



# 18TH ANNUAL International Boating & Water Safety Summit

## NASHVILLE, TN

# PROCEEDINGS

MONDAY, APRIL 14 – THURSDAY, APRIL 17, 2014



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



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# International Boating & Water Safety Summit

Dear Fellow IBWSS Participants:

The National Water Safety Congress and the National Safe Boating Council are pleased to bring you the Proceedings from the 18<sup>th</sup> International Boating and Water Safety Summit (IBWSS), held in Nashville, Tennessee, April 14 – 17, 2014. More than 230 boating and water safety professionals from the U.S., Canada, Japan, and New Zealand attended and engaged in this year's IBWSS, sharing knowledge and techniques during general and seminar sessions.

With a variety of topics covered during the sessions, the IBWSS is helpful to anyone involved with boating and water safety and offers attendees the flexibility to create their own unique agenda to meet their own specific needs. The sessions provided a focus on *The Strategic Plan of the National Recreational Boating Safety (RBS) Program* and implementation opportunities. For additional information on any segment of the IBWSS, contact the presenter listed with the session. (Contact information for all IBWSS attendees is listed in alphabetical order beginning on page 28.)

The 19<sup>th</sup> annual IBWSS will be held at the Grand Sandestin Hotel in Destin, Florida, Sunday, March 29 through Wednesday, April 1, 2015. We encourage you to put this event on your calendar. While the presentation deadline has passed, please consider exhibiting your company, organization, or group at the 2015 IBWSS. For more information about exhibiting, registering, and to see past Proceedings, visit [www.IBWSS.org](http://www.IBWSS.org).

Thank you to all who participated in the 2014 IBWSS in Nashville, Tennessee. We look forward to seeing you in Destin next spring!



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President  
National Water Safety Congress  
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Chair  
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# PRE-IBWSS SESSIONS

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

NASBLA New State Education Coordinator Training

NASBLA Education and Outreach Committee –

Marketing & Outreach Sub-Committee

Education Policy & Best Practices Sub-Committee

National Water Safety Congress (NWSC) Board Meeting

National Safe Boating Council (NSBC) Board Meeting

Boating Education Advisory Panel

NASBLA GPS Forensics Certification Course

United Safe Boating Institute Meeting

National Boating Federation Annual Meeting

NWSC General Membership Meeting

NSBC General Membership Meeting

## MONDAY, APRIL 14

### Opening Reception

### Honoring the 18th Annual IBWSS Exhibitors

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



*Every effort has been made for accuracy in the production of this Proceedings regarding information. We regret and apologize for any omissions or errors.*

# TUESDAY, APRIL 15

## – GENERAL SESSION –

### **ALL DAY SEMINAR SESSION: Essentials Close-Quarters Boat Control Emily King, National Safe Boating Council**

The rain came hard and quick between 9:00 a.m. and 9:30 a.m. but it only rained on the instructors as they were transporting the boats. Meanwhile, the eight enthusiastic students were being briefed about the course, goals, objectives, terminology and the skills that they were going to be experiencing.

This training was a seven-hour hands-on boating skills course to train boat operators to effectively handle boats in tight quarters at a marina or near a crowded gas dock situation. It concentrated on being able to perform a 180 degree turn in a space barely longer than the boat. It also focused on backing, pivoting, ferrying, holding station, docking and departing in various wind conditions. A boat operator who understands how a boat reacts in varying weather and water conditions can competently operate a boat in close or tight quarters. The curriculum is developed in a step-by-step, skill progression focusing on knowing what to do and when to do it. Eight students received a certificate of “*Basic Essentials of Close-Quarters Boat Control*” Training from the National Safe Boating Council.

### **Keynote Speaker: Michael Broome**

#### ***“Be a People Power Person (Leadership, Service and Teamwork)”***

Michael Broome discussed the basics in dealing with employees, customers, and family. He taught principles of teamwork and the art of working and living with others. Managing, serving, leading, critiquing, praising, persuading, and listening were the areas of emphasis.

### **Update from the U.S. Coast Guard CAPT Burton, Director of Inspections & Compliance CAPT Boross, Chief of the Office of Auxiliary and Boating Safety**

CAPT Burton began the Coast Guard presentation by providing greetings and appreciation from Coast Guard Headquarters to the many excellent members of the boating safety community at the IBWSS. He then described the new officer assignments at Coast Guard Headquarters relative to the National Recreational Boating Safety (RBS) Program. Rear Admiral Thomas, who was the Director of Inspections & Compliance just a year earlier, was promoted to Admiral and is now the Assistant Commandant for Prevention. He then discussed the funding levels of the Sport Fish Restoration and Boating Trust Fund and those funding levels for the RBS grant programs. With the number of registered motorboats continuing on a slight decline, the revenues have decreased proportionately. Further, the sequestration impacts have also

reduced the funding levels for this year. For the grants being provided to national nonprofit organizations in 2014, a new scoring team composed of both Coast Guard and other federal agency staffs will be completing this aspect of the selection process this year and perhaps into the future.

CAPT Boross provided a brief background on the RBS Program’s mandates, staffing, mission, and performance goals. He provided the market estimates and the boating casualty statistics for 2012, as the 2013 data was not quite finalized yet. (The 2013 data was released the month after the IBWSS occurred.) CAPT Boross lauded the many participant organizations working collaboratively to achieve the Strategic Plan goals and objectives of the National RBS Program. He spoke to the accomplishments to date and the challenges yet to be achieved. Regarding the Trust Fund and the related RBS grants, CAPT Boross provided details on the recent history of the funding levels, as well as provided information on how much funding various nonprofit organizations have received. This included mentioning a few of the very valuable projects that have been worked on. He then provided a brief overview of the various RBS legislative and regulatory proposals that the Coast Guard is working on. The Captain concluded his presentation with results from the 2013 JSI Life Jacket Wear Rate Study and the 2012 National Recreational Boating Survey. With this valuable data, he encourages all of the boating safety community to add this to the library of excellent information available to us all for planning purposes so that we can continue to make recreational boating even more safe and enjoyable.

### ***International Lifejacket Wear Agreement: Call to Action!***

**Howard Glenn, Maritime Management Centre,  
Transport for NSW, Australia;  
Jeff Hoedt, Office of Boating Safety, U.S. Coast Guard;  
Jean Murray, Canadian Safe Boating Council;  
Rachel Johnson, National Safe Boating Council**

The National Safe Boating Council, the U.S. Coast Guard, the Canadian Safe Boating Council and the Australian Recreational Boating Safety Committee, as well as boating safety organizations in France, New Zealand and the U.K., have all signed a new international agreement focussed on ‘normalizing’ lifejacket wear, i.e. making it automatic for people to put on their lifejacket when they are going boating. In the media, they will see more people wearing lifejackets when they are boating. We know that this will save lives.

In the U.S. in 2012, 651 people lost their lives in boating accidents. Of these deaths, over 70% drowned, and nearly 85% of these victims were not wearing a lifejacket. The JSI National Observation Study in the U.S. (2013) found that the overall rate of lifejacket wear had remained stagnant over the past 15 years. We need to do more.

There is a similar pattern in Canada: an average of 127 people die in boating accidents every year, and 80% of victims were not wearing a lifejacket. In New South Wales, Australia, 90% of people who drowned were not wearing a lifejacket.



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Discussions on international collaboration on normalizing lifejacket wear were initiated by Howard Glenn of Transport NSW at the CSBC Symposium at Lake Muskoka, Ontario in September 2012, and the Agreement was signed at a Lifejacket Forum in Sydney, Australia in May 2013. To date (April 2014), 20 organizations across 7 countries have signed up.

These are the Lifejacket Agreement Principles:

- Recognize the fundamental role of lifejackets in saving lives
- Recognize the importance of promoting lifejacket wear
- Ensure that all publications (brochures, DVD, websites etc.) feature everyone wearing lifejackets when in an outside area of a small craft that is under way
- Recommend to the recreational boating industry that its publications show everyone wearing lifejackets when in an outside area of a small craft that is under way
- Require on-water education and compliance staff to wear lifejackets whenever they are on the water
- Use the term “lifejacket” in public information and education
- Encourage our boating safety networks to become safety partners by supporting the principles.

Research shows that use of the term ‘lifejacket’ is much more effective than ‘PFD’ in reaching the public and getting safety messages out.

Show your support for these principles by signing up to the Agreement: it’s easy, and it’s free! Go to [www.lifejacketwear.com](http://www.lifejacketwear.com), which is managed by Transport NSW, to find out more, and to sign up. What’s in it for your company or organization? You will publicly showcase your company/organization as a safety partner in this international community, most importantly, together we will increase lifejacket wear and save lives!

### **Wear It! How You Can Get Involved** **Rachel Johnson, National Safe Boating Council** **Yalda Moslehian, National Safe Boating Council**

In the General Session at the 2014 IBWSS, Rachel Johnson, National Safe Boating Council Executive Director, and Yalda Moslehian, Communications Coordinator, presented a shortened version of “Wear It! Campaign: How you can get involved!” Rachel and Yalda highlighted key initiatives and highlights, and invited attendees to join them in the breakout session for an extended version of the presentation.

### **Certified Recreational Boating Professional Program (CRBP)** **John Malatak, National Association of State Boating Law Administrators**

The National Association of State Boating Law Administrators (NASBLA) is developing its new voluntary Credentialing Program that will recognize recreational boating professional personnel (both paid and volunteer) who qualify by a combination of education and experience, adherence to high standards of integrity, and an assessed commitment to

lifelong learning and professional development. Individuals will be recognized by NASBLA through a peer review credentialing process, and this self-directed program will offer an opportunity for interested Recreational Boating Professionals to quantify the unique expertise they bring to their communities. The program also assists Recreational Boating Professional members in focusing and reflecting upon their lifelong professional development experience. Members who participate in the program may earn a designation to be developed by the “Commission” for Certified Recreational Boating Professionals (CRBP) an independent, certifying body responsible for setting policy and standards for credentialing recreational boating professionals. The Commission is composed of up to 13 voting members, approved and appointed by the NASBLA Executive Board. The Commission members represent the diversity of the recreational boating community. The program is self-funded and sustained through licensing fees, grants and donations offered by boating agencies. The CRBP designation includes several distinct competency areas, including such items as: Program Management and Public Policy, Law Enforcement and Accident Investigation, Waterways Management, Outreach and Public Information, Education and Training, Legislation, etc. The Commission is currently developing professional standards that will cross specialized skill areas that will become a nationally recognized certificate of professional achievement.

Also discussed during this session were the benefits of participating in the certification and credentialing program, those being:

- Recognition as a Recreational Boating Safety professional
- Quantification of the unique expertise the candidate offers
- Demonstration of adherence to high standards of integrity
- Demonstration of commitment to lifelong learning
- Structured and focused professional development plan
- Peer review of professional development activities and learning
- Eligibility for national recognition and advancement
- Access to special workshops and other training for NASBLA Credentialed Professionals and Candidates

Four key questions were discussed, those being:

*Q. Who is the target audience of the credential program?*

A. Any paid or volunteer professional working in recreational boating who dedicates more than fifty percent of his or her time to advancing recreational boating through public safety, outreach, business, industry, nonprofit advocacy or management of any kind.

*Q. What is the value of the credential program to this audience?*

A. The credential is *de facto* evidence of experience and competence. Individuals who hold this certification will be

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sought out for leadership positions in government, nonprofit and for-profit recreational boating agencies and organizations. Would-be candidates for jobs or other opportunities in recreational boating greatly benefit by holding this designation.

*Q. What is the desired outcome of the program for participants?*

A. The designation is not the end but is access to lifelong professional development and recognition. Those who achieve the credential benefit by demonstrating competence, but also proving their dedication to continued advancement and professional growth as well as enhancement of the national recreational boating program.

*Q. What is the desired outcome of the credential for states or the federal government?*

A. State and federal government members will continue to build professional competency and future leaders. Highly experienced recreational boating professionals are retiring at a high rate. These key leaders who are retiring have created a real need to develop, train and position the next generation of professionals. Additionally, NASBLA has a vested interest in committed, trained and certified professionals to ensure a sustainable member organization. This credential benefits individuals, states, organizations and the federal government, as well as the 'end customer' – the recreational boater.

Everyone knows the importance of continuous learning. NASBLA's Credentialing Program will provide an easy way to focus and structure that learning, as well as become involved in coaching younger professionals. This certification program encourages individuals to reflect on their learning, and receive feedback and recognition.

### **International Lifejacket Wear Principles, And Their Application in Australia** **Howard Glenn, Chair - Australian Recreational Boating Safety Council**

Like so many good outcomes, the starting point for the International Lifejacket Wear Principles was relatively simple. It began with the seed of an idea planted at a meeting of like minded people.

That meeting was the Canadian Safe Boating Council's workshop at Lake Muskoka, Ontario in September 2012.

What followed was six months of liaison across some of the most prominent boating safety authorities and organisations in the world.

The agreement establishing the Principles was signed during a Lifejacket Forum following the Marine13 conference in Sydney in May 2013. Signatories were Peter Chennell, Royal National Lifeboat Institution (UK); Jean Murray, Canadian Safe Boating Council; Howard Glenn, Australian Recreational Boating Safety Committee; Pierre Brugnion, Société Nationale de Sauvetage en Mer (France); and Alistair Thomson, Maritime NZ. Jeff Hoedt from United States Coast Guard endorsed by

special video message.

Across these nations, the majority of all fatal boating accident victims drown and of these, around four out of five are reported as not wearing a lifejacket.

Founding signatories to the principles agree the single greatest challenge facing the recreational boating safety community today is increasing the lifejacket wear rate among the boating public.

The main aim of the principles is to promote lifejacket wear and to normalise it by encouraging boating media around the world to show people wearing lifejackets in small boats.

The different jurisdictions, largely depending on marine conditions, define small boats variously as under 4.8 meters, under 16 feet, under 6 meters or under 7 meters, and including tenders.

In Australia, almost five million people go boating each year – in the State of New South Wales (NSW) alone there are almost 2 million.

In NSW the Target Audience for our lifejacket campaign is:

- Males aged 25-64 years old especially those aged 30-55 years
- Typically recreational fishermen and skippers of small vessels
- The family of recreational boaters & passengers

The issue is:

- In NSW, for the 10 years to the end of June 2012, 136 people died
- 9 out of 10 people who drowned boating did not wear a lifejacket

The main lifejacket awareness campaign:

- Was the most comprehensive lifejacket advertising campaign to date that includes paid media in TV, outdoor, in-venue, radio, print and digital channels
- \$1.2 million budget spent on advertising
- It's about getting people into the habit of putting on a lifejacket every time they go out on the water, especially those in small craft.

NSW is striving for a 'step change' in the boating safety culture and this requires more than just an ad campaign. This is why NSW built the most coordinated and comprehensive lifejacket safety campaign to date in Australia. Those supporting actions included the following:

1. Public relations activations including – Radio, events, media activity
2. YouTube videos
  - The campaign is supported with a specific online activity featuring well known Australian comedian/actor Shane Jacobson.
3. Lifejacket Loan Program
  - The Lifejacket Loan strategy provided Boating Safety Officers with a mechanism to raise awareness of, and promote compliance with, lifejacket wear.
4. Zero Tolerance:
  - Together with Police, our boating patrols are taking a zero tolerance approach to compliance with lifejacket laws.

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- To boost this engagement effort, we are recruiting what will be an additional 6 Boating Safety Officers and 18 Boating Education Officers.
- The Boating Education Officers are in the field now and engaging the public through visiting ramps, camping and van sites, retailers and schools.

### **5. Lifejacket Upgrade/Mobile Project**

This project is designed to raise awareness of new generation lifejacket styles, and to encourage recreational boaters to upgrade their old lifejackets. It is being rolled out at key upgrade locations such as boat ramps across NSW

So far, the Old 4 New Lifejacket team visited 93 boat ramps during the past season and directly engaged 4000 people.

- Almost 2000 (1960) new generation lifejackets were sold.
- More than 2800 (2809) old lifejackets were traded-in.

The primary purpose of this vehicle is to raise awareness of new generation styles of lifejackets that can be worn for the duration of a typical day out in a small boat.

### **Observational study**

We also ran an observational study which revealed lifejacket wear rates of 34 percent state-wide. To put that in context, that figure is more than three times higher than the previous figure of nine percent published in 2007.

### **Results**

Over the past year, we have seen the best boating safety result in two decades.

Fatalities were down 35 percent on the long-term boating season average and the number of recreational vessel incidents continued its downward trend with the fewest number of incidents recorded over more than 10 years.

There is an average of 6.48 fatalities per 100,000 registered vessels for previous 10 years.

But we are chasing a 'step change' and over the past year the average was cut by more than half (to 3.02 per 100,000 registrations).

In NSW, all this work is funded solely from revenue raised from the boating community through fees such as boat licence and registrations. We are ploughing boating revenue back into the boating community to promote a culture of safer boating.

Success in driving a cultural change in safety is founded in a commitment to diversity of activity ... in partnerships, in engaging stakeholders, in regulation and compliance, in evolution of campaign and safety products, in funding and a commitment by government.

### **Drowning Prevention in Schools:**

#### **"A Cause Worth Fighting For"**

**Adam Katchmarchi, MS, West Virginia University**

**Brian Westfall, U.S. Army Corps of Engineers**

This presentation was focused on advocacy for drowning prevention education to be taught in schools. This interactive presentation introduced various ways of advocating to teachers, administrators and parents on the importance of

drowning prevention education. Topics covered included drowning statistics, state education standard, instructional tips, lesson development tips, real examples, and cross curricular explanations. Drowning is the leading cause of unintentional injury related death for children 1-4 and remains in the top five leading causes of unintentional injury related death up to age 54 (CDC). In 2007, there were 3443 unintentional fatal drowning deaths, an average of 10 per day. According to the Center for Disease Control, nearly 80% of drowning victims are male. Research has shown that minorities have a higher drowning rate when compared to Caucasians.

Schools provide an excellent outlet to reach a large amount of students. Teaching all students to swim has been a long standing goal and should still be fought for, however, classroom and physical education courses are also an excellent venue to educate students about drowning prevention information. Educators are encouraged to reach out to resources in their local community and across the nation.

Highlighted resources included the National Drowning Prevention Alliance (NDPA), Consumer Product Safety Commission (CPSC), Safer 3 Water Safety Foundation, USA Swimming Foundation, and the Joshua Collingsworth Memorial Foundation. Additional resources are available and participants were encouraged to conduct research to find what resources and programing are right for them.

Two breakout activities were conducted during this presentation. The first one was for group members to consider what topics should be discussed when covering water safety information with students in the classroom or the gym. The second activity was to make an interactive water safety rule list. All rules were made in a positive fashion without the words no, don't, or not allowed. The final piece of the presentation was an introduction to games and other activities that can be completed in the gymnasium to reinforce drowning prevention and water safety information. Participants of this presentation were encouraged to reach out to schools and community groups to take the lead and advocate that water safety and drowning prevention information is taught to their students.

### **Improving the Permitting Process: A Case Study**

**Nicholas Cordua, Adept Technologies, Inc.**

**Michael Pelligrino, Trailhead GIS, Inc.**

*No Summary Submitted.*

### **Purchasing, Outfitting & Repairing**

#### **Mission-Critical Watercraft**

**John Adey, American Boat and Yacht Council**

**Peter Chisholm, Mercury Marine**

*No Summary Submitted.*

### **A Non-Motorized Boating Project**

**MariAnn McKenzie, Oregon State Marine Board**

In the fall of 2010, OSMB initiated a strategic planning process, which was completed in 2011. It included

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recommendations, goals and strategies for the agency to pursue over the next five years. The Marine Board has statutory responsibility for all recreational boating in Oregon, but agency revenues are derived almost exclusively from motorized boaters. State data indicates that non-motorized participation tripled between 2000 and 2010 and may have surpassed motorboat participation. Non-motorized boaters increasingly use or seek access facilities, law enforcement services, and frequently petition the Board for regulations that protect or enhance their activity. Motorized and non-motorized boaters identified the need for reasonable fees, equitable services and fair representation with the Board. Given the growth of non-motorized boating, the disparity, from both perspectives, needed to be addressed by the agency.

The Marine Board brought together diverse user groups to assist the agency in determining the needs, expectations, and participation by the non-motorized/non-registered constituency. The Non-Motorized Advisory Committee consists of 14 individuals with appropriate professional backgrounds, expertise, and resources to contribute to the topic or activities. The Committee met eight times from November 14, 2012, until January 29, 2014. The committee produced a set of key topics about what is important to non-motorized boaters and potential ways the Marine Board could engage and support them into the future. Based on their recommendations, the Marine Board will hold a series of interactive “public listening sessions” to further engage the casual user and more organized non-motorized boaters with agency staff. The listening sessions will serve two purposes: 1) Inform the boating public about the Marine Board’s new Mission and strategic goals, and; 2) Listen closely from non-motorized boaters to learn about local needs related to access, safety, and education.

This is a ground-truthing mission and it’s important to connect with people who recreate on Oregon’s waterways. Understanding what we do and how we deliver services is only one part of the conversation, but how do boaters want us to serve them? We want to find balance, equitability, and a way to meet all boaters’ needs. We want boaters to tell us how to achieve it. The public meetings begin in June 2014.

### **Promoting Lifejackets Using Cold Water Immersion Logic Answering the “Why?” When We Say “Wear It!” Paul Newman, U.S. Coast Guard**

This presentation challenged the participants to “change the conversation” on lifejackets away from old, unsupported threats (“*You could bump your head and go unconscious,*”)\* to research-supported facts of cold water immersion. We used the Cold Water Boot Camp USA research as a basis for exploring why people drown when falling out of, or being ejected from, recreational boats in North America.

We established that almost all the waterways in North America are considered “cold” (i.e. below 70° F) most of the year. Using NOAA weather data and local water temperatures we showed that, depending on your location, the water temp

could range from 29 to 60° F on the day of this presentation. Therefore, the majority of boaters who fell overboard (today) would experience the life-threatening symptoms of cold water immersion.

We explained the Cold Water Boot Camp “1-10-1” principle, coupled with recent fatal accidents on Lake Tahoe to educate the group on cold shock syndrome and cold incapacitation; the two fatal elements of cold water immersion. We viewed a 10-minute portion of the Cold Water Boot Camp USA DVD to see the actual research behind the 1-10-1 principle. DVDs were also available for all participants for free.

Then we introduced the expression, “A Lifejacket Buys You Time” as a new way to have the conversation with the public about lifejackets. We combined the 1-10-1 principle with three elements of the “Buys You Time” concept:

1. It buys you time to **catch your breath** (instead of gasp/hyperventilate underwater).

10. It buys you time to **rescue yourself** (until you lose all dexterity).

1. It buys you time to **wait for rescue** (an hour or more to float before hypothermia starts).

We also highlighted how to talk to the news media about this concept and gave an example of a Los Angeles County Sheriff’s Deputy speaking about cold shock response in a news article on a recent near-fatal kayak capsizing. We emphasized the need to change our understanding of hypothermia, which takes hours, in favor of cold shock and incapacitation, which takes minutes and results in drowning.

These concepts are part of an outreach campaign that’s starting in the 11<sup>th</sup> Coast Guard District (AZ, CA, NV, & Utah). It was a first step in seeking consensus on a branded outreach that answers the question “Why?” when we say “Wear It!”

*\*Thanks to our Great Lakes participants, we learned that hitting your head on ice is still a real threat in frozen water situations, requiring a lifejacket.*

### **Successfully Executing a Wear It! Campaign on a Local Level Melissa Miranda, California State Parks Division of Boating and Waterways**

As the pilot state for the first localized Wear It! Campaign, California has developed, in coordination with the National Safe Boating Council, Coast Guard and other pertinent partners, a proven successful, unique campaign to target a niche demographic to increase life jacket wear. Every state has since jumped on board the Wear It! Campaign and it has even reached international waters. Since its inception in California, California State Parks, Division of Boating and Waterways, has completed seven years of effective campaigning using the Wear It! message and we’re not stopping now!

It takes more than just money to create a successful campaign, although money is an undeniably helpful factor. Each year, we prepare our campaign by identifying our goals, assembling our team, creating a plan, implementing that plan and then evaluating the effectiveness of the campaign.



# **TUESDAY, APRIL 15**

## **– GENERAL SESSION –**

California's successes have not come without obstacles. However, even with these obstacles, it is always pertinent to remain relevant with changing times and a diverse demographic.

Each year, we go through this same process of determining the best locations based on accident data, high traffic areas, special events, and any other factors that may affect the successes of the campaign. Though our campaign location may change, our desired outcome remains the same: increase life jacket wear rates and save lives!

For the pilot campaign, we decided on a five-year program with about 10 marina events per year during high boating season with a variety of marketing strategies including on-air radio advertising, online/social media and onsite experiential. At each marina event throughout the year, we provided a life jacket to boaters who pledged to always wear it while boating in addition to a demonstration on how the life jackets work, which activities they are approved for and where to obtain a new CO2 cartridge.

We evaluated the effectiveness of the campaign based on an observed life jacket wear rate study. The results were astounding! At the inception of the campaign, voluntary wear rates were at 6.0% and at the conclusion of the five-year pilot program, we more than doubled that number to 12.4%. The Wear It California! Campaign has since moved to Southern California where it has been equally successful.

Every campaign will endure challenges, but if you have a solid plan in place with achievable goals, these obstacles can easily be overcome. With determination, thoughtful marketing, and utilizing resources already available at your fingertips, you are sure to be on the right track to creating your own successful Wear It! Campaign.

### **Results of the Sea Tow Foundation's Study on Life Jacket Loaner Programs Nationwide** **Gail R. Kulp, Sea Tow Foundation**

This presentation detailed results of the Sea Tow Foundation's 2011 Sport Fish Restoration & Boating Trust Fund, as administered by the U.S. Coast Guard, grant project. The purpose of the grant project was to identify and evaluate the life jacket loaner programs throughout the U.S. A life jacket loaner program was defined as any organized activity that provides life jackets for free to members of the public. According to the nationwide data, 44 different state agencies and/or boating safety organizations hosted some type of life jacket loaner program in the U.S. As of July 2013, there were at least 1,915 life jacket loaner locations in the U.S.

The final grant report included a set of eight best practices for establishing and managing a successful life jacket loaner program with a corresponding evaluation rubric that was developed to assess the effectiveness of each of the life jacket loaner stands. This rubric allowed the host organizations and agencies to self-assess their loaner programs and reduce travel and oversight costs. A list of six lessons learned from the 44 agencies and organizations involved in hosting life jacket loaner stations was also presented. These lessons included

finding partners, funding, choosing a location for the loaner stand, deciding on the best design for building the stand, publicizing the loaner stand and self-evaluation. A variety of loaner stand construction plans and designs were presented as well. A full copy of the final grant report which includes the list of best practices, evaluation rubric and lessons learned is available for free on the Sea Tow Foundation's website at [www.boatingsafety.com](http://www.boatingsafety.com).

The presentation also included details about the Sea Tow Foundation's most recent 2013 U.S. Coast Guard grant project. This grant project's goals are to continue building life jacket loaner stations in areas that need them using the best practices developed in the 2011 grant project. A key part of the current grant project is the provision of funds and life jackets to assist 18 non-profit organizations and boating agencies located around the country in starting their own life jacket loaner program. Applications were accepted and reviewed and the 18 selected recipients each received 50 life jackets of varying sizes from infant through adult XL as well as a complete loaner stand, signage, information brochures about the life jacket loaner program and a life jacket loaner program manual. The program manual included a press kit, loaner stand construction directions, an evaluation rubric, the best practices and lessons learned, and digital signage files. This grant project will be completed in the fall of 2014 and a final report will be submitted to the U.S. Coast Guard shortly thereafter. Upon acceptance of the final report, it will be shared on the Sea Tow Foundation's website.

### **Children's Boating Safety Program: Let's Get Growing!** **Kelli Toth, Alaska Office of Boating Safety**

The Alaska Office of Boating Safety follows the program model adopted by the State and Territorial Injury Prevention Directors' Association (STIPDA) which applies the public health approach to injury prevention:

**Information collection and analysis:** Effective and efficient injury prevention programs are evidence-based. Using the best available information, causes of (or correlations associated with) boating fatality, injury, and property damage incidents are identified and evaluated for risk. Boat accident reports, accident investigation reports, trauma registry statistics, boater surveys, law enforcement statistics, research papers and observational studies are examples of sources used.

**Program Design, Implementation and Evaluation:** Programs are designed to target high – risk populations and activities, taking into account the likelihood of public acceptance and success. For example, the most successful injury prevention programs (such as Kids Don't Float educational component) include a strong grass roots component. The degree to which a program can be adopted and replicated on the local level can be a predictor of the likelihood of public acceptance and eventual success of a program. Evaluation methods are selected and, ideally, built into programs early on in the design process to establish pre-delivery base lines and develop and measure the intended outputs and outcomes.

# TUESDAY, APRIL 15

## – GENERAL SESSION –

**Coordination and Collaboration:** Developing and maintaining strong partnerships with other agencies and organizations makes the most of limited resources, encourages information sharing and cooperation, and helps avoid duplicity and inconsistency.

**Technical Support and Training:** Recruiting, training, and maintaining a highly professional and committed workforce is the key to program quality and effectiveness.

States may choose either the injury prevention or simply the regulatory approach. The regulatory approach is only one component of the injury prevention model, and not as comprehensive nor potentially as effective.

The NASBLA Education and Outreach Committee is currently evaluating, surveying existing children's programs, and evaluating and analyzing the National Common Core education standards which some believe to be a barrier, but the committee finds this inconclusive.

When designing a children's program, strive for critical thinking, the tip of the Bloom's triangle of a student's means of knowledge. Become familiar with Blooms Taxonomy, it is a systematic way to describe how a learner's performance

develops from simple to complex modes of learning. Read "The Talent Code: Greatness Isn't Born. It's Grown. Here's How." by Daniel Coyle. This book clearly defines the science behind the importance of delivering hands on-learning. The Alaska Office of Boating Safety designed a pool session for children and adults as part of the educational program series and Kelli discussed how they designed, implemented, and evolved their pool sessions offering this program component statewide, and the results of their efforts.

The *Kids Don't Float* Education Program is an injury prevention intervention that seeks to sow boating safety seeds early in a child's life. With proper care and feeding, states will grow strong healthy "safety roots," produce "fruits" of life jacket wear, and watch even more "seeds" of boating safety ambassadors to continue to grow a healthy crop of behavioral change.

### Drunk Boating is Drunk Driving Kara Owens, Minnesota Department of Natural Resources

*No Summary Submitted.*

## "The Tennessee Wildlife Resources Agency Extravaganza"

The Tennessee Wildlife Resources Agency hosted the extravaganza at their headquarters in the barn on the campus. Buses shuttled attendees to and from the hotel. The Tennessee Wildlife Officers Association cooked a Barbeque supper and there was a canoe full of iced down beverages donated by the local distributor – Ajax Turner. The first entertainment was provided by the bluegrass band, Pickin' Friends and then The Road Crew played popular 50's music. All this was wrapped in a Wear IT! theme. Good food, good music, good people – it was fun for all.

Thank you to

**AJAX TURNER**

for providing beverages for the  
Tennessee Barbeque.



Thank you for the "Extravaganza"!

A very special thank you to the

**Tennessee Wildlife Resources Agency**  
for the outstanding support they have provided  
for the 2014 IBWSS.



# **WEDNESDAY, APRIL 16**

## **– ON-THE-WATER DAY: CAMP WIDJIWAGAN –**

### **IBWSS 2014 On-Water Standards National System of Standards for Recreational Boat Operation – USCG On-Water Standards Grant #2 (Sail/Human Rubrics) Brian Dorval, Think First Serve Joanne Dorval, Metcore**

The On-Water Standards portion of the Day-on-the-Water event took place on Wednesday, April 16, 2014 at the Joe C. Davis YMCA Outdoor Center during IBWSS 2014. It was a full day event with the purpose of providing conference participants an opportunity to explore and become personal with the On-Water Standards currently under development in the On-Water Standards Project. Once developed, these On-Water standards will be made freely available to course instructors and designers providing them with information and tools they can integrate voluntarily into their instruction to improve boating safety on the water. Our goal was to allow participants to actually perform some of these standards on the water so as boating liaisons with their local and state communities, they would have first-hand experience with the On-Water standards included within the Coast Guard's National System of Standards for Recreational Boat Operation.

Participants engaged in three activities throughout the day. It all began with everyone attending a 45-minute briefing on the overall On-Water Standards Project. The briefing focused on the purpose, deliverables and approach being used to develop a consensus-based national set of On-Water, skill-based standards for the entry-level POWER, SAIL and HUMAN-propelled recreational boat operation. As part of the presentation, participants also engaged in an experiential activity to help them understand the unique challenges subject matter experts have been facing with the development of skill-based standards.

Following the presentation, participants went out on the water in POWER, SAIL and HUMAN propelled boats to experience first-hand the specific skill-based standards that experts around the country are seeing as essential to safe recreational boat operation. They did this by taking on the role of Boat Operators and actually operating recreational boats through a subset of 14 out of the total number of standards being development within each domain. The standards mostly involved maneuvering the boats in close quarters and operating the boats through open-water maneuvers. For each domain, Standards Observers (subject matter experts in recreational boat operation) guided Boat Operators through the sequence of maneuvers. For POWER and SAIL boats, Observers were actually in the boats with the Boat Operators to guide them as well as to ensure Boat Operators' safety while on the water. For the HUMAN-propelled craft, Observers were in crafts near by. Observers read from scripts as they guided Operators through the maneuvers in order to help standardize the experience people had while the water. Most of the participants chose to experience the standards in two out of

the three of the domains.

At the end of the day, participants received signed certificates acknowledging their participation in the On-Water Standards event. In all, 65 participants went out on the boats and experienced the On-Water Standards first hand. 25 recreational boating experts and support personnel from across the domains of POWER, SAIL and HUMAN recreational boat operation and from across different organizations made up the delivery team. A very big thank you to all those who helped make the day a success.

### **Introduction to USPS Comprehensive Approach to On-the-Water Training Robert Brandenstein, Tammy Brown U.S. Power Squadron**

Classroom instruction has been the mainstay of educational curriculum for the recreational boater for years. The traditional space has been augmented by presenting the materials via enhanced media over time and recently by on-line extensions of these instructional models. However, educators have known that involving multiple senses provides for improved learning. Classroom teaching environments may provide for the knowledge side but adding hands-on on-the-water (OTW) skills experiences to those knowledge sessions will demonstrate better retention and application to the real world of recreational boating. USPS has undertaken a very comprehensive approach to integrating on-the-water training as a change in education and training. The USPS program provides tiered options in addressing needs of novice/beginning boaters and/or those with many seasons of experience. These training experiences are available through the 400+ Squadrons organized in the country. USPS continues to enhance the skills and knowledge of the recreational boater. USPS has promoted another step change in the hands-on experience by introducing their Boat Smart® Virtual Boat Handling Simulator. This portable and transportable device mirrors the basic OTW credentialing curriculum to allow training, experience and testing without the limitations of weather and seas conditions, waterfront locations, and vessel availability for year-round use.

### **Time to Play! Interactive Classroom Boating Activities Kelli Toth, Alaska Office of Boating Safety Erika Brooks, Kansas Department of Wildlife and Parks Kim Jackson, Arizona Game and Fish Department**

The Alaska, Arizona and Kansas state boating educators hosted an opportunity for conference attendees to get their feet wet (for some literally) during the on-the-water day and explore skills based boating safety education. There were several learning stations highlighting different ways to teach boating safety concepts in an interactive and fun way. The boating safety "students" reported that they thoroughly enjoyed the opportunity to learn more, explore and experiment with the various concepts relating to life

# **WEDNESDAY, APRIL 16**

## **– ON-THE-WATER DAY: CAMP WIDJIWAGAN –**

jackets, boating under the influence, paddling techniques and concepts relating to cold water immersion at the learning stations. The session ended with the ever-popular life jacket fashion show. Several techniques were demonstrated for hosting a life jacket fashion show and key concepts of life jackets were shared with the audience. This hands-on session emphasized that teaching boating safety with a kinesthetic approach addresses the tactile learner and sets the stage for increasing concept recall by deepening the learning process for a higher level of thinking.

### **USPS Comprehensive Approach to the On-the-Water Training – Demonstration of USPS Basic Boat Handling Skills** **Robert Brandenstein, Tammy Brown, Ray Alley, John Malatak, Robert Palmer** **U.S. Power Squadron**

As exemplary as the USPS presentation skills and instruction on the full suite of training embraced by the Comprehensive Approach to OTW training may be perceived to be, demonstration of the actual techniques and actions provides a much stronger statement of the capability of the credentialing activities required of the candidate and the certifying individual. Using a Boston Whaler Dauntless 200 leased to USPS under the funding provided by USCG Grants, it is proposed to demonstrate several of the key maneuvers included in the POTW coursework and skill certification/training by experienced USPS BOC program leaders while on the water. A shore-side narrator will communicate with the IBWSS attendees while the boat operator will show the skill needed to be certified under the program.

### **Increasing the Awareness of Boating Safety** **Larry Meddock, Water Sports Industry Association** **Jim Emmons, Water Sports Industry Association**

During the IBWSS, the Water Sports Industry Association (WSIA) presented at two breakout sessions. The first was on WSIA's National Outreach efforts as they relate to the U.S. Coast Guard's Strategic Plan and the second was on the dangers of Carbon Monoxide poisoning and water sports.

The presentation on our National Boating Outreach efforts called *Increasing the Awareness of Boating Safety*, highlighted nine video shorts and/or PSA's that address issues regarding the perils of Boating Under the Influence, the importance of Wearing a Life Jacket, the advantages of taking a Safe Boater course and increased awareness of Marine Navigation/Rules of the Road. All of these are outlined as specific areas of interest in the U.S. Coast Guard's Strategic Plan.

The highlight of the presentation was the debut of the *Mark Watts* video. A three-and-half minute video that relives a 2006 horrific accident from Orlando, Florida that took the life of a young girl and critically injured four others during a late night boating excursion while under the influence of alcohol. This video was produced as a collaborative effort with NASBLA, Bonnier Corp. and the Water Sports Foundation (WSF), WSIA's

non-profit organization through the U.S. Coast Guard's non-profit federal grant.

The other videos shown focused on the WSIA's latest efforts to encourage new boat captains not to use alcohol while boating. In fact, one of these videos called "Time Bomb" won first place at the IBWSS awards. The Mark Watts' video took third place. These videos are distributed in multiple ways including electronic newsletters to more than 200,000 subscribers, via a safe boating websites and as editorial content for boating magazine editors.

### ***Boating Safety Youth Program Award Winner:*** **WaterSmart from the Start** **Charles Fosha, Pensacola Power & Sail Squadron**

To goal of this program is to educate young people about all aspects of safe boating and water practices that could save their life and the lives of others. Children who have a connection to the water will be the future best stewards of this natural resource and will stay connected to water based activities in adulthood.

There are four main objectives to this program:

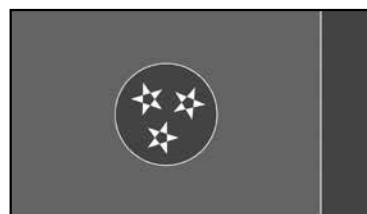
- Boat Safety
- Navigation
- Rescue
- Environment

The program will expose the student to all aspects of boating, boating safety and the environment. This exposure educates the students to the future of the marine industry by encouraging best safety practices in boating and promoting stewardship of the land and the waters.

The course will use a CD interactive tutorial, developed by the United States Power Squadron, and a core component of United States Coast Guard program "You're in Command," and will include hands-on activities to emphasize the computer based learning. The CD covers approximately 8 hours of interactive games and educational events.

The program will be promoted by placing flyers in boating stores, placing advertisements in various printed media, making presentations to various Parent Teacher Associations, making use of social media such as Facebook and doing TV spots as items of interest to the local community. The most effective advertisement for the program will be the children and parent endorsements.

A student guide and interactive CD is available for WaterSmart from the Start. The hands-on activities can be developed separately by other groups based on their facilities and needs.





# WEDNESDAY, APRIL 16

## – MARK OF ACHIEVEMENT CEREMONY –

*Mark of Achievement Ceremony was sponsored in part by Premier Sponsor Boat Ed.*



*CAPT Boross (left) U.S. Coast Guard Office of Boating Safety, had the honor of presenting Augusto "Kiko" Villalon (right) with the U.S. Coast Guard Boating Safety Division's RBS Award of Excellence.*



*Thank you to the exhibitors who donated prizes for the drawings held throughout IBWSS.*



# THURSDAY, APRIL 17

## – SEMINAR SESSIONS –

### ALL DAY SEMINAR SESSION: Open Water Boat Control Course Emily King, National Safe Boating Council

A great day of boating was conducted on Percy Priest Lake. Ten students participated in this training. The class was a mixture of some very experienced boat operators and others that had very limited experience. The experienced boat operators were able to see how easy and effective the curriculum was on the inexperienced boaters.

This training was a seven-hour hands-on boating skills course to train boat operators to effectively handle boats from the comparative lower risk of protected water and venture into open water on plane and cruise safely. It concentrated on maneuvers while on plane such as steering straight, changing headings, etc. It also focused on stopping the boat, crossing waves and wakes, avoidance turns, person overboard rescues, along with ferrying and holding station in various wind conditions. When correctly practiced and applied, the skills covered will give students the basics for being a safe and responsible boat operator. The curriculum is developed in a step-by-step, skill progression focusing on knowing what to do and when to do it. All ten students received a certificate of “Basic Open Water Boat Control” Training from the National Safe Boating Council.

### On-Water Instructor Licensing Facilitated Discussion

Pam Dillon, National Association of  
State Boating Law Administrators  
Facilitator: Chris Stec, ACA/Canoe-Kayak-SUP-  
Raft-Rescue

Full implementation of recreational boating on-water instruction is being slowed in many areas by the requirement for paid instructors to comply with the United States Coast Guard Operator of Uninspected Passenger Vessel (OUPV) and Master Operator Licensing Laws and Regulations. These requirements supersede many of the intents, purposes and goals of the National RBS Strategic Plan involving on-water boat instruction for the entry level operator, halting the availability of course offering on most U.S. waters.

The National Boating Safety Advisory Council (NBSAC), on November 11, 2012, recommended that the United States Coast Guard conduct a comprehensive review of the current licensing requirements and procedures that could impact recreational boating on-water safety instructors and that consideration be given to modification of the current applicable regulations and requirements under certain conditions.

In response to a request from the NBSAC Prevention Through People subcommittee, in November 2013, the Coast Guard Boating Safety Division helped to conduct a facilitated discussion with the Coast Guard Office of Vessel Activities in order to document the issues and make recommendations

to identify potential resolutions to advance the availability of on-water instructor offered by properly trained and certified instructors.

The discussion was facilitated by Mr. Chris Stec, Chair of the NBSAC Prevention Through People Subcommittee and COO of the American Canoe Association. Several presenters provided subject matter expertise regarding an overview of the current process and a review of the Transportation Worker's credential and other related items. A synopsis of the problem is presented here:

### **DRAFT PROBLEM Statement Regarding USCG Licensing of Powerboat Instructors under Certain Conditions<sup>1</sup>**

*The National Recreational Boating Safety Program Strategic Plan (aka “RBS Strategic Plan”) was developed by national recreational boating organization stakeholders with full support and participation by the United States Coast Guard. The RBS Strategic Plan was developed to promote and advance recreational boating safety and to reduce accidents, casualties and associated health care costs. The USCG has fully embraced the advancement of the Strategic Plan, working in partnership with over 30 Strategic Plan National Implementing Partners to develop innovative approaches to achieving its goals.*

*Objective 3 of the RBS Strategic Plan addresses Skill-Based On-Water and Advanced Training. In partnership with the USCG's Boating Safety Division, work has been completed to develop an instruction curriculum for powerboat operators including drafting a system of voluntary, consent-based standards for use as baseline measures of competency in providing entry-level on-water skill training. These standards and course curricula, with accompanying instructor-certification qualifications/procedures, program reporting requirements, risk-assessment/reduction approaches and safety procedures, fill a vital gap in the availability of boat operator proficiency training. While sailing and paddling instruction have been widely-offered for decades, powerboat instruction has been limited, due in part to the onerous federal regulations requiring USCG Merchant Mariner credentials in most, but not all, locations. Programs have been successfully launched in the limited venues where USCG Merchant Mariner credentials are not required. It is recognized, however, that in order to fully implement skill-based training programs as envisioned by the RBS Strategic Plan, these courses must become readily available throughout the U.S. where boaters, students, and trainers recreate – including U.S. navigable waters which require these additional credentials whenever money or ‘any consideration’ changes hands. [The somewhat perplexing reality is, however, if no money changes hands, no license is required.]*

*Most programs of powerboat instruction, even when administered by a national non-profit volunteer organization, require the student to pay a course fee. Most organizations*

<sup>1</sup> A Merchant Marine Credential (aka ‘Captain's License’) is required if a person receives remuneration as an on-the-water instructor when on a powerboat on navigable water. If no money changes hands, no license is required.

# THURSDAY, APRIL 17

## – SEMINAR SESSIONS –

receive reimbursement for program expenses such as gas and/or a stipend for their instruction services. Any level of remuneration, even when relatively modest (such as a shared meal or reimbursement of fuel expenses) triggers full application of Title 46 Part 10 – Merchant Mariner Credential, specifically requiring either an OUPV (Operator of an Uninspected Passenger Vessel) credential or a Limited OUPV credential.

The current system for Merchant Mariner credentials was developed for professional mariners 'to serve on merchant vessels.' Further, it is a means to determine and verify that an applicant is 'competent to serve', 'does not pose a threat to national security', and that the holder of the credential is a 'safe and suitable person.' This rigorous system was clearly developed with the off-shore merchant vessel mariner in mind and NOT a 'Recreational Boating Safety Skills Instructor'. The fact that this regulation applies ONLY to individuals who receive a reimbursement/stipend and NOT to these same individuals who might volunteer and receive no reimbursement or other consideration, seems to indicate that this requirement is primarily about revenue and commerce which are outside the goals of the RBS Strategic Plan and not in keeping with the Coast Guard's goal of reducing fatalities and accidents on the water.

Furthermore, if an interested instructor-candidate applies for and receives an OUPV credential, the credential does not authorize, nor does it fully prepare that candidate to teach a course of instruction under most current systems of national curricula. Even with a valid OUPV credential, the Instructor-candidate must successfully complete a defined course of on-water skill performance/assessment, undergo instructor-eligibility requirements of the certification organization to ensure they are 'safe and suitable', AND demonstrate mastery of a specific teaching progression including methods of student coaching, evaluation and skill assessment. Once this instructor-candidate is fully recognized as a Recreational Boating Safety Skills Instructor, they may immediately teach as an unpaid volunteer. Being unpaid, Merchant Mariner regulations do NOT apply. Once reimbursement for expenses or other consideration is received, however, the Merchant Mariner regulation takes effect, creating a significant barrier to providing instructional services as envisioned in the RBS Strategic Plan.

If obtaining the OUPV credential were a simple, inexpensive, straightforward process, this would not be viewed as an adverse requirement, but the process takes several months and involves completion of multiple steps, forms, and requirements, often at considerable expense (from \$400 to \$2000-PLUS when travel is required). Some requirements seem bureaucratic and unnecessary given the restricted environment for course curricula such as when teaching close-quarter maneuvering or docking procedures. OUPV requirements may include waiting periods and personal visits to locations outside a person's home area or state in order to complete background checks and medical testing. OUPV credentials can be denied or delayed based on certain medical

findings. Any one of these requirements can discourage an instructor whose only desire is to share his/her knowledge of recreational boating to a student in a defined, controlled, limited, and safe setting.

Here is current information, provided by the USCG, on requirements needed to obtain an OUPV:

- Apply for a Transportation Workers Identification Card (TWIC): [http://www.tsa.gov/what\\_we\\_do/layers/twic/index.shtm](http://www.tsa.gov/what_we_do/layers/twic/index.shtm) (Note: According to the website, there is currently a 4-month applicant backlog.)
- Get a Medical Physical using the 719-K Form: <http://www.uscg.mil/nmc/medical/default.asp>. (Note: Certain medical conditions require additional testing.)
- Get a Drug Test from an approved facility or be enrolled in an Approved Drug Testing Program: [http://www.uscg.mil/nmc/drug\\_testing/default.asp](http://www.uscg.mil/nmc/drug_testing/default.asp) (Note: Approved facilities are not available in all parts of the U.S.)
- Get an OATH: [http://www.uscg.mil/nmc/credentials/oath/Merchant\\_Mariner\\_Oath.pdf](http://www.uscg.mil/nmc/credentials/oath/Merchant_Mariner_Oath.pdf) (Note: This is written for crew members to obey a ship's command.)
- Fill out in its entirety the 719-B Application Form and Submit to a Local REC
- Pay the applicable fees: <https://pay.gov/paygov/forms/formInstance.html?nc=1214593304536&agencyFormId=4795779&userFormSearch=https://pay.gov/paygov/keywordSearchForms.html?showingDetails=true&keyword=MLD-FM-REC-170&formAction=Go&showingAll=false&ascending=true&sortProperty=agencyFormName&pageOffset=1&totalResults=15&nc=1214593291558>

It is the goal of the National RBS Strategic Plan to make safe, on-water skill training available as widely as possible to all boat operators, including the nation's largest group of boaters – those operating powerboats on U.S. navigable waters. Current requirements for the Merchant Mariner Credential have the unfortunate result of restricting training venues available to otherwise competent and capable instructors without an OUPV, resulting in fewer course location options for the general boating public. Removal of, or at a minimum modification of, the OUPV requirement would immediately allow individuals certified under nationally-recognized programs to expand services to the recreational boating public and to cover appropriate costs for their expertise and expenses without the impact and barrier of unnecessary and rigorous requirements established for the off-shore mariner. Expediting the removal of, or at a minimum modification of, the OUPV requirement should be considered with all haste in order to advance operator training in support of the Coast Guard's goal of reducing fatalities and accidents on the water. (Problem statement as presented to NBSAC, 2013).

After presentation of the problem statement by Pamela Dillon and detailed presentations by Mr. Luke Harden, Mariner Credentialing Program Policy, USCG Headquarters, Office of Vessel Activities, and Mr. John Swartz, Department of Homeland Security, TSA, TWIC requirements, on the specifics of the program, Mr. Stec guided those in attendance through a facilitated discussion on the topic. The general, although

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## – SEMINAR SESSIONS –

not unanimous, consensus of those in attendance pointed to the current status of powerboat instruction in the U.S. and the barriers presented by the rigor of the OUPV system. The result was a pledge to continue to review the policy, regulatory, and other options available within the U.S. Coast Guard to address this issue.

As a direct result of this facilitated discussion, NBSAC, meeting in regular session in Alexandria, Virginia on May 9, 2014 passed the following resolution:

### **NATIONAL BOATING SAFETY ADVISORY COUNCIL**

**May 9, 2014**

**Arlington, VA**

### **Resolution Number 2014-91-XX**

#### **Advancement of On-Water Skill-Based - Instruction**

**WHEREAS**, in 2012 the USCG documented 2,454 reported recreational boating accidents resulting in 4,515 casualties and \$38,011,601 in property damages; AND

**WHEREAS**, a review of these statistics reveal that potentially 90% or more of these reported accidents may have been prevented by an operator with increased skill in boat handling and operation; AND

**WHEREAS**, as a result of new and/or re-doubled effort by numerous national non-profit organizations to train, certify, support, and advance the availability of instructors to teach on-water boat handling and operation courses meeting national on-water standards, more on-water training courses could become available for the general public; AND

**WHEREAS**, NSBAC Resolution Number 2012-90-03 expressed concern about the hindrances imposed by regulations requiring a United States Coast Guard Operator of Uninspected Passenger Vessel (OUPV) License for on-water instructors who receive compensation when teaching powerboat training courses on navigable waters and such hindrances abrogate many of the intents, purposes and goals of the National Recreational Boating Safety Strategic Plan involving on-water boating safety instruction, which is a matter of continued urgency; AND

**WHEREAS**, as a result of Resolution Number 2012-90-03, a facilitated forum was held as part of the International Boating and Water Safety Summit on April 17, 2014 in Nashville, TN, which identified new thinking and broader opportunity to address this issue in partnership with the USCG Commercial Vessel Compliance Division.

**NOW, THEREFORE, BE IT RESOLVED THAT** the National Boating Safety Advisory Council, meeting in regular session in Arlington, Virginia on May 9, 2014, in order to further and encourage the boating safety instruction goals of the National Recreational Boating Safety Strategic Plan, recommends that the United States Coast Guard Boating Safety Division, working in partnership with the Commercial Vessel Compliance Office, TSA and subject matter experts including members of NBSAC and others, draft a policy directive to provide for recognition of a certified and properly credentialed instructor to relieve them of requirements to adhere to the numerous applicable regulations associated

with the national or limited OUPV. Such relief would be applicable only when instructors are educating within the parameters of their national organization instructor certification, including curricula, venue, and circumstances covered within this newly created policy directive.

**BE IT FURTHER RESOLVED THAT** this resolution will be forwarded to the Commandant of the Coast Guard and the policy draft be provided at the next NBSAC meeting.

### **Electric Shock Drowning (ESD)**

**George Birdwell, Tennessee Wildlife Resources Agency**  
**Jessica Winstead, Electric Shock Drowning Prevention Association**

Electric shock drowning (ESD) cases have become a major concern and an important part of boating safety. In this seminar session, the details and causes of ESD incidents were discussed and reviewed. A case study from July 4, 2012 on Cherokee Lake in Tennessee was reviewed from both an investigating officer and a victim's mother's perspective.

Jessica (Winstead) McClure introduced the session by relating the details of the July 4, 2012, ESD incident that claimed the life of her son, Noah, and his best friend, Nate Lynam. Jessica spoke on the beauty of her home town and the lakes that many of Tennessee's residents enjoy throughout the year. She then recalled the events that transpired that day. Jessica then introduced Captain George Birdwell, an investigator with Tennessee Wildlife Resources Agency, who assisted throughout the investigation of the incident.

George explained that three factors must be in place for an ESD incident to occur. One, a vessel must be receiving shore power from a marina or residence. Two, there must be a short in the wiring of the vessel. And three, a lack of safety ground must be in place. He then explained how each of the three factors for an ESD incident was found in the July 4, 2012, incident.

Jessica concluded the session by explaining how she was able to gain political support from local legislators to draft a bill that would protect Tennessee boaters from ESD incidents. She explained that the bill was passed and was later signed by Governor Haslam. The bill requires ESD signage at all public marinas, scheduled electrical inspections, and any electrical additions or upgrades to include safety devices that protect against ESD incidents.

After the presentation, questions, comments, and discussions from the audience were abundant. Many of the electrical current specific questions were answered and explained by a session participant, Capt. David Rifkin (USN, Ret.) of Quality Marine Services, LLC.

### **Paddle Board Water Safety**

**Susan Cost, Smith Lake Paddle Boards**

During the 2014 International Boating and Water Safety Summit, Susan Cost, of Smith Lake Paddle Boards, presented a lecture on Stand Up Paddle Board water safety and technique. The presentation consisted of general water safety including



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proper safety equipment such as U.S. Coast Guard approved life jacket and rescue whistle.

The presentation also included safety tips such as:

- Always paddle with a buddy
- Avoid heat and dehydration
- Know your limitations
- Monitor weather conditions
- Be aware of boating traffic

Time was also spent discussing techniques for water rescue using a paddle board by flipping the board over and rolling a semi-conscious victim on to the board.

Proper paddling techniques were discussed to help avoid injuries and maximize the paddling experience.

There was a question and answer session at the end of the lecture where attendees were able to ask questions such as:

- Are Leashes required and do we recommend them?

Answer: Leashes are not required but are a great idea.

- Does a life jacket have to be worn?

Answer: No, but it is highly recommended. A life jacket does have to be on the vessel at all times.

In conclusion, Stand Up Paddle Boarding is one of the fastest growing water sports in the country. With the added interest, it is important to educate paddlers on the importance of water safety and proper technique.

### **Leaning Forward - Pennsylvania Helicopter Aquatic Rescue Team (PA-HART)**

**Ryan Walt, Pennsylvania Fish & Boat Commission**

The Pennsylvania Helicopter Aquatic Rescue Team (PA-HART) is a highly specialized team consisting of Pennsylvania Army National Guard aviation assets matched with civilian credentialed rescue technicians that form a mission-ready package for helicopter based rescues using the UH-60 Blackhawk. PA-HART combines the “best of the best” and creates a specialized resource for the citizens of Pennsylvania and the nation.

The PA Emergency Management Agency, the PA Army National Guard along with the PA Fish and Boat Commission established the PA-HART concept in 2006 and the team became operational in 2012. They have jointly developed and evolved the training program, the basic foundation of which was the PA Water Rescue curriculum, and have written the training into the Guard’s Mission Essential Task List for MEDEVAC allowing unprecedented training for both civilian rescuers and soldiers.

Under the direction of the Governor, these Commonwealth agencies have developed a disaster response system allowing PA-HART to respond primarily inside the Commonwealth but also nationwide through EMAC requests and through Federal National Guard aid.

The mission of the PA-HART is to be prepared and respond to Commonwealth/Federal disasters and emergencies with the integration of joint Army National Guard aviation elements and civilian credentialed rescue technicians to form a mission ready package.

### **U.S. Power Squadron Comprehensive Approach to On-the-Water Training – Program Element Details** **Robert Brandenstein, Tammy Brown** **U.S. Power Squadron**

Classroom instruction has been the mainstay of educational curriculum for the recreational boater for years. The traditional space has been augmented by presenting the materials via enhanced media over time and recently by on-line extensions of these instructional models. However, educators have known that involving multiple senses provides for improved learning. Classroom teaching environments may provide for the knowledge side but adding hands-on on-the-water (OTW) skills experiences to those knowledge sessions will demonstrate better retention and application to the real world of recreational boating. USPS has undertaken a very comprehensive approach to integrating on-the-water training as a change in education and training. The USPS program provides tiered options in addressing needs of novice/beginning boaters and/or those with many seasons of experience. These training experiences are available through the 400+ Squadrons organized in the country. USPS continues to enhance the skills and knowledge of the recreational boater. USPS has promoted another step change in the hands-on experience by introducing their Boat Smart® Virtual Boat Handling Simulator. This portable and transportable device mirrors the basic OTW credentialing curriculum to allow training, experience and testing without the limitations of weather and seas conditions, waterfront locations, and vessel availability for year-round use.

### **Teaching In The Classroom and On-Water: Techniques That Work!** **Ed Huntsman, U.S. Coast Guard** **Virgil Chambers**

Instructors often struggle to provide a meaningful and interesting educational program, sometimes falling short for any one or a combination of reasons ranging from inadequate preparation to poor classroom management to inoperable support equipment to a lack of adequate knowledge or ability to deliver their program’s content. Organization, medium of presentation, environment, subject knowledge and the skills and abilities utilized that successfully transfer the body of knowledge to the student can vary widely from instructor to instructor.

Virgil Chambers and Ed Huntsman shared techniques, skills and tips on how to best exploit available resources to deliver a meaningful and quality boating education program.



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### **Bringing a Lost Generation Back to the Water & Future Boaters, Future Business** **Cecilia Duer, Spirit of America** **Jerry Craddock, Spirit of America**

Cecilia Duer, Executive Director Spirit of America, and Jerry Craddock, National Coordinator, presented the Spirit of America Foundation: America's Premier Youth Boating Education Programs; "Bringing a lost generation back to the water & Future Boaters, Future Business" to the attendees of the International Boating and Water Safety Summit in Nashville, Tennessee, on Thursday April 17, 2014.

Spirit of America, est. 1995, serves our national youth, and then their families and communities. We provide water-based recreational educational activities, in a healthy and safe environment in a very traditional and non-traditional classroom provided by the finest instructors in the country, in a place and in a way for our students to learn, react, and develop lifelong learning skills and ambitions. We empower our youth to dare to dream, meeting our underlying goals to develop self-esteem, teamwork, safe boating practices, and nurture responsible behavior.

Spirit of America Foundation is dedicated and committed to continuing their leadership role in advancing the promotion of education in all disciplines; state boating education courses, drowning prevention and equipment awareness, sail, paddle, power ('jon' boats, large vessel, personal watercraft) and the safer use and enjoyment of all recreational boating activities for all participants. We provide education that allows our pre-teen and teenage children the primary use of the program at little to no cost, in an effort to continue to grow a viable, sustainable safety culture for all generations.

We continue to provide a unique, safe, educational introduction in the most diverse, non-traditional, "hands-on" classroom in America. Our curriculum, directly tied to state, national and STEM (Science, Technology, Engineering, Math) education standards, which will include national on-water course standards (under development). The program is also extended to their families and communities providing a sustainable resource of education and recreation for all generations to participate in. We are providing the life-long enjoyment possibilities of boating and water based recreational activities in a healthy and safe environment. Spirit of America shall be made available in all 50 states.

An integral component of our program includes meeting guidelines of the Recreational Boating Safety Strategic Plan for public awareness, safe boating practices, classroom/ on-water education, and increased life jacket wear as key components. Spirit is proud to be recognized as the leader providing outstanding boating education to American families and actively participating as Implementing Partners, to reduce accidents and fatalities on our waterways.

We will continue to prove that the likelihood of advancing community boating in the areas where Spirit of America programs are located is extremely high, spurring other beneficial actions, bringing generations to, or back to the

water, while continuing to provide a resource for the marine industry, "Future Boaters = Future Business." In 2014, considering the 37-hour minimum curriculum program, with approximately 1,650 young people in the program, we will spend at least 61,050 hours on the water.

Additional information is provided on the Spirit of America web site: [www.SpiritofAmerica95.org](http://www.SpiritofAmerica95.org)

Like us on Facebook /follow us on Twitter.

### **Marketing with Results:** **Making the Most of Your Advertising Dollars** **Robert Mendoza, Gannett Inc.** **Gina Villarreal, Gannett Company Inc.**

The overall goal of our International Boating and Water Safety Summit (IBWSS) presentation was to show real examples of how to produce and execute a successful Boating Safety campaign. In 2013, we were introduced to the "Wear It" initiative and were challenged with reaching a broad geographic audience with a very important life-saving message.

Arizona, California and Nevada share the Colorado River and were searching for a viable alternative to mainstream media that would allow them to strategically reach male boaters, who live in specific zip codes and are most prone to boating/drowning accidents due to not wearing their life jacket. We formulated a social media campaign that allowed us to reach the target demo with ads that were worded specifically for younger Facebook users who wouldn't normally pay attention to messaging outside of their "newsfeed."

In our IBWSS presentation we shared the details behind formulating a summertime campaign that allows boating agencies to reach a specific audience with a targeted message, share important boating messages and increase social media engagement and "Likes." We discussed:

- Clearing the "media" noise with powerful messaging
- Identifying the target demo
- Tailoring the message
- Utilizing video to obtain stronger results

Incorporating, Blinq Media, Gannett's proprietary technology into all Facebook Pay-Per-Click campaigns to go beyond typical commonalities of a target audience (boaters, outdoors, Colorado River.)

We shared details on why marketing techniques of the past are no longer the most cost efficient way to spend advertising dollars, especially when trying to reach an untapped audience that typically doesn't pay attention to traditional media. Wear It Colorado's June-Sept 2013 Facebook Pay-Per Click campaign resulted in over 6.6 million impressions, 20,566 clicks, 7,000 social media "actions" and over 6,000 video plays.

In 2014, we launched a similar campaign with Arizona, California and Nevada not only reaching the target demo based on gender and geographic location, but this year we have now incorporated Spanish ads into the campaign in hopes our life jacket safety messages reaches those who need it most.

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### **National Drowning Prevention Association Seal of Safer Pool Practices**

**Adam Katchmarchi, Slippery Rock University**

This presentation was centered on the National Drowning Prevention Alliance's Seal of Safer Pool Practices Program. The presentation introduced attendees to the National Drowning Prevention Alliance and gave an overview of the organization at large. The Seal of Safer Pool Practices (SOS) program was explained in detail. The SOS program is a comprehensive pool safety initiative that insures public pools are maintained and operated using best practices for safety around the water. A "class C," pool can sign up for the seal, and then will receive their checklist. The pool will sign an affidavit certifying that their facility is operating using best practices according to the NDPA SOS program. The facility will then receive a wall certificate along with other signage to display to their patrons, advertising that they have been granted the Seal of Safer Pool Practices by the NDPA. The presentation explained the checklist in detail, including the breakdown of Safer Water, Safer Patrons, and Safer Response. There was then an open question and answer session from the audience.

### **Working with the Media**

**Kara Owens, Minnesota Department of Natural Resources**

*No Summary Submitted.*

### **Boat Pro (Point of Sale Training Program)** **Fred Messmann, National Safe Boating Council**

The Boat Pro Point of Sale breakout training and certification, with two-hours of Continuing Education credit, was presented to 16 people, nine of which received certification.

The NSBC presented its new and innovative approach to getting the public to carry the most current boating safety equipment while they are boating. The first hour was a power point presentation that described the genesis of this program in 2010, who was involved, how we approached it, each of the nine elements, our target audience, the "Safety Kit Check Lists" and how you can utilize all or just parts of this in everyday programs, whether an educator, trainer, or marine professional. The second hour was actually viewing and completing the nine segments, a total time of 54 minutes-54 seconds.

The goal of both the marine industry and boating safety professionals is to help today's boat buyers maximize their enjoyment when spending time on the water. Marine retail and boating safety advocates have the same "customers," just different motives; sales for profit and sales to get those same people outfitted with the proper safety equipment. When this is accomplished, both succeed!

The National Safe Boating Council, in collaboration with the Marine Retailers Associations of the Americas and the Association of Marina Industries, presented its new Boat Pro Point of Sale training program. Hosted by Ship Shape TV Host

John Greviskis, Boat Pro Point of Sale offers short, informative videos covering different marine safety products and concepts. After watching the videos, marine professionals can test their new knowledge with a short multiple-choice quiz. Once all seven sections are successfully completed, they will receive a Certificate of Completion. Boat Pro was created for seasoned as well as seasonal marine professionals to train them about safety equipment and the contents of a U.S. Coast Guard safety kit. The program is also a great tool for educators. In fact, assistance from both the U.S. Coast Guard Auxiliary and the United States Power Squadrons was essential and Boat Pro Point of Sale will become part of their dealer visitation programs. State boating educators will certainly like many of the segments for their use as well.

Boat Pro Point of Sale was produced under a grant from the Sports Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard and has earned the National Association of State Boating Law Administrators "Seal of Safe Boating Practices." This program relates to the Strategic Plan of the National Recreational Boating Safety Program Objectives 1. Boating Education, 2. Outreach, 4. Life Jacket Wear, and 8. Operator Compliance USCG Required Safety Equipment.

### **Bering Sea Gold**

**Michael Folkerts, USCG District 17**

This presentation focused on the unique safety issues faced by Gold Dredgers in the Bering Sea off the coast of Nome, Alaska. After the drowning death of a gold dredger in 2011, the U.S. Coast Guard District Seventeen Boating Safety office developed a voluntary dredge inspection program and organized enforcement efforts to ensure compliance of mandatory safety equipment.

The presentation began with a brief history of the Nome Gold Rush which started in 1898. Recent increases in the value of gold have once again made mining a profitable venture...if you are lucky enough to strike it rich!

Modern gold miners are building floating dredge platforms and anchor them offshore, using divers to operate small suction dredge equipment. The gold-bearing material is then washed thorough a series of riffles in the sluice box to separate the gold from the rocks and gravel.

These small dredges are weather-dependent and typically do not operate during the frequent storms in the Bering Sea. Combined with a short three-month summer season, the dredgers work long hours trying to find the gold and sifting through tons of gravel.

All the dredges are home-built and no two are the same. Many are built on small budgets and utilize a wide variety of building materials and flotation; some actually started life as conventional boats but have been highly modified to carry the dredge equipment. Most are built from scratch with whatever materials the builder has on hand.

From a safety perspective, many of the dredges would appear to be highly questionable to the casual observer. Upon closer inspection, most are stable platforms in the water and have relatively few design flaws related to safety but are not

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intended to weather heavy seas.

The Coast Guard applied recreational carriage requirements (safety equipment) based on the length/type of vessel for those dredges that were not patently commercial. Voluntary safety examinations were provided to dredgers by specially-trained Coast Guard members. Many dredgers took advantage of the free safety examinations provided by the Coast Guard and most were able to pass the safety inspections and earn a safety decal. This decal is then prominently displayed and valid for the year issued. Enforcement officers are instructed to consider the presence of a decal and avoid boarding unless significant safety concerns exist; giving dredgers a strong motivation to participate in the voluntary safety examination program.

### **An Introduction to Underwriters Labs & PFD Testing**

**Joe Waters, Underwriters Laboratory  
Chris James, Underwriters Laboratory**

The presentation delivered by UL at the 2014 International Water and Boating Safety Summit in Nashville, Tennessee, detailed UL's mission to promote safe living and working environments for people. As a certification and testing organization with over 120 years of history and over 40 years of history in lifejacket testing, the presentation defined UL's corporate mission and purpose.

In regards to UL's involvement with lifejackets, the presentation included comprehensive examples of UL's role in the lifejacket industry such as their recognition by the United States Coast Guard and Transport Canada as an accepted Certification body in the United States and Canada. They are also an accredited European Notified Body and Test House within both the Personal Protective Equipment (PPE) Directive and the Marine Equipment Directive (MED) for European Certifications.

Understanding the importance of user outreach, the presentation also defined UL's involvement with organizations such as Disney and the Weather Channel to promote water safety. UL's partnership with Disney has resulted in multiple DVD's and education websites titled "Wild about Safety" using Disney characters Timon and Pumbaa from the Lion King, as well as "Safety Smart Science" videos with Bill Nye the Science Guy.

North American Harmonization of lifejackets was also discussed during the presentation. To better inform the audience, the presentation detailed the current efforts within the United States and Canada to create a North American Standard for lifejackets. This effort has been undertaken to create a single standard that aligns both the concerns of the United States and Canada which all intends to remove current design restrictions within the current standards for both countries. In addition to alignment between the United States and Canada, improvements as to how the information about a lifejacket is conveyed to the users, enforcement agencies, etc. was presented. The majority of the presentation centered on the proposed lifejacket marking requirements and the current "Think Safe Pamphlet" and "Wise Choice

Brochure." As the United States Coast Guard moves in the direction of eliminating the "Type" system in the United States for lifejacket classifications and more to a performance level classification, the need for improved markings are necessary. To accommodate the desire of the United States Coast Guard to improve the current markings on lifejackets, new labels are being developed through the UL Standards Technical Panel to replace words (when possible) with pictures and symbols. In addition to the markings on the lifejacket, the "Think Safe Pamphlet" and "Wise Choice Brochure" are being condensed into a one or two page placard educating the user on the new lifejacket label. Additional educational resources are being considered, such as printing QR Codes on the lifejacket and/or placard, to access websites for additional information.

If you would like more information relating to this presentation, please contact Joe Waters at [Joseph.M.Waters@ul.com](mailto:Joseph.M.Waters@ul.com) or Chris P. James at [Christopher.James@ul.com](mailto:Christopher.James@ul.com).

### **Boat Related Carbon Monoxide Poisoning Dr. Robert Baron**

Who would think you could be poisoned in the open air by a boat on a body of water? It happens all too frequently. Carbon Monoxide (CO) is produced by the incomplete combustion of fossil fuels. In the case of recreational boats their propulsion engines and their electric generators are the source.

CO poisons you by binding to the same sites on your red blood cells that are normally occupied by oxygen. Where there is CO, there cannot be oxygen. This replacement of oxygen by CO asphyxiates the cells in your body on a molecular level. The organs that are most sensitive to lack of oxygen are the first affected, your brain then your heart.

Poisonings of this type have been documented in all regions of the United States. Between 1990 and 2009, 879 poisonings were documented as well as 160 deaths.

The concentrations of CO that are found around a boat are enough to render you unconscious after only a few breaths. Concentrations of 1,200 parts per million (ppm) are considered Immediately Dangerous to Health and Life. CO concentrations that boaters can be exposed to may reach 36,000 ppm!

The closer you are to the end of the exhaust pipe of your boats propulsion or generator engines the greater chance you have of being poisoned. So boaters must know where these exhaust pipes are and do their best to keep themselves and their passengers away from these areas.

Unfortunately, the designs of some watercraft place a poison in the same areas that are meant for human occupancy. This design can lead to a situation that can kill in a few breaths. These high-risk areas are discussed in relation to houseboats, cabin cruisers and open bow ski and wake board boats. One of the more surprising factors leading to poisonings is the "station wagon" effect. An example of this occurs at the rear of ski boats that have inboard engines and exhaust ports beneath the boat's swim platform. As compared to a stationary idling boat, the concentration of CO increases when the boat is

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moving forward but below full planning speed. This can cause passengers riding in the rear seats of these boats to become poisoned.

Fortunately, there have been engineering improvements that have decreased the chance of these poisonings. Houseboats are now manufactured with stacks that direct the exhaust above the upper deck of the craft removing the poison from areas of human occupancy, similar to the way chimneys remove the fumes from home furnaces. "Safe CO" generators have engineering controls that have decreased the CO emitted almost to the point of being clean enough to breath from. Catalytic converts have been created that can work in the marine environment and this removes about 90% of CO as compared to engines that do not have catalytic converters.

Educational efforts by the general boating community, the Coast Guard and gatherings like the IBWSS have raised public awareness of this problem.

### **Carbon Monoxide Poisoning**

**Larry Meddock, Water Sports Industry Association**

The WSIA also participated in a presentation with Dr. Robert Baron on the perils of Carbon Monoxide poisoning. WSIA presented on the various towed watersports and where those activities occur behind the boat. Test data was shown that displayed the levels of Carbon Monoxide present at various rope lengths and positions behind the boat. The presentation showed that there are indeed lethal levels of Carbon Monoxide at the transom of the boat near the water's surface. It is for this reason that "platform dragging" is now illegal.

Test have shown that as the boat moves through the water, Carbon Monoxide is mixed quickly with the atmosphere and lethal concentrations rapidly decrease as one moves up and back from the boat's transom. WSIA also showed, by this same data, that wakesurfing, water skiing and wakeskating were not in the Carbon Monoxide lethal zone.

The WSIA would like to thank and acknowledge the work of retired BLA Tim Baumgarten for his contributions to this work on Carbon Monoxide and towed watersports.

### **Vessel Safety Check (VSC) Data Collection Project** **Bill Griswold, United Safe Boating Institute**

The Vessel Safety Check (VSC) Data Collection project was generated by the National Strategic Plan, Objective 8 – Operator Compliance with Carriage Requirements, and sponsored by the ERAC Committee of NASBLA with one of their charges. We determined that the VSC program reached boats across the nation, in all states, and in all types of waters, whereas other collection programs fell short. U.S. Power Squadrons (USPS) quickly came on board, changing their forms and collecting data from all of their squadrons. U.S. Coast Guard Auxiliary (CGAux) had to have an extra step in collecting their data, using the USBI web site to enter failed vessel safety checks. A training session was held to acquaint staff officers on how to enter this information in early 2012.

However, in late 2012, Hurricane Sandy flooded the web site equipment, and we were down for two months.

Once we got started, reports started coming in, and while the Power Squadron provided about 80% of the data, results became obvious. The report covers from June 2012 – December 2013. The five main reasons vessels failed the exam were due to:

- Navigation Lights 14%
- Visual Distress Signals 13%
- Fire Extinguishers 11%
- Life Jackets 5%
- Sound devices 4%

We saw that over half of the vessels that failed an exam, failed with two or more reasons. We also saw that Florida, Ohio and Michigan reported about 1/3 of the failures. There seemed to be a discrepancy over the definition of "Inland Waters," which don't require visual distress signals (VDS). Many of those reports came from states surrounding the Great Lakes, which is considered International waters – requiring VDS. Slight variances between USPS and CGAux reports indicate a need for more training for examiners.

Attempting to tie VSC deficiencies to reported accidents was not very successful. Comparing contributing factors of accidents to those noted VSC failures, out of the 5900 total factors, inadequate navigation lights contributed to 39 accidents, the primary cause in 19 accidents resulting in 4 deaths and 19 injuries. This was near the bottom of the list of contributing factors. In the 4515 total accidents, 264 were due to fire/explosion, and in 66 accidents fire extinguishers were used and none were reported to have failed.

This program revealed that the collection of this data is relevant and important. While VSC's reach less than 1% of all registered boats, it does give us a good cross section of lapses of carriage requirements. It also gives us a good yard stick for training examiners. We've seen that approximately 25% of vessel exams find discrepancies and half of them had multiple discrepancies.

USBI was proud to be a part of this project, working with NASBLA, NSBC and NWSC. We look forward to future projects, where we can combine the talents of our parent organizations: US Power Squadrons, Canadian Power Squadrons, the American Red Cross, U.S. Coast Guard Auxiliary, the American Canoe Association and U.S. Sailing.

### **Surviving the Vortex of Celebrity News – The Real Erin Brockovich Story** **Edwin Lyngar, Nevada Department of Wildlife**

In July 2013, The Nevada Department of Wildlife (NDOW) arrested Erin Brockovich, the real-life woman behind the year 2000 movie of the same name, for operating a boat under the influence of alcohol.

Among law enforcement leadership, opinion was mixed as to how large a story this would become. Public affairs personnel recognized the potential for a national news opportunity and crafted a statement and prepared for the media onslaught. The Saturday following the Friday arrest,

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Hollywood gossip news site, *TMZ*, called Edwin Lyngar, NDOW Public Information Officer and boating educator, breaking the story.

Following the initial break, NDOW personnel handled dozens of calls from Hollywood media, conventional press and even from international news sources from Australia and the United Kingdom. The calls only slowed after NDOW placed a news story with lengthy interviews and information with the Associated Press, answering the questions and getting all the information out to media.

Contrary to what many gossip sites wanted, NDOW handled this news in a professional and straightforward manner. The news was *not* about shaming a celebrity or adding to the salacious Hollywood machine, but rather NDOW's goal was to use the exposure to educate boaters about the risks of Operation Under the Influence (OUI). In addition, NDOW pushed the message that OUI carries the same penalties and prohibitions as Driving Under the Influence (DUI). Every statement issued and all messages were designed to put the emphasis on the safety of the boating public.

Following initial news and reaction, NDOW was faced with one other crisis: releasing Brockovich's "mug shot." The booking photo was unflattering, but it was also newsworthy. NDOW crafted another statement to accompany the booking photo, which went viral garnering 100 million hits, according to Katie Couric who featured the incident on her program.

To Brockovich's credit, she took to the airwaves to apologize for the incident. She furthermore took responsibility for it, eliminating any future challenges to the case. She went on Couric's show sometime later to discuss the incident, and at all times took responsibility, and thus the wind from the media sails. Straightforward media relations from Brockovich, combined with professionalism from NDOW quickly eased the gossip element of the incident. NDOW was never, at any time, out to "exploit" the case; however, NDOW did take full advantage of the spotlight to get out the real story about sober and safe recreational boating.

Dealing with celebrity news can challenge an agency of any size, and with the proliferation of people who are considered "celebrities," agencies will encounter many more of these types of incidents. Following NDOW's model of maximum disclosure, minimum delay, and avoiding the salacious, any agency can bring credit to its people and put the focus back to where it should be — on boating safety.

### **Wear It! Campaign: How You Can Get Involved** **Rachel Johnson, National Safe Boating Council** **Yalda Moslehian, National Safe Boating Council**

The breakout session provided the audience with a more thorough introduction and presentation on the Wear It! Campaign. Rachel and Yalda introduced the campaign's national outreach tactics, and what they have been doing to promote the Wear It! message. Some of these tactics include the Wear It! campaign mailer, an infographic, and a new PSA. Rachel and Yalda played the new bilingual PSA, "Love the Life – Wear It!" to show our audience the importance of life jacket wear and diversity in outreach. With an increase in the Hispanic population, it is essential to create projects that reach

various audiences. The PSA was well-received among the viewers.

Rachel and Yalda showcased the Wear It! Grassroots program and showed pictures of the Grassroots recipients' projects. These projects are intended to promote the Wear It! campaign in a local community or state level: a one-on-one marketing approach has proven to be an effective tactic when promoting the Wear It! message. The Wear It! campaign has seen increased success in its social media efforts. Rachel and Yalda stressed why it is vital to use social media as a cost effective means of reaching the recreational boating public. Attendees learned what kind of social media content could help gain attraction by providing examples of their popular posts.

Rachel and Yalda shared information on two of Wear It!'s important events, held annually for National Safe Boating Week: "Wear Your Life Jacket to Work Day" and "Ready, Set, Wear It!" Life Jacket World Record Day. These events are extremely popular and help promote the importance of consistent life jacket wear and boating safety.

Free and paid Wear It! resources, including brochures, stickers, and posters are an effective method to interacting with the public at boating events. The NSBC strives to ensure that its efforts are having a positive effect on recreational boaters' behaviors with its statistical study. "Life jacket wear is significantly higher in medium and high campaign activity locations than in locations with no campaign activity."

For more information on the Wear It! campaign, visit [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com).

### **Training and Accreditation** **Mark DuPont, National Association State Boating** **Law Administrators**

Mark DuPont, Director of NASBLA's Boat Operations and Training (BOAT) Program presented an overview of the program including a history of its development, its mission to create a national standard of training, credentialing, and typing of maritime law enforcement and emergency response personnel through a self-sustaining model, that lays out a clear path to true interoperability included:

- A history of the program and how this systematic approach to training became the National Standard, recognized by the US Coast Guard.
- An outline of the courses offered through the BOAT Program including Boat Crew Member, Tactical Operator, Boat Operator for Search and Rescue, Fire Boat Small, Officer Water Survival and more.
- The results of the program to date, over 3500 officers trained and over 160 courses delivered across the country and its territories.
- The impact of accreditation and how it empowers agencies to train themselves and expands the reach of the BOAT Program.
- And lastly, why a standard of training is necessary, and how it impacts the number of lives saved on the waters of the United States



# NWSC AWARD WINNERS

## Region One Award:

*James F. O'Boyle, USACE*

## Region One Awards of Merit:

*Miami River Area, USACE*

*The Disability Resource Network, Inc.*

## Region Two Award:

*Mississippi River Water Trail Association*

## Region Two Awards of Merit:

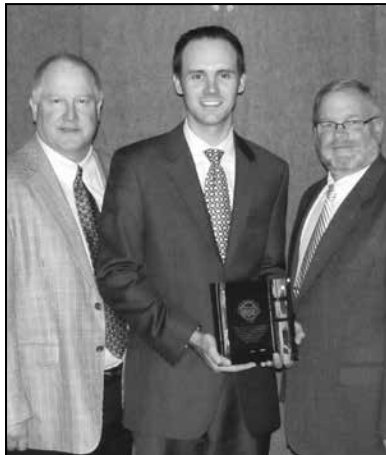
*Park Ranger Mary George, USACE, Detroit District,  
Duluth Area Office, Lake Superior Maritime Visitor Center  
Brint Burrill, Local Boater*

*Student Intern Park Ranger Maggie Kubina, USACE,  
Upper Wabash Project Office*

*Park Ranger Justin Lind & Park Ranger Cody Brothersen,  
USACE, Coralville Lake*



**Region 2 Regional  
Award Winner: Mississippi  
Water Trail Association**



**Region 4 Award of Merit:  
KJRH-TV, Tulsa NBC Affiliate  
Television**



**Region 2 Award of Merit:  
Mary George, USACE**



**Region 4  
Regional Award Winner:  
BMF Project**

## Region Two Letter of Commendation:

*Park Ranger Ryan J. Poland & Operations Manager,  
David R. Cable, USACE, Monroe Lake*

## Region Three Award:

*Carr Creek Lake & Buckhorn Lake, USACE*

*Carr Creek NRM Staff:*

*Park Ranger Jesse B. Saylor*

*Park Ranger Dakota Kendall*

*Park Ranger Kevin C. Wright*

*Office Administrator Donna Bowling*

*Buckhorn Lake:*

*Park Ranger Samantha Bachelder,*

*Park Ranger Billy Griffin*

*Office Administrator Priscilla Southwood*

## Region Three Awards of Merit:

*Nathaniel Bacon, Graduate Student, Auburn University*

*Lt. Curtis Muhannad, Sgt., Evelyn Ghant, Officer Harry  
Tubbs, Selma Police Department*

*James R. Lowe, Local Boater*

*Ranger and Administrative Staff of Green River Lake,  
USACE, Louisville District*

*Bill Hopper, Spirit of America Volunteer Instructor*

## Region Three Letter of Commendation:

*Lindsey Pierce, USACE, Enid Lake Field Office*

## Region Four Award:

*Mike Fugate, BMF Project*

## Region Four Awards of Merit:

*Simon DeSoto, USACE, Galveston District*

*Trooper Rodney Copeland #214, Oklahoma Highway  
Patrol Marine Enforcement Section*

*Joseph McLane, President, First Midwest Bank*

*KJRH-TV, Tulsa NBC Affiliate Television*

## Region Four Letter of Commendation:

*Dan Gross, President of SEMO Regional Water Safety  
Council*

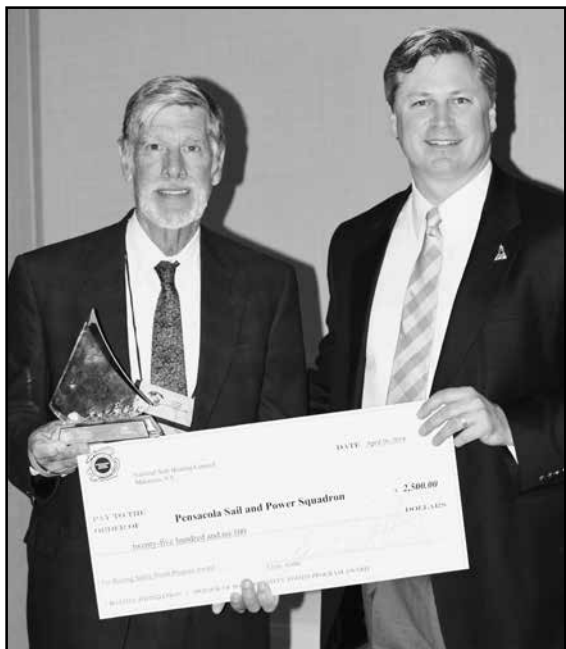
*See more photos on page 39.*

**National Water Safety Congress  
would like to thank**

**BOATERexam.com®**  
Educating Boaters Online

**for sponsoring the 2014 Awards Luncheon.**

# NSBC AWARD WINNERS



*Boating Safety Youth Award — Charles Fosha (left), Pensacola Sail & Power Squadron, received the Boating Safety Youth Award from Chris Edmonston, NSBC Chair.*



*Horizon Award — Chris Edmonston, NSBC Chair, presented Ed Carter (left), Director of the Tennessee Wildlife Resources Agency, with the NSBC Horizon Award.*



*Marty Law (center) received the Boating Safety Hall of Fame from Pam Dillon (left) and Virgil Chambers (right).*



*Chris Edmonston, NSBC Chair, presented Dan Maxim (left) the Boating Safety Hall of Fame.*



*NSBC Hall of Fame Recipients: (left to right) Ed Carter (2009), Bill Gossard (2011), Virgil Chambers (2010), Pam Dillon (2006), John Malatak (2005), Marty Law (2013), Dan Maxim (2014), Bill Griswold (2008), Carolyn Belmore (2008), Ev Tucker (2010).*

# 2014 MEDIA CONTEST

Michael Baron, 9th District Recreational Boating Safety Specialist of the U.S. Coast Guard, and Rachel Johnson, Executive Director of the National Safe Boating Council, co-presented the 2014 International Boating and Water Safety Media Contest winners.

Mike and Rachel, along with a committee, reviewed each entry at the IBWSS in Nashville and chose the most innovative boating and water safety messaging.

Winners were awarded a certificate recognizing their great work and each category first place winner received a discount certificate towards their 2015 IBWSS registration, to be held in Destin, Florida. All entries were also listed at IBWSS.org.

## Giveaways/Handouts

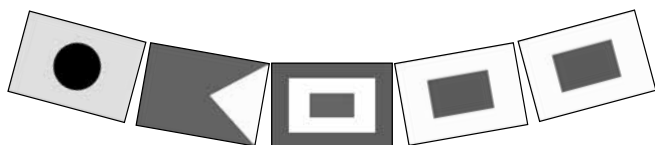
- 1<sup>st</sup> Place: Wear It! Coloring Lunch Bag  
Kansas Department of Wildlife
- 2<sup>nd</sup> Place: Wear It Washington! Whistle  
Washington State Parks
- 3<sup>rd</sup> Place: Where is...? Color-Changing Cup  
U.S. Army Corps of Engineers

## Booklets/Brochures

- 1<sup>st</sup> Place: Water Safety for Duck Hunters  
Minnesota Department of Natural Resources
- 2<sup>nd</sup> Place: Cold Water Kills  
Minnesota Department of Natural Resources
- 3<sup>rd</sup> Place: Alaska Requirements Summary  
Alaska Office of Boating Safety

## Posters/Signs

- 1<sup>st</sup> Place: Cold Water Kills – Paddle Safely  
New York State Parks
- 2<sup>nd</sup> Place: Heroes Marina Stickers  
California State Parks: Division of Boating and Waterways
- 3<sup>rd</sup> Place: Your Life, Your Life Jacket  
New York State Parks



## Special Category – Education

- 1<sup>st</sup> Place: Photo Opp Sign  
U.S. Army Corps of Engineers
- 2<sup>nd</sup> Place (TIE): Heroes Wear It! iSnap Case Wrap  
California State Parks: Division of Boating and Waterways
- 2<sup>nd</sup> Place (TIE): Kids Coloring Calendar  
California State Parks: Division of Boating and Waterways
- 3<sup>rd</sup> Place: Water Safety Puzzle  
U.S. Army Corps of Engineers
- Honorable Mention: Water Safety Valentines  
U.S. Army Corps of Engineers

## Electronic Education

- 1<sup>st</sup> Place: Rate Your Boating Safety Smarts Quiz  
California State Parks: Division of Boating and Waterways
- 2<sup>nd</sup> Place: Online Boating Equipment Chart  
Kansas Department of Wildlife
- 3<sup>rd</sup> Place: Mark Watts Video  
WSIA

## Audio PSAs

- 1<sup>st</sup> Place: Boater Hero  
California State Parks: Division of Boating and Waterways
- 2<sup>nd</sup> Place: Female Boater Hero  
California State Parks: Division of Boating and Waterways
- 3<sup>rd</sup> Place: Strike Out Drowning!  
U.S. Army Corps of Engineers – Galveston District

## Video PSAs

- 1<sup>st</sup> Place: The Bomb  
WSIA
- 2<sup>nd</sup> Place: Cold Water Survival  
Alaska Office of Boating Safety
- 3<sup>rd</sup> Place: I Am a Hero  
California State Parks: Division of Boating and Waterways
- Honorable Mention: I Wanna Boat  
PPG
- Honorable Mention: :5 Life Jacket PSA  
KJRH-TV



# IBWSS SCRAP BOOK OF SPECIAL EVENTS

## – TWRA EXTRAVAGANZA –



## – ON-THE-WATER DAY: CAMP WIDJIWAGAN –



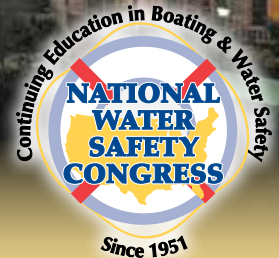


# Save the Date...

## International Boating & Water Safety Summit 2015

*The premier conference for boating and water safety*

March 29 – April 1 | Sandestin, FL | [www.IBWSS.org](http://www.IBWSS.org)



*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.*

