There is a link to the Local RBS Grant Program on the NSBC home page. Now that you know how easy this program is, we encourage you to consider applying for a grant for your organization's project.

Presented by Jim Richardson, NSBC Director and Chair Small Grants Program and Steve Fairbanks, U.S. Army Corp of Engineers

2003 NORTH AMERICAN SAFE BOATING CAMPAIGN

The Campaign is now a year-round Campaign. Production of resources begins in September. Media Kits are distributed in March. Our kick-offs are during National Safe Boating Week in May. Order fulfillment continues through August. Our funding continues to be provided by a cooperative agreement with the US Coast Guard through funds provided by the Aquatic Resources (Wallop/Breaux) Trust Fund.

Our Kick Off Events this year are:

- May 14 in New York City, Pier 86 on the Hudson River - Intrepid Sea, Air & Space Museum.
- May 16 in Los Angeles, Chace Park in Marina Del Rey

The Safe Boating Campaign of the past several years has been building recognition. It has been consistent and a reliable use of the Campaign element. The theme and logo is continuing a specific but universally applied image, which equates to "brand identity." We want to present a consistent message throughout the boating community. The goal is for the message and icon to become fully associated with boating safety.

For 2003 we are using the 2002 Campaign main graphic as our Campaign "umbrella" but adding new support graphics to continue a recognizable style while featuring the diversity of the boating community and the common need to "boat smart."

- Print media: posters, media guides, statistics and information book, decals, logo sheets and print resources from other entities are again be available.
- Web media: suggested activities, print media available digitally, sample news releases and proclamation, message board, Questions & Answers, FAQ's, news and briefs all available.
- Outdoor advertising: printed billboards again available
- Order fulfillment: replenishment of elements and additional items

We hope the Campaign will help aid your creativity! Be creative. What is your vision for a way to get the message of "Boat Smart. Boat Safe. Wear It!" to the masses?

The Boating Safety "SIDEKICKS" continue to develop. They have great activities to encourage and educate kids to boat safely (for grades 3 - 5).

- We want to development future safe boaters. We think the SIDEKICKS can help do that.
- We want to encourage adults to set examples for ALL young ones to follow

Saved By The Jacket:

This **book** is another valuable tool. It contains true on the water stories from those who gratefully acknowledge the lifesaving capabilities of life jackets. They are examples of being: "Saved By The Jacket" "There are old boaters, there are careless boaters, but there are no old, careless boaters." - these testimonies prove experience is no substitution for boating safety by practice.

Saved By The Jacket:

The **video** brings to life with dramatic depiction, the boating safety message thanks to our Canadian partnership. The boating safety message is conclusive, "Boat Smart. Boat Safe. Wear It!" You may find excerpts and an overview of the "Saved By the Jacket" video.



Presented by Randy Smith, Safe Boating Campaign Coordinator

FAMILY FEUD OF BOATING SAFETY

Game show host, Ed Carter, entertained the audience while the twelve (12) teams got themselves organized. Each team was seated around a table containing an electronic, lighted buzzer. The buzzer was used to signal the host - for the team to have first opportunity in attempting to answer the question that was projected onto the large screen at the front of the room.

Numerous questions had been developed by the Tennessee Wildlife Resource Agency, each having multiple choice optional answers also displayed on the screen. Only one of the choices was correct. If the team that first buzzed incorrectly answered the question, they were penalized. And, thus the quiz show proceeded through numerous questions with the awesome USCG Auxiliary Team winning. Scores ranged from the winning score to a minus 75 (this team will not be mentioned).

"We were able to win the coveted "Family Feud" prize this year with a last minute touchdown pass type answer to the last question!" recalls Bill Grizwold, USCG Auxiliary Team member. If his memory served him correctly through all the excitement generated at the game, they beat out 2nd place finishers, the "Water Safety Dummies" of Ohio DNR! That must be something worth boasting about.

The questions and answers cannot be printed within this publication. Perhaps it will be scheduled at a future Summit...a great reason for you to plan on attending.

Special thanks to the Tennessee Wildlife Resources Agency; Ed Carter, game show host; Betsy Woods, show's technical coordinator; and Fred Messmann, the score keeper and referee.



MEDIA CONTEST WRAP-UP

There were 66 entries in the following five (5) categories: Giveaways/Handouts, Posters/Signs, Booklets/brochures, Audio PSA's, and Video PSA's.

Media contest coordinated by Kevin Paff, US Army Corps of Engineers.

The Judging Criteria included:

- Clarity of Message
- Uniqueness / Innovation
- Boating / Water Safety Theme
- Easily modified for adaptation nationwide

Judges included: Leanne BeBoeuf, Wisconsin Dept. of Natural Resources; Piper Frentz, and Kay Zimmer, PCI Communications; and Gary Foster, USACE, Kansas City.

Winners

Giveaways / Handouts

- 1st CA Boating and Waterways (Jana Clarke) - Package of Boating Safety Stickers
- 2nd Kids Poster Contest / Calendar - GA Power (Jeff Jackson)
License Plate - TN Wildlife Resource Agency (Wayne Sanders)
- 3rd Milk Carton - US Power Squadron, District 6

Posters / Signs

- 1st Lifejackets Float - National Park Service (Kay Rhode)
WEAR it for Life - Idaho State Parks and Recreation (Ann Van Buren)
- 2nd COE Lewis and Clark Posters (Lynda Nutt)
- 3rd Boating and Water Safety Signs - CA Dept of Boating and Waterways (Jana Clarke)

Booklets / Brochures

- 1st Accident Prevention (Spanish) - CA Dept of Boating and Waterways (Gloria Sandovol)
- 2nd Locate a Boating Safety Professional in Your Area - USCG Auxiliary (Capt. Bob Melvin)
- 3rd Boating Laws, Rules and Regulations for UT and AZ Interstate Waters - joint partnership of National Park Service, Utah State Parks, AZ Fish and Game, and the Lake Powell WS Council (Eileen Martinez)
Carbon Monoxide - National Park Service & Utah Dept of Wildlife (Eileen Martinez)

Audio PSA's

- 1st Safety Equipment - Lake Powell Water Safety Committee (Eileen Martinez)
- 2nd Safe Water Skiing - Lake Powell Water Safety Committee (Eileen Martinez)
- 3rd Carbon Monoxide Poisoning - Lake Powell Water Safety Committee (Eileen Martinez)

Video PSA's

- 1st Jackhammering - MN Dept/ of Natural Resources (Tim Smalley)
- 2nd Protection - Canadian Coast Guard / Canadian Red Cross
- 3rd Dock - MN Dept/ of Natural Resources (Tim Smalley)



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Special thanks to Boston Whaler
FOR THEIR SUPPORT OF THE
2003 INTERNATIONAL
BOATING AND WATER SAFETY SUMMIT.

AWARDS BANQUET

NATIONAL SAFE BOATING COUNCIL AWARDS

BOATING EDUCATION ADVANCEMENT AWARDS (BEAA)

Sponsored by Coors Brewing Company

BEAA REGIONAL AWARD WINNERS

Northern Region - Connecticut Department of Environmental Protection

Southern Region - Tennessee Wildlife Resource Agency

Western Region - California Department of Boating and Waterways



BEAA NATIONAL WINNER

California Department of Boating & Waterways



BOATING SAFETY YOUTH PROGRAM AWARD

Sponsored by West Marine Products

DuBois Area School District Boating, DuBois, PA -
Water Safety Awareness Program



ANNOUNCEMENT OF NSBC HALL OF FAME INDUCTEES

Al Marmo, Office of Boating Safety, USCG, Retired
George Stewart, Executive Director, NASBLA

NSBC PATRON MEMBER RECOGNITION

Ability One, Inc. (Rolyan Buoys); Boat Ed; Boat U.S.;
Coors Brewing Company; MetLife Auto and Home;
Wal-Mart; West Marine Product; Yamaha Motor
Corporation; and Zurich Marine Specialty

NATIONAL WATER SAFETY CONGRESS AWARDS

RECOGNITION OF AWARD OF MERIT/COMMENDATION WINNERS

REGIONAL AWARD WINNERS

Region 1 - No award this year

Region 2 - Steve Dulin, Okoboji/Arnolds Park FD

Steve took the lead in forming the Iowa Great Lakes Water Safety Council that serves a 9 county area in NW Iowa. Steve has provided exemplary leadership in water safety in the region.

Region 3 - Bob Smith, Director of Diving/Aquatic Programs, Florida Keys Community College

Bob has been instrumental in training countless aquatic instructors, commercial, recreational, and military divers, and has made the Florida Keys Community College nationally recognized for its excellence in diving safety programs.

Region 4 - Mark Clippinger, Arkansas State Parks

Superintendent of Hobbs State Park Conservation Area, Mark has promoted water safety and taught

swiftwater search and rescue to over 2500 participants within 7 states and Puerto Rico over the past 18 years. As a result of his efforts in Arkansas and throughout the U.S., the number of well-trained first responders has significantly increased.

Region 5 - Nevada Division of Wildlife - Boating Safety Program

The Nevada Division of Wildlife Boating Safety Program combines education with law enforcement to create an effective approach to increasing boating safety of America's largest and busiest collection of recreational waterways.

Region 6 - Northwest Coast Boating Safety Task Force

This interagency team provided safety patrols, law enforcement, public information and education efforts. The team made over 25,000 personal contacts, resulting in a reduction of fatalities of salmon anglers along the Washington and Oregon coastal waters.



PRESIDENT'S AWARD
Fred Messmann



NATIONAL AWARD
Frank Trent



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IT'S THE MOST WONDERFUL TIME OF THE YEAR

The following words were sung by a very distinguished group of boating professionals and Coasties at the grand opening of the 2003 International Boating and Water Safety Summit on Monday, April 14, 2003. Words were written by Ed Carter and crew of Tennessee Wildlife Resources Agency. The tune to which it was sung is the same as title to this song.

It's the most wonderful time of the year
It's stopped raining and hailing
Everyone is out sailing
The Summit is here!
It's the most wonderful time of the year.

It's the hap, happiest season of all.
They'll strap on their life jackets
While sailing their yacht-its
When friends come to call.
It's the hap, happiest season of all.

There'll be rivers for running
And beaches for sunning
And boats all over the lake
So get off of your bun
And join in the fun
Or you'll be lost in the wake.

It's the most wonderful time of the year.
Our ideas are exploding
Our hearts will be glowing
We're so glad you're here!
It's the most wonderful time of the year.



*Eighth Annual International
Boating and Water Safety
Summit
April 18 - 21, 2004*



*See you at the 2004 Summit in
Beautiful Panama City, Florida*



Bay Point Resort Village Marriott