



20th Annual International Boating & Water Safety Summit

SAN DIEGO, CALIFORNIA

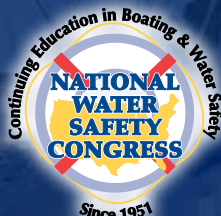
Sunday, March 6 - Wednesday March 9, 2016

Hyatt Regency Mission Bay

PROCEEDINGS



WWW.IBWSS.ORG



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

A joint program sponsored by the National Safe Boating Council (NSBC), the National Water Safety Congress (NWSC), and the National Association of State Boating Law Administrators (NASBLA).

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2016 IBWSS

Goal:

To educate attendees so they may return to their home communities to share and implement knowledge and resources gained at the IBWSS.

In support of the National Recreational Boating Safety Strategic Plan to "ensure the public has a safe, secure, and enjoyable recreational boating experience by implementing programs designed to minimize the loss of life, personal injury, and property damage while cooperating with environmental and national security efforts."

Partners:



National Safe Boating Council (NSBC)



National Water Safety Congress (NWSC)



National Association of State Boating Law Administrators (NASBLA)



U.S. Coast Guard

Key Events:

First-Timer Meeting – March 6, 1:30

Opening Reception in Exhibit Hall – March 6, 6:00

Keynote Address: Social Marketing - What is it? Why is it so hard? What makes it easier? – March 7, 11:00

On-Water: Sailing with the Pros & Sailing Competition – March 8, 1:30 (Pre-Register Your Team - office@safeboatingcouncil.org)

Seminar Sessions:

- 40+ Speakers
- Start Your CRBP Training! (NASBLA.org/crbp)
- Media Campaigns Contest Winners – March 9, 4:00

Mark of Achievement Ceremony – March 9, 6:30



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California State Parks, Boating and Waterways: On-Water Event



Stearns: Name Badges

Mark Your Calendar!

2017 IBWSS at the Hilton St. Petersburg Bayfront Hotel in St. Petersburg, FL, April 23-26

Richard Moore
Chair, NSBC
SafeBoatingCouncil.org

Brian Westfall
President, NWSC
WaterSafetyCongress.org

Darren Rider
President, NASBLA
NASBLA.org



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*Thank you to
California State Parks,
Division of Boating and
Waterways
for sponsoring the
On-the-Water Event and their
support of the IBWSS.*

A Special Thank You

The International Boating and Water Safety Summit Team and its attendees take this opportunity to say **THANK YOU** to the United States Coast Guard Office of Auxiliary and Boating Safety for their continued support and assistance in the production of the 20th Annual Summit here in San Diego, California. The National Safe Boating Council, National Water Safety Congress and National Association of State Boating Law Administrators, co-hosts of the IBWSS, recognize and appreciate funding assistance provided through the Sport Fish Restoration and Boating Trust Fund grant administered by the U.S. Coast Guard. We are also especially grateful for the support from the Office of Auxiliary and Boating Safety and our Grant Technical Manager, Vann Burgess.

PRE-IBWSS SESSIONS

Education Standards Panel Meeting
NASBLA BOAT GPS Forensics Training
NASBLA New State Education Coordinator Training
NASBLA Education Committee Meeting
NSBC Board Meeting
NWSC Board Meeting

Boating Education Advisory Panel (BEAP) Meeting
USBI Meeting
U.S. Coast Guard Non-Profit Grants
First Time Attendee Meeting
NWSC General Membership Meeting
NSBC General Membership Meeting

SUNDAY, MARCH 6

— OPENING RECEPTION —

Honoring the 20th Annual IBWSS Exhibitors
Exhibits Open – Networking and light hors d'oeuvres

*The Opening Reception was sponsored in part by
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MONDAY, MARCH 7

The icons positioned with each seminar session represent the ten major program domains, or content areas, that will be used by NASBLA to guide the composition of the Certified Recreational Boating Professional (CRBP) examination process. For a complete description, visit nasbla.org/crbp.



Master of Ceremonies: Ed Lyngar, Nevada Department of Wildlife

Presentation of Colors: San Diego Port Police

National Anthem: Andres Wong and Michelle Guadalupe Gallardo-Arias

Welcome: Richard Moore, Chair, National Safe Boating Council
Brian Westfall, President, National Water Safety Congress
Darren Rider, President, National Association of State Boating Law Administrators
Lynn Sadler, Deputy Director, California State Parks Division of Boating and Waterways



U.S. Coast Guard Update: USCG CG-BSX Captain F. Thomas Boross, Chief, Office of Auxiliary and Boating Safety
Jeff Hoedt, Chief, Boating Safety Division



CAPT Boross and Jeff Hoedt provided an update on the status of the National Recreational Boating Safety (RBS) Program and the U.S. Coast Guard's RBS initiatives. CAPT Boross opened up the session by discussing the unprecedented performance in boating safety for the past four years, mentioning the low numbers of boating casualties. However, he mentioned that too many casualties are still occurring and that we must continue to take positive steps toward reducing these further. One positive action that CAPT Boross stressed,

especially to all Coast Guard Auxiliarists, US Power Squadron and state boating law enforcement personnel that were in attendance, was to continue demonstrating visible, safety culture leadership on the water by always wearing the engine cutoff switch lanyard each and every time they got underway. He thanked the entire boating safety community for their fine efforts and then provided an update on the National Boating Safety Advisory Council (NBSAC) status, including mentioning the upcoming meeting in April, that the Coast Guard is seeking applicants for membership on the Council, and the transition of the Council Chair from the distinguished James P. Muldoon to the illustrious Dr. Dan Maxim, both of whom are recognized for their exceptional leadership capabilities.

Jeff Hoedt then provided an update on the National RBS Program, discussing the statistics of recreational boat users, numbers of boats in use, boat sales numbers and safety statistics. He discussed the results of the life jacket wear observation study in 2015, and provided an update on the Program's Strategic Plan. This began with the 2012-2016 Performance Goal targets and the results achieved to date, with 2014 (the last year with final/validated casualty numbers) being a great year for success in having achieved and even done better than the performance goals. He also mentioned the current drafting of the new 2017-2021 National RBS Program Strategic Plan by the NBSAC.

Mr. Hoedt discussed the status of the Sport Fish Restoration and Boating Account, where this account is the primary federal funding source to this worthwhile Program. In the first time in over a decade, Congress enacted a long-term reauthorization of the Trust Fund components. In December,

continued on next page



MONDAY, MARCH 7

2015, Congress enacted H.R. 22 (the FAST Act), which extends the authorization of the major components of the Trust Fund through fiscal year 2020, 2021 and 2022. He then discussed the revenue levels for FY 2016, the National RBS Survey plan, the new structure of the U.S. Coast Guard administrative funds relative to the Trust Fund, and the RBS grant program status for national non-profit organizations.

The presentation then moved to a discussion on the enactment of the 2016 Coast Guard Authorization Act and two sections that impact RBS issues, the model year for boats, and a rulemaking effort on engine weights. It concluded with an update on multiple regulatory project updates on propeller strike avoidance initiatives, vessel titling, accident reporting and emergency locator beacon requirement considerations.

EPIRB? PLB? HELP!

An Overview of Distress Technology – Panel Discussion

Subject Matter Experts introduced various emergency communication and distress signaling technology for boaters, displayed their unique products, and answered audience questions. See page 23 for more information.



Keynote: Social Marketing – What is it? Why is it so hard?

What makes it easier?

Nancy Lee, MBA

Social Marketing Services, Inc.

Social Marketing is a process that applies marketing principles and techniques to influence behaviors that benefit society as well as the individual. First distinguished in the early 1970s, fundamentals at the core of this practice have been used to improve public health (e.g., reduce tobacco use), prevent injuries (e.g., increase use of life vests), protect the environment (e.g., increase recycling), and contribute to communities (e.g., reduce property crime). Similar to commercial sector marketers' objective, which is to sell goods and services, social marketers' objective is to successfully influence desired behaviors.

The keynote address first distinguished this discipline, and then illustrated the principles for success through sharing social marketing success stories from around the world, and described the 10 Step Planning model to develop a strategic social marketing campaign.



Life Jacket Loaner Stations:

Their Growth and Impact – Panel Discussion

Chris Edmonston, Facilitator

Nationwide, life jacket loaner stations have seen not only an increase in the number that are currently available, but their positive impact into getting more boaters into life jackets. The concept is simple: set up a loaner station in a popular area, and allow people to borrow them for the day. But the concept is so much more than that and has so many positive implications for recreational boating safety.

The panel discussed first-hand experiences setting up life jacket loaner stations and seeing the success of their efforts. Alanna Keating from BoatU.S. Foundation, Craig Keese from the Brian & Nathan Keese Water Safety Organization, Michael Wesolowski from Sea Tow Foundation, and Joe McCullough from the Alaska Office of Boating Safety offered insights and key takeaways from their own experiences implementing and

managing life jacket loaner programs, and offered suggestions and updates on how to begin a similar program in your area.

Tips and Tools to Implement a Successful Wear It! Campaign In Your Community

Fred Messmann, NSBC

NSBC Deputy Director Fred Messmann discussed tips, tools, and resources available from the North American Safe Boating Campaign including the National Wear It! Campaign, the "Silly Humans" video PSA featuring Shaw Grigsby, host of "One More Cast" sports show, the 2016 Spanish !USELO! PSA ad, the Saved by the Jacket promotion, the Boat Beat Media Toolbox training and website program and the Saved by the Beacon grant near completion.

Fred introduced marketing and communication strategies to help organizations promote safe boating in their areas and the different ways to get communities and volunteers to implement the Wear It! campaign on a grassroots level.

For more information and resources, visit www.safeboatingcampaign.com.



One Industry, One Voice (OIOV): The Challenges of Introducing New Life Jacket Standards, Labels and Products

Chuck Hawley

As the marine safety industry moves towards a new North American life jacket standard, UL 12402, the recreational marine industry faces numerous challenges in educating both the end consumer of life jackets (boaters and watersports enthusiasts), marine law enforcement officers, as well as those who sell life jackets. While safety organizations and manufacturers have done an excellent job of instructing boaters on how to select the current generation of life jackets, virtually all aspects will be changing. Life jackets will no longer be identified by "type," identification labels will change dramatically, old and new life jackets will be in the market for many years to come, and even the means by which boaters are educated about life jacket selection will change. The boating industry is facing changes in a fundamental aspect of boating safety that can be compared to the original introduction of "types" of personal flotation devices in the 1970s, and the introduction of Coast Guard approved inflatables in the 1990s. One Industry, One Voice was created in response to the need for consistent information about the changes in life jackets,



continued on next page



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MONDAY, MARCH 7

and how to select the best life jackets for a range of boating activities.

Seven fundamental challenges are anticipated: the “type” classification system will give way to life jacket “levels;” all current educational efforts on life jacket selection will have to be updated; the new label format is entirely different (and multilingual); old and new life jackets will co-exists for a very long time; new models will slowly appear on the market due to a lengthy approval and regulatory process; identical product will have two types of labels; and desirable new categories of life jackets may take a decade or more to make it to the market.

It's YOUR Career, THEIR lives, and OUR Future

Virgil Chambers, Chair, CRBP Commission



CRBP? You're kidding ... another acronym in Recreational Boating Safety (RBS). What is the CRBP (Certified Recreational Boating Professional)? It is the de facto evidence of knowledge, experience and competence of individuals involved in the recreational boating program. Individuals who hold this certification will be sought out for leadership positions in government, nonprofit and for-profit recreational boating agencies and organizations. Would-be candidates for jobs or other advancement opportunities in recreational boating will greatly benefit by holding this designation.

The CRBP Program has oversight by a volunteer NASBLA Commission comprised of RBS paid and volunteer professionals that represent the national RBS Program. What is this Commission for Certified Recreational Boating Professionals (CRBP)? The NASBLA Commission for Certified Recreational Boating Professionals (CRBP) is 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, reduced to 7 (January 2016) approved and appointed by the NASBLA Executive Board via an application process. The Commission members represent the diversity of the recreational boating community. The program is self-funded.

The CRBP designation includes 10 distinct competency areas or program domain elements:

1. Management, Leadership, and Ethics
2. Boating Law Administration
3. Boating Law and Compliance
4. Federal Programs
5. Partnerships
6. Marketing, Outreach and Public Relations
7. Boating Education
8. Safety Training and Program Development
9. Waterways Management and Access
10. Vessel Identification System/Numbering and Titling

NASBLA's Commission is currently working toward developing the criteria for measuring successful understanding of these domains through psychometrics. That is developing questions and problems to determine whether the individual actually comprehends the information.

The target market for this credentialing program is any individual who makes a living or is heavily involved in recreational boating, including private, public and nonprofit entities. As long as an individual spends a significant portion of his or her professional responsibilities in one or more of the designated competency areas set by the Commission, he or she is a potential beneficiary of the CRBP credential. The goal of the Commission is to brand CRBP as the preeminent professional recognition for anyone working in the field of recreational boating.

Some Frequently Asked Questions about the CRBP Program:

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 and who meets the application requirements such as minimum years of qualifying service, professional development activities, and adherence to a defined standard of conduct and ethics.

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 commit to continued advancement and professional growth through continuing education and involvement and providing leadership to enhance 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.

“Drowning Resuscitation: A Practical Approach”



Justin Sempstrott, MD, Lifeguards Without Borders

Drowning patients require a different approach than other causes of out of hospital cardiac arrest. This session used videos and pictures of actual drowning patients to discuss a practical approach to drowning resuscitation for providers of all levels, from first aider to physician.

Sessions at the IBWSS are designed to raise awareness of the National Recreational Boating Safety Program Strategic Plan and to encourage attendees to become implementing partners. If you are interested in becoming a partner, contact Barry Nobles, barry.p.nobles@uscg.mil or Ernie Marshburn, marshburne@ecu.edu.

Developing Key Components of a Social Marketing Plan

Nancy Lee, MBA, Social Marketing Services, Inc.



This 3-hour workshop gave participants a hands on experience in developing key components of a Social Marketing plan, one intended to influence a specific desired behavior. Participants worked in small teams to draft:

- Target Audience
- Desired Behavior
- Perceived Audience Barriers, Benefits, Motivators
- Potential 4P Marketing Mix Strategy:
 - Product (Goods and Services to Help Target Audiences Perform Desired Behavior)
 - Price (Incentives and Disincentives)
 - Place (Convenience of Access to Goods and Services)
 - Promotion (Persuasive Communications)

Ms. Lee shared the details of each step, including examples to illustrate principles for success with each step. She also commented on team draft strategies, as teams reported out on their draft plan components.

Improving Safety for Competitors in High Speed Boat and Water Skiing Races

Craig Purdon, New South Wales Maritime Investigation
Nayland Aldridge, New South Wales Maritime Division



New South Wales (NSW), Australia has a large and dedicated high speed boat racing and water skiing community. The diverse range of inland rivers and dams, and coastal bays creates a natural home for Australia's high speed competitors. No other state in this country hosts the number and variety of high speed racing events, and NSW is home to iconic international races such as the Hawkesbury River Bridge to Bridge water ski classic and the Southern 80 along the historic Murray River, which forms the border between the states of NSW and Victoria.

Not only do these races provide a competitive environment for this sector of the boating community, but many of the river communities where these races are hosted rely on the revenue from the influx of competitors and spectators as a significant part of their annual income. Clearly, NSW has a vibrant water ski racing community. So what's the problem?

The problem is that people participating in this sport are dying. They are dying at a rate in excess of any other adventure sport. Do we, as marine safety managers, move in and close the sport down, or can we find a way to work with the Peak Bodies of the sport to manage the risks? This is the issue that NSW Maritime faced over the last couple of years.

Since February 2010, there have been seven fatalities during the running of high speed skiing races in NSW, the latest only a few weeks ago in mid-February, during the time trial race the day before the Southern 80. All the deceased have been skiers except for one, which was the observer on a ski boat which lost control.

The ski racing fraternity has been working to make the sport safer over recent years, but when does the marine safety regulator need to step in? Should the regulator become involved in elite levels of the sport? What level of fatalities is acceptable? Are any fatalities acceptable? These are the issues that NSW Maritime has had to grapple with over the past few years.

As a first initiative, senior management and technical experts from NSW Maritime invited the key peak bodies to a forum to discuss this issue. It was clear from this forum that

the peak bodies wished to address the issue themselves rather than have the Regulator dictate conditions, but were open to recommendations and assistance from NSW Maritime.

The second initiative was for NSW Maritime to engage an external consultant to examine and report on the Hawkesbury River Bridge to Bridge race, which has claimed three lives in recent years. This report would be a starting point to make further recommendations and become a template for managing all other organised ski races in NSW.

NSW Maritime also supplied funding to the Ski Racing Australia. This funding was for the engagement of a bio-mechanical expert to assess the current regime of safety equipment worn by skiers. For example, there are no standards for safety helmets worn by competitors, only a broad guideline. One of the recent fatalities was wearing a helmet designed for sky-diving. Another recent finding was that Personal Floatation Devices worn by competitors will float a victim face down if unconscious. Clearly there needs to be clarification of current accepted world standards for safety gear.

Several other safety recommendations were made to both the ski racing bodies and the Regulator. Over the next few years, both entities will continue to work together to make the sport viable and safer going into the future.

On-the-Water Boating Classes for All – Tips from California Aquatic Centers Joleane King, California State Parks Division of Boating and Waterways (DBW)



Participants in this 2016 IBWSS Boating Safety Marketing, Outreach & Public Relations content area session learned about how California boating education aquatic centers bring on-the-water safe boating experiences to thousands of current and future boaters in many, diverse communities around California's vast coastal and inland waterways. The session was broken into four, distinct areas:

Aquatic Center Grant Program

Joleane King, California State Parks Boating and Waterways (DBW) Associate Park and Recreation Specialist in Boating Safety Education presented an outline of the grant program, its goals to **encourage** safe boating opportunities for new and future boaters (access); **advance** environmental stewardship and **prevent** accidents and **save** lives. Between 40-50 aquatic centers are recipients of up to \$42,000 in annual grant funds. These grantees represent small non-profits, cities, counties, colleges and universities who provide safe boating courses that annually reach over 60,000 participants.

For over 40 years, the DBW Aquatic Center Grant Program has provided boating safety education scholarships for students of all ages including those with special needs, new boat owners and underserved groups/areas. Grant funding also covers watercraft and boating equipment and portable storage solutions. National Safe Boating Week outreach activities and instructor training are also included in the grants. Together, the annual grants total \$1.3 million from the U.S. Coast Guard RBS funding to states.

STEM Education and School Curriculum

Diane Wenzel, Director of Dana Point Aquatic Foundation and Westwind Sailing, presented case histories of bringing students on the water for STEM education from local schools, home and charter schools. Grants support outreach to many local groups in the Dana Point community and beyond in Orange County.

continued on next page

Creating Access to Boating Adventures to People of All Abilities

Oren Frey, Program Director and Environmental Traveling Companions based in San Francisco, presented compelling examples of on-the-water classes adapted to the needs of boaters wanting to stretch beyond their comfort zone to learn/experience white water rafting, sea kayakers and Youth Lead programs in San Francisco.

This grant funded organization works hard to provide rewarding and confidence building, growth through challenge and environmental awareness of the waterways. Frey brought a first-person account from a young at-risk Filipino about how the ETC sea kayaking and river rafting classes turned his life around.

Growing Staff from Students

As many of the grant-funded programs grow, staffing becomes a challenge. Mission Bay Aquatic Center Director Kevin Straw and Assistant Director Kevin Waldick provided their success stories with finding the right staff through traditional methods of advertising and by newer strategies using low-budget video and social media. According to Straw and Waldick, recruiting through new media saves on costs, and identifying leadership characteristics in current students can result in growing staff from students. Once student leaders are identified, Mission Bay Aquatic Center then provides well-developed and accredited training. When boating proficiency is achieved, the student staff receives rewards such as personal boating equipment use on off hours. New staff becomes critical for outreach to their friends and neighbors. Much of the staff training is provided through grant funds.

Flotation Devices and Component Testing for Certification

Christopher James, Underwriters Laboratories
Joe Waters, Underwriters Laboratories

The presentation delivered by Underwriters Laboratories (UL) at the 2016 International Boating and Water Safety Summit in San Diego, California 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. UL is an approved laboratory of the United States Coast Guard and Transport Canada. UL is also a Notified Body for the Personal Protective Equipment Directive and the Marine Equipment Directive.

The presentation educated the audience on the types of testing needed to certify inflatable and foam filled lifejackets, throwable devices and immersion suits. The presentation included testing specifications regarding the mechanical properties tests and in-water performance tests.

If you would like more information relating to this presentation, please contact Chris P. James at Christopher.James@ul.com.

Personal Tsunami Survival Story and Proposal of the "Uitemate" ("Float and Wait") Method for Drowning Prevention

Jun Abe, Society of Water Rescue and Survival Research
Yoshihiro Sasakawa, K38 Japan

My presentation includes the personal Tsunami experience that my wife and I went through in 2011, The Great Eastern Japan Earthquake. Through our life changing experience, we have built a strong belief on a survival method named "Uitemate." Although our survival methods during the Tsunami were a collaboration of methods, I strongly believe that "Uitemate" is a survival method that could be practiced conveniently and is useful in given life-threatening situations. With the help of the Marine Sports Foundation (Maris), a foundation organized to raise water safety awareness in Japan, I am able to share my method of "Uitemate" and the survival story that shouldn't be forgotten.

The Great Eastern Japan Earthquake occurred on March 11, 2011, at 2:46 p.m. Its magnitude was recorded at 9.0. It was so strong that some Japanese seismologists labeled it a "Once in a millennium" event. Nearly 20,000 people are still missing. Over 400,000 residences were severely damaged by the tsunami.

My wife and I were working in an office near the shore when the earthquake struck. While many people ran to "safety," we held on to the nearby floating debris. We ended up going about seven kilometers upstream from the impact. We were seriously injured, but fortunately still alive. Many others who fled the tsunami did not survive. This caused me, like many others who lived, to suffer from "survivor's guilt."

As a tsunami survivor, I humbly submit a new method of drowning prevention. In Japanese it's called "Uitemate." Its English translation is: "To float and wait." It does not require special equipment or a high level of swimming ability. Education in it can help ordinary people, children, and the elderly to survive water disasters.

While sharing my experience of the Tsunami and the

National Safe Boating Council

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survival method of “Uitemate,” I would like people to know that there are many different methods of survival skills. With the use of the right method for the situation, it could help a survivor. However, without the proper education and the opportunity to share the methods and experiences, these methods are no good. It is important to keep opportunities to share and to spread awareness. “Uitemate” is not the only method of survival, but it could be easily practiced and shared to raise the water safety awareness.

Marine Sports Foundation (Maris) has been involved in raising water safety awareness in Japan. At the end of my presentation they shared the “Water safety standards in Japan” and the “activities Maris pursues in Japan.” These would include: issuing operating licenses for PWC’s, hosting meetings with other Marine related organizations, managing near-water facilities, and investing in activities that will decrease marine related accidents. With the common interest that Maris and I share, we will continue to spread the experience my wife and I went through. That should not be forgotten for all.

Developing a Search Pattern: A Higher-Education Approach to Increase Probability of Success



Ryan Dilkey, Eckerd College Search and Rescue

Eckerd College’s Waterfront Program is one of the largest collegiate watersports programs in the southeastern U. S. It is home of the Eckerd College Search and Rescue Team (EC-SAR). EC-SAR is one of the most unique co-curricular programs available to full-time, degree seeking Eckerd students. It cannot be experienced at any other educational institution in the US! Working closely with the US Coast Guard, 911 Emergency Medical Response, and other state and local agencies, the team provides maritime assistance to the boaters of Tampa Bay. Students are trained in technical rescue, boating safety, seamanship, towing, searching, fire fighting, de-watering, navigation, medical response, and evening piloting rescue vessels. All of these services are provided for no fee, 24 hours/day, 7 days/week.

In 2012, EC-SAR set out to develop a search pattern to increase the Probability of Success (POS) in locating persons in the water from the Skyway Bridge in St. Petersburg, Florida. Using tidal current predication software, coupled with drift-pattern experiments with simulated search targets, a graphic analysis provided information as to where the search effort should be focused. Through our historical experience and a fresh perspective, a new approach immersed that has proven to be more successful than expected.

A standardized pattern, adjusted for incoming or outgoing tidal current situations, was developed and implemented. Dubbed the Jumper Search (JS), the pattern guides a rescue unit through a series of incrementally increasing search legs with consistent cross legs to maximize the Probability of Containing (POC) and Probability of Detection (POD) simultaneously.

EC-SAR continues to respond to incidents involving the Skyway Bridge. In cooperation with other partner agencies, we continue to collect data to ensure that we are maximizing search unit effectiveness and efficiency.

The Digital Media Library
Scott McDonald
No Summary Submitted



One Industry, One Voice: Creative Solutions to the Introduction of New Life Jacket Standards, Labels and Products



The changes that will occur by the introduction of life jackets made to the new UL 12402 standard make it necessary for a massive re-education process for boaters, marine retailers, safety organizations, and marine law enforcement. One Industry, One Voice (OIOV) was created by the Personal Flotation Device Manufacturer’s Association to be an industry-wide effort to standardize how the new life jackets are described and introduced to the market.

By bringing together manufacturers, marine safety organizations, law enforcement, the test houses and Coast Guard, boating instructors, and marine retailers, OIOV will craft messages and create a communications plan that is suitable for each segment of the market. Boaters, for example, will be introduced to the new labels and designations on the life jackets that will replace the familiar “type” designation with which they are currently familiar. Retailers will be trained on the differences between the old and new products, and how to cope with the transition period when both old and new are sold simultaneously. Marine law enforcement officers will be educated on what the carriage requirements are for the new devices. Associations and companies who train boaters either in the classroom or on the water will have to update their training materials to encompass the new products and the terminology which is part of the transition.

Throughout the transition to the new life jackets, simple, key messages need to be delivered consistently so that boaters (and their instructors) are completely familiar with the desired learning outcomes. In addition to the reminders to wear life jackets and keep them on when on the water, and to select life jackets that fit correctly, boaters will be encouraged to understand the new labels and to select the life jackets best suited for their particular on-the-water activity.

The success of OIOV will be measured by customer knowledge of the life jacket changes, the ability of retail store associates to understand and sell the right life jackets, the knowledge of law enforcement officers on the new products, and the impressions generated by the OIOV marketing efforts.

Stand Up Paddleboarding – Leashes, Lifejackets & Legislation



Christopher Stec, ACA/Canoe-Kayak-SUP-Raft-Rescue

Chris Stec, the ACA’s Chief Operating Officer, presented the latest in the world of stand up paddleboards, specifically regarding legislation associated with leash and lifejacket wear. The t recent recommendations from the National Boating Safety Advisory Council (NBSAC) and the ACA were discussed. During the open discussion portion of the presentation, there was an opportunity for everyone to provide feedback and comments on a range of topics specific to SUPs, such as lifejackets, leashes, and vessel clarifications. The presentation addressed Objective 2: Deliver Effective Boating Safety Outreach and Objective 4: Life Jacket Wear of the Strategic

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Plan of the National Recreational Boating Safety Program.

For more information, visit http://www.american canoe.org/?page=SUP_PSA.

Advancing Boater Education and Training: The 'Spring Aboard' National Boater Education Campaign (Including Skill-Program Conformity Assessment and Evaluation)

Pam Dillon, NASBLA

Why is it important to develop boating skill course conformity assessment processes based on National Skill Standards?

Put yourself in the operator's seat. You have a new boat, or perhaps you are new to boating. You complete your state's boater education requirement by completing a basic boating knowledge course. Now it's time to spend as much time as possible with your family and friends.

Perhaps you have a close call or are concerned with your lack of understanding of boat handling. Maybe a family member has expressed interest in operating the boat, but you don't want to let them take the helm. You want to be as safe as possible on the water. You decide it's time to get hands-on training but... what course should you take? Where do you start? What skills should you learn in order to establish a solid foundation of boat handling? How do you know where to start?

How can we guide boaters in need of training toward entry level courses? How can these boaters compare content in one course to another? What foundational skills should they be looking for in the course content?

These questions and more formed the basis of a grant project which was awarded from the USCG to the National Association of State Boating Law Administrators (NASBLA) for implementation beginning in 2016. The full grant covers three distinct components:

1) Implement the Spring Aboard National Marketing Campaign to increase enrollment of students into courses which have been verified as compliant with national boating education standards. In addition to 'NASBLA-Approved' courses, the Spring Aboard campaign will emphasize enrollment in on-water skills courses which have completed a third-party conformity assessment process and achieved status as a 'Verified Course.' The process is currently in development. The standard for Power received recognition by ANSI as an



American National Standard. This is the standard on which the entire conformity assessment process will be built.

2) Implement a *voluntary* process for *third-party conformity assessment* of skill programs (at no-cost during the grant period) to verify a course as meeting *national on-water skill standards* for power, sail, or human-propelled. 'Conformity assessment' is defined as a "*demonstration that specified requirements relating to a product, process, system or body are fulfilled.*" Spring Aboard/Conformity Assessment includes development and implementation of a "*Verified Course*" mark and conformity assessment process for power boating.

In Conformity Assessment, there are three distinct levels:

- First-Party – Performed by the person or organization that provides the object
- Second-Party – Performed by a person or organization that has a user interest in the object (e.g. *State approval process for nationally approved NASBLA courses*)
- Third-Party – Performed by a person or body that is independent of the person or organization that provides the object, and of user interest in that object.

3) The third component of the grant project is to capture data from course providers of "Verified Courses" in order to a) establish a baseline number of students enrolled in and/or successfully completing a Verified Course; b) measure student recognition of the "Verified Course" mark; and c) measure influence of the "Verified Course" mark in the student's decision to enroll in the course.

Information about the process will be available during several national webinars and announced via NASBLA publications. For more information, contact: Pamela Dillon, NASBLA Education and Standards Director at pam@nasbla.org.

Boating Safety Media Toolbox

Fred Messmann, NSBC

Pam Dillon, NASBLA

The NSBC and NASBLA joined together under a USCG grant to develop a Media Toolbox to assist the media and the boat safety experts to better connect our messaging. Fred Messmann and Pam Dillon presented the work in progress for this grant. The name for the Toolbox was decided by the NASBLA education committee to be "Boat Beat."

From a national perspective, there is no single source for the media to contact the "Recreational Boating Safety" (RBS) professional on a local, state, or Federal level, or to determine a source within the U.S. Coast Guard to contact on boating safety topics and issues. The media is down scaling with fewer resources than ever. They now operate without fact checkers and editors, so we must provide complete stories. The Media Toolbox will be more important now than ever and will become the go-to location for not only information but contacts as well, therefore establishing a national network for recreational boating safety entities, linking them directly to the media.

Our target audience is the media in whatever domain they are involved in "telling a story." Educators and the public will be able to access and use the information as well. The Toolbox will develop information on the following Boating Safety

Topics:

- Life Jackets (Objective 4)
- CO Poisoning
- Propeller Strike/Kill Switch Technology
- Boating Under the Influence (BUI) (Strategy 6.5)



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- Boat Accident Reporting (Strategy 9.16)
- Boating Safety Education (Objective 1)
- Personal Watercraft
- EPIRBs/PLBs
- Boat Operator's Responsibility of Self and Passengers
- Navigation Rules (Strategy 5.3). Topics will be added as relevant topics present themselves.

The Toolbox will be designed differently for the key audiences of Media, Boating Educator or the Industry. The Toolbox will present:

- Press Release Templates – can be customized at a moment's notice to address different boating safety topics
- Resources – a succinct, comprehensive "Who's Who" in recreational boating safety
- Case Studies – real-life examples of other entities that have dealt with similar situations with the media and boating public, putting a "lessons learned" focus on tragic boating accidents
- Ways to Reach Out to Local Media Contacts – recommendations and tips to reach out to local media directly to provide boating safety information and create lasting partnerships for future stories and articles

A separate Toolbox will be produced specifically geared towards promoting safer boating messaging through social media.

Webinar Training will be developed to focus on:

- To identify the target audiences
- The methods available
- Various strategies
- News clipping services
- Generating feedback to the correspondent
- Creating the introduction of the contacts
- Ultimately the network that would be done simply by utilizing each of the tools (messages) available to them.

Science Behind the Guidelines: The 2015 CPR Update Justin Sempstrott, MD Lifeguards Without Borders



The 2015 American Heart Association Guidelines were just released this past October. This session discussed the changes since 2010 and the rationale behind them. This included the use of team focused CPR, tourniquets, CPR feedback devices, and the elimination of backboards and cervical collars.

Sea Tow Foundation Designated Skipper Campaign "BUI Awareness Connects Us — We Are All Connected to Boating Safety" Michael Wesolowski, Sea Tow Foundation



The Designated Skipper Campaign is a proactive educational deterrent effort to bring about awareness and stop the action before enforcement is necessary to help eliminate boating under the influence (BUI) and alcohol-related accidents [the leading factor in fatal accidents] on the water while keeping boating safe and fun for everyone.

This presentation highlighted how Boating Under Influence outreach connects us to each other within the recreational boating community and with our respective external audiences working together towards the National Recreational Boating Safety Program 2012-2016 Strategic Plan; to reduce accidents, deaths, injuries, and property damage caused by recreational boaters; including alcohol consumption by boaters and their passengers.

The primary external audience of the Designated Skipper Campaign are males ages 36 to 54; if you're a boater, chances are you know a male family member or friend in this age group.

For our families, friends, and everyone else on the water Designated Skipper Campaign asks boaters to Take the Pledge, to respect the legal drinking age, be responsible for passengers and vessel, and be or designate a Sober Skipper before leaving the dock.

Promotion of Designated Skipper includes a kit that can be ordered by a host to build awareness in their area; audio and video public services announcements.

Volunteers are key to local outreach and groups such as US Coast Guard Auxiliary, US Power Squadrons, and Washington State Parks are taking the lead with their audiences. But they are not alone, others groups spreading the word include: Community Centers, Law Enforcement, Department of Natural Resources, Sheriffs, Fire Departments, Marinas, Parks Departments, Sea Tow Captains and their staff, US Sailing, and Yacht Clubs.

For 2014-15 there are 154 host groups, in 65 cities, located in 23 states operating the Designated Skipper Campaign in their communities.

Designated Skipper Campaign is funded by a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard.

For more information, contact Michael Wesolowski, Sea Tow Foundation Executive Director, at: 888-276-7691 or mwesolowski@boatingsafety.com.

"Mobilized Grassroots" Rental Boat Safety Campaign Melanie Bedogne, Water Solutions Group Jim Parroco, Parroco Production Group Wil Busby, Parroco Production Group No Summary Submitted



“Training the Trainers: Five Instructor Trainers Compare Methods” – Panel Discussion



**Dave Lumian, American Sailing Association Instructor
Evaluator**

Emily King, NSBC Instructor Trainer

Diane Wenzel, US Sailing Instructor Trainer

**Chris Stec, American Canoe Association Instructor
Trainer**

Mark DuPont, NASBLA Instructor Trainer

Overview: Training the Trainers provided an overview of national on-the-water instructor training programs. Instructor Trainers from American Canoe Association, American Sailing Association, the National Safe Boating Council, National Association of State Boating Law Administrators and US Sailing were featured.

Some **highlights** included discussion of the following questions:

- What are the requirements for an instructor to be registered in an Instructor Clinic?
- How is instructor training and certification structured?
- Please describe your group, its goals, and its structure.
- Please describe your group's instructor training and testing program.
- How long is a first level instructor clinic run? How is the time allotted? What activities take place during the course?
- What activities take place in the classroom?
- What written exams (if any) are administered?
- What activities take place on the water?
- Are instructor candidates expected to perform at, or above, a student level for on the water activities?
- What steps do you take as an instructor trainer to help prepare your candidates for a successful course?
- What happens if a candidate is not ready to be certified?
- How has instructor training evolved within your group?
- What advice would you share with someone considering becoming an instructor?
- How does your group teach risk management?
- What are the requirements to maintain certification for instructors and/or instructor trainers?
- How is testing criteria regulated so that ICs are held accountable to meet uniform organizational standards?
- What are considered passing or not passing scores in an IC course?

For more information please contact:

Dave Lumian dlumian@aol.com

“It's Bigger Than Texas” Conducting Marine Accident Investigations Over a Jurisdiction in Excess of 300,000 Square Miles with Only 4 Officers



**Craig Purdon, Manager Maritime Investigations, New
South Wales Roads and Maritime Services**

New South Wales (NSW) is one of seven states that make up the island nation of Australia. It remains the most populous state of Australia, with a population of 7.5 million (Australia just ticked over to 24 million people in February). The capital city of NSW is Sydney, which is the busiest waterway in the southern hemisphere. Sydney Harbour is also the home of some iconic aquatic events such as the annual Sydney to Hobart yacht race and the New Year's Eve fireworks spectacular.

NSW has a coastline spanning 1328 miles, however, when incorporating the bays and estuaries, this number more than triples, with a coastal jurisdiction of 4000 square miles. Waterways in NSW are primarily coastal but also have extensive inland rivers and dams, and, surprisingly to some, alpine lakes, all of which are heavily used by our boating community.

With a boating community of 500,000 licence holders and 230,000 vessel registrations (including 11,000 personal water craft), NSW has a very busy boating sector. So who looks after boating safety in our state? This would be NSW Maritime.

Annually, we have about 350 marine accidents reported to us. Our task is to investigate as many of these as we can. So, why do we investigate marine accidents? There are three main reasons:

1. Because our government tells us we must!
2. To determine if any laws have been breached, and apply enforcement sanctions if required.
3. To consider the safety issues surrounding the accident and make any recommendations deemed helpful in mitigating the risk of further accidents.

Ultimately, all of us here want to save lives, whether we are government regulators or industry groups. We can achieve this through better legislation, better on-water compliance, safer boats, better safety equipment and a better informed boating public. By investigating as many accidents as we can, we can construct an image of what is causing these incidents, and take the necessary actions to keep our boating community safe whilst balancing the right of the community to use and enjoy our waterways without unfair obstruction.

NSW Maritime has only four dedicated marine incident investigators who are tasked with the investigation of these incidents. So, how can four investigators effectively cover an area “bigger than Texas” when facing some 350 potential investigations per year? Sure, some accidents can be quickly closed off after a desk top assessment, but others can take months. For example, when the bulk carrier *Pasha Bulker* ran aground on the main beach of NSW's second largest city (Newcastle) in 2007, one investigator was tasked to this investigation exclusively for six months.

Due to the limited resources available to the agency, it became apparent that it would not be possible to investigate every reported accident. So, when I commenced in my role as Manager of Investigations ten years ago, I realised that a risk-based prioritisation model was required. Any such model must have both a strategic and tactical component. For the purposes of this paper, I will work in what some may consider a “backwards” direction and describe our tactical approach first.

Tactical Investigation Prioritisation

The main elements of NSW Maritime's tactical prioritisation model are:

- A public reporting mechanism e.g. Incident form downloaded from website
- Incident categorisation (based on a risk/prioritisation model)
- Electronic case management system
- Tasking mechanism
- Investigation planning template
- Work flow to allow review and closure
- Training regime
- Auditing/monitoring/benchmarking of investigation procedures and practices.

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Strategically, NSW Maritime model is to analyse trends in marine accidents to determine whether there needs to be a particular focus on specific sectors in the community. In analysing accident data annually, it becomes clear if there are any areas of concern. Over the last few years, several sectors have raised “red flags.” The high speed adventure vessel sector is over-represented in causing spinal injuries to passengers, and the high speed racing and water-skiing sectors are over-represented in fatal accidents.

Using this analysis, the agency can strategically plan proactive compliance campaigns, allocate human and financial resources and provide appropriate training to investigators to ensure that the high priority or “red flag” issues are addressed.

NASBLA's Operation Dry Water and BUI Detection

John Fetterman, NASBLA



The National Association of State Boating Law Administrator's (NASBLA) Operation Dry Water campaign was launched in 2009. The mission of the campaign is to bring attention to the risks associated with operating a watercraft while under the influence of alcohol and drugs. Alcohol use is the leading known contributing factor in recreational boater deaths. Over the last seven years of the Operation Dry Water campaign, we have seen a decrease in both the number of accidents and deaths associated with alcohol use on the water but there is still significant work to be done. Operation Dry Water focuses on both awareness and enforcement when it comes to dealing with the issue of boating under the influence. The program's awareness campaign reaches boaters through various media outlets, a dedicated website and messaging for our 56 state and territorial members throughout the entire year. The culmination of the Operation Dry Water efforts is the heightened enforcement three-day weekend that takes place nationally, in every U.S. state and territory, the weekend prior to the 4th of July. The heightened enforcement saturation puts officers on the water, simultaneously across the country, with a mission focused on education and enforcement of BUI laws.

Boating Under the Influence (BUI) enforcement for years utilized road-side testing standards known nationally as Field Sobriety Testing Standards to determine probable cause for arresting individuals operating vehicles while under the influence. The challenge of utilizing those testing standards was that they were designed to be administered on dry land. In 2011, NASBLA unveiled the first sobriety testing standards that could be administered from a seated position, which meant an officer could make a decision in a timely manner while still on the water.

This session took a look at what lessons have we learned, what do our members and partners on the water have to say as well as our historical achievements, funding, delivery, standards and what is new on the horizon.

Life Jackets Worn...Nobody Mourns Adult Water Safety Campaign

Pam Doty, U.S. Army Corps of Engineers



The “Life Jackets Worn...Nobody Mourns” campaign targets adult males and the goal of this campaign is to reduce public recreational water-related fatalities on our nation's waterways. Over the past ten years (2006-2015) 88 percent of all U.S. Army Corps of Engineers (USACE) water-related



public recreation fatalities were men and 63 percent were between the ages of 20 and 60. Also, 84 percent were not wearing life jackets and 27 percent of boating fatalities were from falls overboard. In addition to boating falls, the activity that caused the most water-related fatalities was swimming in undesignated areas.

Input from the target audience of adult males was used to develop this campaign. The input received identified how to more effectively communicate and attract the attention of adult males. Reaching this target audience with messages about the importance of wearing life jackets has been a challenge over the years. Part of the problem is that many are unaware that the new styles of life jackets are comfortable and easy to care for. Also, most do not perceive calm water as a risk and they are unaware of the reasons why even good swimmers can drown from falls overboard or how easy it is to overestimate their swimming abilities.

The “Life Jackets Worn...Nobody Mourns” campaign was developed by the USACE in cooperation with the Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The Corps Foundation contracted with Parroco Productions Group, Inc. to develop a logo, public service announcements (PSAs), posters and mobile game app.

The method used to develop this campaign involved the Corps Foundation Special Programs Director Rachel Garren, working in cooperation with the USACE National Water Safety Program Manager Pam Doty, to conduct five focus group sessions with 39 adult male boaters between the ages of 20 and 60 at three different locations; Carlyle Lake in Illinois, Table Rock Lake in Missouri and Lewisville Lake in Texas. Participants were asked the same 10 questions and shown the same 10 PSAs.

These were some of the focus group participant's initial perceptions.

- Life jackets uncomfortable
- Life jackets only worn
 - Risky activities
 - Required by law
 - Bad weather
- Inflatable life jackets - not dependable & too expensive
- They were in control, responsible, experienced
- No risk on larger boats or in shallow waters

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- Value lives of loved ones more than their own

Following the 10 questions to get their initial perceptions, participants tried on new styles of life jackets including a fishing vest, float coat and various styles of inflatables. Many participants were not aware of how comfortable life jackets could be, especially the inflatable life jackets. Some of the primary causal factors that lead to drowning were discussed, such as life jackets not being worn, unexpected falls, exceeding swimming abilities and effects being under the influence of alcohol. Other things such as uncontrollable gasp reflex, and carbon monoxide (CO) poisoning were discussed. Then 10 existing safety PSAs were viewed and participants provided feedback on what types of messages would change their behavior. The most effective PSAs were the ones that were realistic and caused an emotional connection with the viewers.

Focus Group PSA Lessons-Learned

Like	Dislike
Realistic	Bad acting
Testimonial-true	Spokespersons
Humor-some	Corny, Cheesy
Statistics-proof	Law (or Ranger) enforcement
Emotional	Sexy distracts
Positive	Negative

Focus group feedback was essential to the decisions made regarding the direction of this campaign. During the focus group sessions, it became apparent that many participants value the lives of loved ones, including their wives, children,

friends and dogs, more than they value their own life. Therefore, the slogan was written to get men to think of those they might leave behind. The campaign materials all focus on creating an emotional connection in men to encourage them to wear life jackets.

The campaign logo, four video public service announcements (PSAs), three audio PSAs and two posters are available on the PleaseWearIt.com website. The PSAs are downloadable in high-quality television and radio formats, as well as online quick-to-view versions that are a few seconds longer. Also, the online versions of the PSAs are posted on the USACE National Operations Center for Water Safety DIVIDS unit at <https://www.dvidshub.net/unit/USACE-WS> and YouTube channel <https://www.youtube.com/user/USACEwatersafety>.

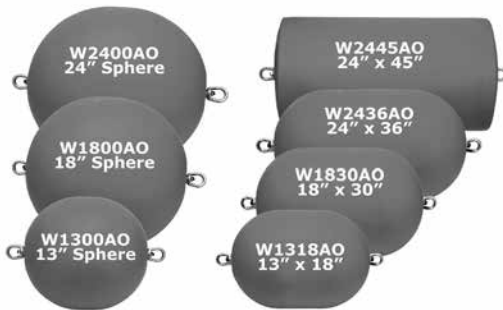
Artwork for billboards, banners and vehicle tailgate wraps will be created by the USACE National Operations Center for Water Safety and added to the website. All PSAs have positive endings, except one, because most focus group participants preferred that. The audio PSAs are based on actual events because reality was another preference of the focus group participants.

The "Lake Guard" mobile game app is downloadable for free from the Apple and Google Play app stores onto any Apple or Android smart device. You use a safety cannon to place life jackets on boaters before they get in a boat, shoot life rings to cliff jumpers that land in the water and "grog" alcohol cans into a trash can on the dock because alcohol and boating don't mix. At the end of every game session a water safety message pops up.

Anyone can use these products to promote water safety.



Barrier Floats



With Swivel Ends

Regulatory Buoys



david@walshmarineproducts.com

262-439-4309

If you are interested in having your name and logo added to the video PSAs or artwork created by the USACE, contact USACE National Water Safety Program Manager Pam Doty at Pamela.J.Doty@usace.army.mil or (817) 886-1727.

The USACE has known for years that the target audience of adult males has been a difficult one to reach. It has been challenging to produce a water safety campaign that is effective in provoking adult males to wear life jackets. The “Life Jackets Worn...Nobody Mourns” campaign, if used effectively, has the potential to capture the attention of the adult male audience and change their attitudes about wearing life jackets, resulting in saved lives.

The National Weather Service Marine Program, Decision Support and NOAA's Weather Ready Ambassadors

Alex Tardy, NOAA National Weather Service San Diego

The National Weather Service (NWS), part of National Oceanic Atmospheric Administration (NOAA), mission is to protect lives and property, and enhance the economy by providing critical weather forecasts and warning notifications to key partners and the public. These services are for land and territories of the United States, as well as its ocean and space. NWS provides standard forecasts for mariners including swell, wave, wind, and lightning predictions to help mariners plan and avoid hazardous conditions at sea. NWS services are readily available to mariners via the internet, social media and subscribed services. NWS uses the NOAA weather radio special frequency broadcast to relay current weather and sea conditions along with forecasts and special notifications. Some of the known services include Coastal and Open Waters forecasts, Special Marine Warnings, Small Craft Advisories, Gale Warnings, and Storm Warnings. Forecasts are updating daily using the latest technological and the best available numerical weather prediction to feed private sector services and marine applications. NWS also provides interpretive services and enhance decision support services to its core partners to better meet its mission. All services are provided free of charge and meteorologists are available 24/7 at 122 offices in the United States.

NOAA NWS also provides climate analyses and long range predictions related to global teleconnections such as El Nino/La Nina and impacts including drought and climate variability.

2017 – 2021 Recreational Boating Safety (RBS) Strategic Plan

Ernie Marshburn, PhD

The 2012-2016 Recreational Boating Safety (RBS) Strategic Plan will expire this year and the National Boating Safety Advisory Committee (NBSAC) is actively working on completing the 2017-2021 Recreational Boating Safety (RBS) Strategic Plan by the Fall NBSAC meeting (October) of this year. The new plan will be different from all former iterations. It will emphasize strategic (i.e., forward looking challenges) rather than operational management except where selected operational strategies represent new and innovative approaches yield more efficient and effective solutions.

This presentation provided an update on the status of that process and most importantly to begin socializing the strategic elements that serve as a foundation for this next iteration of the RBS Strategic Plan. Discussions covered included but were not limited to the evolutionary history of current strategic plan development from team formation, the influence of OMB and

GAO approval to the framework of the document, the design specification process associated with identifying strategic priorities, the metric considerations influencing prioritization, and concluding with a presentation of the current draft of the 2017-2021 Recreational Boating Safety Strategic Plan. The session ended with a question answer session in response to elements of the strategic plan.

Risk Management 101

Robert B. Kauffman, Frostburg State University

The presentation utilized the Integrated Risk Management Model to provide the foundational structure for the presentation. The model incorporates the components of negligence, the accident process, risk management, and post-incident situations. The presentation utilized three case studies to illustrate the basic risk management principles associated with the model.

The first case study involved a fatality on the Clinton River in Michigan and Winding River Canoe Rental. The lessons learned were 1) know what business you are in and know the “common practices” of that business. 2) Make sure your subcontractors know what business they are in and that they too know “common practices” of their business. 3) Drowning Trap flows (i.e. moderate within-the-bank flows) can become a contributing factor in drownings. 4) Conduct an investigation (study) after the incident. You may improve your operations and prevent future accidents. 5) If you are in the business, your risk management strategy becomes one of *risk reduction* and *avoidance*.

The second case study involved the drowning of five inner city youth at a designated swimming area in Castlewood State Park near St. Louis, Missouri. There was a known drop-off (i.e. hazard) where the river abruptly went from eighteen inches to over five feet in depth in a matter of several feet. The lessons learned were 1) Sovereign Immunity does work and can prevent governmental agencies from being sued. 2) Sovereign Immunity is a poor excuse for not taking appropriate measures to protect visitors from known hazards. Unfortunately, the hazard is still there. 3) Visitors came to the park expecting a “safe environment.” Unfortunately, there was a mismatch between the experience they expected and the experience provided by the park. 5) Barrier analysis was introduced to show how a milieu can be created of complementing safety practices to reduce the likelihood of accidents.

The third case study involved the Deerfield incident and the near-drowning of one of the participants on a summer youth program sponsored by Greenfield Community College. In terms of the model, the discussion focused on the post incident. It suggested that what you do after the accident is often just as important to prevent being sued as what you do before the accident occurs. The lessons learned were 1) even though you did everything right, you can still have an accident and be sued. 2) What you do after the accident can help prevent being sued. 3) After a major incident, you now have a new relationship with the victim and family. Cultivate and develop that relationship. It can reduce the likelihood of being sued. 4) When the victim and family hit the second phase in the five stages of grief (i.e. anger), you are better able to avoid having the anger directed at you in the form of a lawsuit if you have developed a relationship with the victim and family.

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National Water Safety Congress Awards

Brian Westfall, NWSC

Regional Award:

David Payne and News 9 Weather Team
USACE, Life Jacke Worn...Nobody Mourns Campaign
Joel Neikirk, VP Operations, Burger King

Award of Merit:

Christina Carmichael
Gabrial Cruz, U.S. Fish and Wildlife Service
Lake County Water Safety Team
Michael Marques, Jr., LA Dept. of Wildlife & Fisheries

Enforcement

Plaque of Commendation:

Joseph McClane, President, First Midwest Bank
Millie Rogers, Business Owner



approach provides the perfect opportunity for many different segments of the marine industry to work together toward a common goal - grow boating - and at the same time, achieve their own individual business objectives.

2015 National Life Jacket Observation Study (The Needle Keeps Moving!)

Thomas W. Mangione, JSI Research & Training Institute

As of the summer of 2015, JSI had collected observational life jacket wear data on 245,191 boats with 690,970 boaters. Observations were collected in 30 states at 124 sites. The 2015 study was done in partnership with the Coast Guard Auxiliary who collected data in 10 of the 30 states.

Trend data showed that national wear rates of all boaters on all types of boats has shown an 11% increase since 2010 going from 21.1% to 23.4% wear rates. During this same time period, adult wear rates on all boats, except PWCs, has shown a 44% increase from 7.8% to 11.2%. The trend for open motorboats has gone from 4.8% to 6.1%, a 36% increase since 2011.

Since 1999, adult wear rates on sail boats have increased for day sailors from 30.7% to 69.6% (a 127% increase) and for cabin sailboats from 9.1% to 20.5% (a 125% increase).

Children (both 0-5 years of age and 6-12 years of age) have shown continuing increases in wear rates since 1999. In 2015, wear rates for 0-5 year olds had reached 92.1% and for 6-12 year olds from 87.2%.

These encouraging results show boater education and increasing mandatory regulations for children under the age of 13 have been having an impact on progress.



Promoting the Business of Boater Education

Tom Knighten, MEMMCO

The Discover Boating Hands on Skills Training (HOST) concept was created in 2010 as an outgrowth of work on the Marine Industry's Grow Boating program. The idea was that training and education could be used as a tool to achieve a number of diverse business objectives while contributing significantly to increased boating safety and enjoyment. And, it could be accomplished cost effectively by centering these activities on a boat show or other major marine related event and then leveraging existing marketing and promotion activities. The first pilot program was conducted on National Marina Day 2010 at four marina locations.

Since that first program, more than 5,000 people have participated in Discover Boating HOST events at boat shows all over the USA. As a direct result of that experience, hands on skills training has proven to be a valuable and effective marketing tool when used in a specifically focused manner. Events that include hands on learning and skills building opportunities attract the right audience, produce higher quality "contacts" and generate better qualified prospects than free boat rides or passive demonstrations.

While the initial focus of the events was on powerboaters, a pilot program for sailors was developed and rolled out at Strictly Sail Miami 2012 where over 300 enthusiastic new and experienced sailors took to the waters of Biscayne Bay to celebrate sailing and improve their sailing skills. Today, Discover Boating power and sail events are conducted side by side at boat shows nationwide.

Importantly, HOST events are not just about skills training. The goal is to show how much fun boating is and how easy it can be with a few fundamental skills. Organized and executed correctly, these events build confidence and increase boating enjoyment and safety. The ultimate goal is to have participants walk off the boats so excited and enthused about boating they can't wait to get back on the water again. While it's critical to provide a quality educational experience, the *business* objective is to generate incremental boat, equipment, service and accessory sales by getting more people interested in boating and into the sales funnel. Learning new skills creates substantial motivation for more training and for boating and boat ownership. And, the experience motivates participants to seek additional training which benefits the training industry.

A key objective is to support the business of boating. These events have proven to be an effective, proactive selling tool. In short, well organized, professionally run events help sell products and services. And this classic experiential marketing



Implementing The National Recreational Boating Safety Strategic Plan: Standardize Statutes And Regulations

John Johnson, NASBLA

John Fetterman, NASBLA

The National Association of State Boating Law Administrators (NASBLA) brings together nationally the state recreational boating safety agencies for standardization and reciprocity in public policy development, communication strategies, coordination, information sharing, education and training. The fact is recognized in the Strategic Plan of the National Recreational Boating Safety Program 2012 – 2016 with NASBLA being named an implementing partner in 42% of the strategies. Additionally, the states are named as implementing partners in 34% of the strategies. In fact, state recreational boating safety programs are responsible for the annual implementation of more than 95% of all boating safety expenditures nationwide including boating law enforcement, boating safety education, public access, aids to navigation and a range of other boating safety services.

This session covered the multiple ways NASBLA works with the states, federal agencies and the greater recreational boating community to tackle ways to improve boating safety in North America through the USCG grant project.





The Boating Education Dashboard: Gauging the Effectiveness of Boater Education Policies and Programs

Pam Dillon, NASBLA

Tim Spice, Texas Parks and Wildlife Department

What is a 'Dashboard'? In information technology, a *dashboard* is a user interface that, somewhat resembling an automobile's dashboard, organizes and presents information in a way that is easy to read. The goal of this 2016 USCG grant project is to create a Boating Education tool for use in education program monitoring and planning.

The National Association of State Boating Law Administrators (NASBLA) will facilitate a process to: identify specific 'measures of effectiveness' for state boating education and awareness programs; define the critical components/ best practices of a 'high performing' boating education and outreach programs; and identify data that can be used to measure the performance.

The purpose of the Boating Education Dashboard Project is to build a uniform measurement tool that over time can be used by state program managers to inform, monitor, plan, and evaluate education, awareness, and outreach programs, services, and policies. A Steering Committee of statisticians, end users and advisory members has been formed.

The team agreed that the collection of measures or "indicators" of performance and effectiveness that will be represented in the Dashboard will not be made up of "convenient" selections—that is, they will not be incorporated just because there is data available for them. Instead, their inclusion will be guided by a framework of "best practices" identified through research into their frequency of use and consensus of professional judgment. The team began its work by drafting a "Best Practices" statement to guide its work.

A "best practice" is a method or technique that has been clearly defined, is supported by a substantial body of evidence, has been refined through repeated delivery and evaluation, has consistently shown results, and when compared to other means, is superior.

"Best Practices" in boater safety programming include means of:

- *ensuring a needs assessment is conducted;*
- *ensuring continuous program evaluation that considers the availability, content, quality, and effectiveness of programs;*
- *ensuring there are the following components:*
 - *education;*
 - *engineering/environment; and*
 - *enactment/enforcement.*

Group Recommendations for metrics to illustrate in the dashboard include the following:

- **Fatality Data:** Exposure hours (in state/out of state boaters/ types of boating with state)/ Fatalities/Fatality rates/ Injuries/ Fatality Age/boat type/Cause/ Operator vs non-operator data by state by boat type/ Number of registered boats per state
- **Life Jackets:** State surveys/ JSI / Laws/ requirements (age, seasonal, location)/ Ages required/ seasonal requirements.
- **Education Requirements:** State-wide mandatory boating education currently in place (yes, no, to be implemented)/ What percentage of power boat operators have a NASBLA approved certification? (state by state) / Applies to what Vessel Type(s); Operator Age Groups.

The project should be complete by Fall 2016. For information, contact Tim Spice, Texas Parks and Wildlife Dept. at tim.spice@tpwd.texas.gov. Mr. Spice serves as charge

leader for the project. Contact Pamela Dillon, NASBLA, Dashboard Project Director at pam@nasbla.org.

Canadian Safe Boating Council Update

John Gullick, Canadian Safe Boating Council



The presentation covered a brief history of the Canadian Safe Boating Council and its current major areas of activity:

- The Canadian Safe Boating Awards, the CASBAS.
- The CSBC's North American Safe Boating Awareness Week activities.
- The CSBC's annual Symposium held in Halifax, Nova Scotia in 2015 and to be held in Yellowknife, North West Territories in 2016.

- The CSBC's annual media campaigns are featured along with the dollar values and media reach of each campaign.

Also mentioned are special projects developed in association with Transport Canada and the Canadian Search and Rescue Secretariat.

The presentation was accompanied by a 53 slide Power Point that is available for download.

The Canadian Safe Boating Council has long been a close working partner with the National Safe Boating Council and our project and programs have always been of mutual interest, often piggybacking on each other's efforts.

All of the information contained in the presentation is also available on the CSBC web site www.csbc.ca. It is all free and downloadable.

Our next symposium will be held in Yellowknife, North West Territories, September 22 – 24, 2016. Registration information, draft agenda and hotel information are also available on www.csbc.ca.

This unique Symposium will provide an opportunity to explore and discuss boating safety issues facing those who live in northern Canada and Alaska. Yellowknife is a unique city in the north with all the amenities but located in the middle of a vast sub-arctic wilderness. Within minutes you can escape the bustle of downtown to be in the midst of nature trails, lakes and waterfalls where you can experience an abundance of wildlife. There are daily flights through Calgary and Edmonton Alberta and the event will be held at the Explorer Hotel.

Increasing the Awareness of

Safe Boating Practices

A National Outreach Campaign

**Jim Emmons, Water Sports Foundation
Campaign Objective**



The objective of the campaign is to heighten public awareness of boating safety with the focus of the efforts on modifying the attitudes and behaviors of boaters with a special attention on boat operators being responsible for their own safety as well as the safety of their passengers.

Campaign Results through December 2015

More than 422 million safer boating impressions have been delivered since the onset of this grant project in 2012.

Boating Safety Microsites

Each media provider creates and maintains a boating safety microsite where safety content is archived and as a resource.

Video Messaging

Water Sports Foundation (WSF), though its four media providers has delivered more than 162,000 minutes of video content.

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Website

Media providers use their primary consumer websites (15) to deliver safer boating messages.

E-Newsletters

Media providers use their extensive newsletter lists to reach boaters with safer boating messages.

Promotion

Media providers use sweepstakes via Monthly Safe Boating Quizzes as a way to keep boaters engaged and to drive traffic to safe boating microsites.

Social Media

Media providers use their social media connections to reach thousands of followers via social media channels.

Print Media

Media providers use print media in both advertising and editorial messaging to reach boaters with safer boating content. Total audience over 4 million.

Cross Pollination

WSF uses a program called "Cross Pollination" (CP) that shares messages from other boating safety organizations through its media provider network. CP includes twelve partners.

Boating Safety Survey

A study conducted in 2012 determined a baseline for public boating safety attitudes and behaviors. At year end, WSF conducts the same study to measure changes in attitudes and behaviors.

Life Jacket Usage

- 6.6% Increase in respondents who believe that the law should require adults to wear life jackets aboard when the boat is moving.
- 2.6% Increase in respondents who say passengers under age 13 wear a life jacket on their boat all or most of the time.
- 1.5% Increase in the number of respondents who say there are enough life jackets for the maximum passenger rating of their boat.

Boating While Intoxicated

- 4.1% Decrease in the number of people who say they drink alcohol on a boat when they are the driver.
- 7.3% Increase in the number of people who report they are familiar with any rules/laws regarding drinking alcohol while driving or riding in a boat.
- 12.9% Increase in the number of respondents who set limits or have rules about drinking aboard their boat (of respondents who allow drinking on their boat).

General Boating Safety

- 18.6% Increase in the number of respondents who say that they take advantage of the USCG Auxiliary safety inspection program annually.
- 12.1% Increase in the number of respondents who say they have had a free vessel safety check performed by either the USCG Auxiliary or US Power Squadrons.
- 11.8% Increase in respondents who have taken boating safety courses for Captain's licenses and/or US Power Squadron and/or USCG Auxiliary.

America's Premier Youth Boating Education Program

Cecilia Duer, Spirit of America

Brian Davidson, Spirit of America

"America's Premier Youth Boating Education Program" a unique, all inclusive form of education, was created to primarily serve all youth in grades 5-8 at no charge. The program initially had one mission; establish "non-

traditional" middle school credit curriculum. We successfully implemented that vision by placing young people in hands-on learning environments. 22 years later our national program curriculum includes National Education, Physical Education, and Next Generation Science Standards and provides components to utilize in STEM programs. Our program curriculum meets and exceeds the National On-Water Skills-based Standards and the National Knowledge-based Standards of Education.

We provide traditional and non-traditional water-based education for our middle school-aged students to develop lifelong learning skills and ambitions. They gain confidence and learn safe boating practices nurturing responsible behavior.

We are committed to presenting, unique to us, state boating education courses, water competency and equipment awareness, sail, paddle (SUP, canoe, Kayak, row) and power, personal watercraft and large vessel. We provide a sustainable resource of education in a healthy and safe environment.

Our new program, the first of it's kind: *Spirited Outreach, Boating it Forward, a National Youth Outreach Education Program*© provides, for the first time, the tools for our youth to educate their *Families, Friends and Neighbors* about eight important factors in preventing fatalities and accidents on our nations waterways. It will be launched in July of 2016. Our six other program curriculums provide advanced community education programs for persons of all ages and all abilities. We are also proud of our partnership in new the SeaWorthy© program providing educational and vocational lifetime opportunity through water based resources for those persons with physical and intellectual challenges, providing them eventual employment opportunity in the 'marine' world.

Our integral components include meeting guidelines of the USCG's Recreational Boating Safety Strategic Plan. We prove the likelihood of advancing community boating is extremely high, spurring beneficial actions and continuing to provide a resource for American communities and the future of our industry.

Spirit is proud to be recognized by USCG and the Marine Industry as the leader providing outstanding youth and community boating education and actively participating to reduce fatalities. "Future Boaters, Future Business."©

Get In the Game

Ed Huntsman, USCG 8th District



A candid report from a Coast Guard District RBS Specialist suggesting it's time to approach our collective boating safety efforts from a different perspective with new and innovative techniques and methods. Attendees learned that knowledge doesn't equal understanding. The public has changed, the types of watercraft being used are changing, but much of what we do in the name of public safety to reduce casualties hasn't changed in more than 30 years. It's time to rethink our basic approach to protecting the public.



ON-THE-WATER



Sailing with the Pros & Sailing Competition Hyatt's Marina and Mission Bay

It was a beautiful sunny day for the sailing competition. The wind cooperated in the early afternoon but faded by the end of the day. Thus, the teams that set out first did the best. Team Virginia, led by Stacy Brown and Team Washington, led by Dereck VanDyke set the tone for the event. Their rivalry continued from the paddlesport event at the 2015 IBWSS. Both Teams were in it to win!

Stacy arrived early and interviewed the skippers from the Mission Bay Aquatics Center and chose the most experienced skipper with the fastest looking boat! Dereck was running late and was barely able to jump on the boat with his Team. As they sailed, each Team of three were required to balance the boat and trim the sails for maximum efficiency. The skippers from Mission Bay Aquatics Center were trying to get each team through the set of skills in the Sailing Knowledge Standard as fast as possible. Each team had to identify the skill before moving on to the next skill. Thus, the skipper played a key role in the timing of the competition.

I do want to note that there was a studious team that wanted to learn and experience the sailing elements of the Sail Knowledge Standard. That Team consisted of MariAnn McKenzie, Ashley Massey and Kim Jackson. MariAnn and Kim are members of the ESP Committee that is overseeing the Sailing Knowledge Standard and wanted to make sure that the elements/skills were appropriate for a beginner sailor. They were competing but also in it for the learning experience and were one of the top racing teams!

Team Virginia and Team Washington tied for 1st place. Thus, the competition between the States will continue into the 2017 IBWSS. The Last Place Team of Betsy Woods, Julie Brown and Emily King were the last to leave the docks that afternoon and they were just happy to return to the dock with the wind dying on them. They will be ready to compete next year! *"Let the Games Begin!"*



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Boating Accident Investigation Courses John Fetterman, NASBLA



The National Association of State Boating Law Administrators (NASBLA) has been delivering boat accident investigation courses since the early 90's, when NASBLA took on the lead role from Underwriter Laboratories. The original course created by UL was comprehensive, yet very technical and hard for officers in the field to fully utilize. Accident investigation and reconstruction present a unique set of complex theories and dynamics which must be applied by law enforcement investigators. In 2002, NASBLA did a complete rewrite of both the Accident Investigation Comprehensive as well as the Advanced Reconstruction courses and published the first version of the NASBLA Accident Investigation Field Guide. The Guide was created as a post learning resource for federal, state and local maritime investigators. In 2010, the Accident Investigation Program was consolidated into the new NASBLA Boat Operations and Training (BOAT) Program and today operates at a new level of instructional delivery standard for adult learning.

This session took a look at the lessons have we learned, what do our students have to say, as well as, our historical achievements, funding, delivery, standards and what is new on the horizon.

2015 Voluntary Manufacturing Standards – Keeping Boats Safe



John Adey, American Boat & Yacht Council

John Adey, President American Boat & Yacht Council, presented on the deliverables of their 2015 grant. This presentation included a brief discussion on regulations and why the concept of Voluntary Standards matter as well as how these standards effect the work done by boating safety professionals. The grant also included some specific technical updates that have an impact on the repair and purchase of boats for use by recreational boaters and boating professionals.

John touched on the work in the European Union and the impact that these changes have on US boatbuilding and standards.

Those who attended came away with an understanding of the boatbuilding world and took valuable information on what to look for when they are faced with buying new product, repairing old product or even investigating an accident.

Distress Technology Town Hall Meeting Kelli Toth, Alaska Office of Boating Safety



This panel discussion was a follow up to the general session presentation. Presenters highlighted details regarding the functionality and features of their products. The audience participated in a lively question and answer session engaging in learning more about various emergency communication and distress signaling technology options for boaters. Regardless of the type of communication and distress signaling devices a boater chooses, the point was stressed that they should carry both on their person as a means to be properly prepared for a boating adventure.

Analytics of Best Practices in Rescue Water Craft Recovery Work Shawn Alladio, K38



In this presentation Ms. Alladio explained the development of the Best Practices and Analytics for using RWC as a patrol or emergency response vessel. Drawing on her extensive knowledge of the industry, field expertise and training outreach her research incorporated a statistical review of available data and records that incorporated PWC into traditional response vessel operability. She briefly pointed out the difference operational perspectives employed and the subsequent positive or negative results and suggested concrete measures for correction.

History and Highlights

Modern Personal Water Craft were introduced by Kawasaki Motors Corporation USA in 1974, but originated in the 1960s. In 1976, the first documented rescue was performed by Mr. Brad Southworth. The PWIA was founded in 1987, and launched a 'law loaner program' introducing Personal Watercraft to the public safety community. In 2014, BRP Sea Doo produced the first production line of a SAR watercraft, followed by Yamaha Japan in 2015, with another RHIB design water craft.

Everyday Heroes

Recreational PWC operators conduct more rescues than trained professionals using a variety of PWC's.

Responders

An international training standardization is vital for PPE, RWC and training. Historically, standards will minimize liability and reduces risks, and the standards should be exceeded and applicable to location.

Demographics & Gender

32 nations have organized marginal to professional programs; however, 80 nations have reported rescues. Few

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A word about the IBWSS sessions and presentations:

In an effort to continue to promote and implement the objectives and strategies of the National Recreational Boating Safety Program Strategic Plan, the International Boating and Water Safety Summit presents the general sessions, seminars and hands-on activities which directly relate to all of the objectives and strategies of the Plan. We encourage attendance and participation in as many events and seminars as possible so that you may take back to your organizations the knowledge needed to implement the National RBS Strategic Plan in your communities. Learn more about the RBS Strategic Plan by visiting www.USCGBoating.org.

Please do not hesitate to check with NSBC Executive Director Rachel Johnson, NWSC Executive Director Mike Fields, NASBLA Executive Director John Johnson, or any member of their boards. They will be happy to assist you in your direction to meet the goals of the Plan.

certifying programs exist that are endorsed by governing boating organizations.

Male operators tend to be on water response teams more often than female participants. Female RWC operators comprise approximately 3% of the community internationally.

Manufacturers & Accessories

Production model manufacturers have a dealership base that can service parts and warranty as well as sales. PPE, rescue boards, illumination, navigation and customization of specific need are an emerging industry with standardization that is effective and concise to need, not borrowed from other disciplines.

Global Impact

Revolutionizing lifesaving and close quarters response. Negative impact through improper use of RWC's and PPE by high profile agencies, setting a 'bad public image.'

International Standardization

Relevant to reduce program loss, equipment damage, injury and death and increase mutual aid capabilities. The Rescue Water Craft Association was officially launched in 2012, to address this need.

Incidents

Two RWC Training fatalities have occurred in the USA. Statistics are not compiled nationally or internationally. No reporting service existed prior to 2015. K38 is the sole source for operational statistics and monitoring.

Training Models

Recognized training programs exist in 24 nations. Standardization lacks for instructor train the trainer programs. The United States has led the standardization and best practices for a global model.

Examining the Underlying Determinants of Recreational Boating Accidents and

A Research Proposal to Increase On-Water Recreational Boater Data Collection **Ernie Marshburn, PhD**

Research indicates that recreational boating accidents stem from multiple factors. In contrast, public perception and public policy overwhelmingly attribute boating accidents to human error, e.g., operator drug or alcohol use or lack of experience. This presentation offered a comprehensive perspective exploring the human, technological, and environmental factors that most influence these accidents. The research model integrates the spatial and temporal qualities of recreational boating accidents with satellite imagery, on-the-water boat operator surveys, and federal boating accident data assembled from two research sites, Sandusky, OH and Tampa, FL. Using spatial statistics and modeling, this presentation offered a new model with improved parameter estimates and predictive capability, e.g., human (operator experience), technological (boat speed and length), and environmental (boat density and channel character) dimensions. This area of research has important societal impact, i.e., to public officials faced with the allocation of limited resources. In particular, this research emphasizes the concentrated nature of boating risk in time (seasonality, day of week, time of day) and in space (shoals, channels, fixed facilities). These features can guide the timing and the placement of mobile law enforcement capacity as well as the location of operation centers near high risk boating sites. Finally, this presentation



emphasized the need for continuing investigation and the importance of remote sensing data to complement existing survey data in accidents studies.

Prior research suggests that recreational boating accidents are a product of opportunity, i.e., access to a recreational boat, presence of a navigable body of water, and varying levels of law enforcement to monitor recreational boating behavior. Patterns of boat operator behavior suggest that recreational boat accident risks and analysis can be represented as combinations of integrated, complex risk factors that "collectively" increase accident risk patterns in space and time. At present, limited recreational boat accident research is being conducted, in part due to the absence of data. While the USCG BARD data and national recreational boat survey program partially address this area of interest, a more complete record of recreational boating in both accident and on-the-water non-accident situations is needed.

This presentation proposed a research initiative to test whether this data gap can be filled and in turn supplement gaps in the USCG national recreational boat survey program. New technology offers the potential for an effective boat operator behavior-based on-water data capture that can be effectively used to normalize the BARD database. Normalization is the process of comparing accident and non-accident data offering the opportunity to enhance our ability to ask questions with greater specificity. The belief is that this capacity will permit a greater understanding that could open the door to discoveries leading to further recreational boating accident and fatality reductions. Thus the purpose of this presentation was to investigate the potential of a collaborative partnership to explore the research potential associated with on-water data capture of boat operator behavior.

"How to Stay Safe While Engaged in the Number 1 Towed Watersport Today"

Larry Meddock, Water Safety Industry Association

In an effort to improve best practices for tubing participants, the Water Sports Industry Association (WSIA) released a new version of the Inflatables Safety Video in March of 2016 in San Diego, California during the IBWSS summit. As the most popular towed water sport in the world, education is more important than ever.

Each year, participants of all ages are injured while engaging in this activity. Tubing requires no skill and there is no barrier to entry. Add risk factors such as alcohol and an inattentive captain, and you have a sure-fire formula for injury and even death.

The WSIA, with all its members who are manufacturers, came together two years ago to try and fix this trend of injuries. How? By education. The first video was developed and then presented to IBWSS in April of 2015 in Sandestin, Florida. Over three pages of notes were taken by the WSIA on how to improve the video. More importantly, we were introduced to the Emily Fedorko Foundation and its founders Joe and Pam Fedorko. With their help, funding became available to produce a third and final edit on the safety video.

We were pleased to present this final video at IBWSS. After receiving supportive feedback, this video achieved the ultimate endorsement by earning the NASBLA Seal of Safe Boating Practices. We continue to promote this video to any



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and all organizations. The video is free to distribute and can be embedded or downloaded through the WSIA web site www.wsia.net.

Clean Boating Outreach for Professionals and the Boating Public



Alana Keating, BoatU.S. Foundation

Alana Keating, BoatU.S. Foundation Outreach Manager, presented on how to successfully reach boaters with clean boating messaging. Attendees learned best practices for successful outreach and reviewed examples of effective clean boating outreach campaigns. The focus of the presentation was outreach that promoted behavior change within the boating community.

Best practices demonstrated in the session included:

- Utilize the 4 P's (Product, Price, Place, Promotion)
- Set specific behaviors you want to change
- Use positive messaging
- Know your audience
- Speak to your audience
- Know the barriers
- Show the benefit
- Repeat the message

Key takeaways included tailoring your message to boaters, providing outreach directly at the point of use/engagement, making it easy to change the behavior, collecting data to show progress and success, using humor to convey the message and keeping the message and the action simple.

Attendees also viewed available resources to help with their clean boating outreach efforts. Resources included the BoatU.S. Foundation Clean Boating Course, Oil Spill Prevention Course, Waterway Cleanup Guide, Reel In and Recycle Program, Grassroots Grants program and general clean boating content – all available at www.boatus.org.

During the open discussions, attendees discussed current clean boating outreach and its effectiveness as well as opportunities and ideas for further outreach and education to the boating public.

Engaging the Minority Community



The discussion and presentations underscored the importance of engaging minority communities in an approach to *include* minorities into the respective organizations activities. By effectively communicating with minorities, we develop a centralized approach to meeting them on their terms. The best opportunity to include minorities is through the planning committee's annual activities.

Organizations need to understand that diversity and inclusion, simply means *include me*.

When we effectively communicate our story and offer *inclusion*, many citizens will participate in our programs. When we listen to and learn from them, we will be able to measure our success by what they need and not by what we think they need.

IMPACT – I am hopeful that the audience was inspired to go back to their respective communities and think about how they can engage their minority community.

SUGGESTION – I suggested to the audience to include pictures of people that looked like the members they wanted to attract. Minorities want to be involved in organizations that

have people that look like them in their ranks, most just want to be included.

CONCLUSION: In conclusion, each organization should institute a culture of collaboration and start to change mindsets so that minority citizens are included in programs, while doing so in as an efficient manner as possible.

Engaging Hispanics in Their Language



Luis Ojeda, U.S. Power Squadrons

Engaging Hispanics in their language has never been as important or relevant as it is today.

This presentation explained the differences in regional and historic anecdotes, dispel the myths and show statistical data. This will help locate the market and point to opportunities.

The nuances and differences between Spanish dialects may seem difficult to overcome especially if you are not a Spanish speaker. However, there are 400 million speakers on the planet with 54 million of them in the US.

The real differences in Spanish dialect are small and not significant for our purpose of translating a boating safety or boating skills manual. Most of the spoken and written Spanish is derived from what is called the "Mother" tongue, Castilian. This includes Mexican Spanish which is the largest group in the US.

The Hispanic population in the US makes up the largest and fastest growing culture representing 24% of those under 18! Hispanics will make up 50% of the population growth by 2020 and their buying power will reach 1.4 to 1.7 trillion dollars. The Hispanic consumer market in the US is larger than the entire economies of all but 13 countries!

The fact is that much of the population growth of Hispanics in the US, comes from those born here. In 2012, only 35% of Hispanics were foreign born.

In order to reach this growing minority population, the United States Power Squadrons has embarked on a full translation project in both a written and an online version of our Flagship boating course, made possible in large part by a grant from the United States Coast Guard.

Marketing and delivering this material is the next phase of our project.

Critical Incident Stress Management (CISM)



Brian C. Westfall, U. S. Army Corps of Engineers
Mark DuPont, NASBLA

No Summary Submitted

Cold Water Immersion



Mike Fields, NWSC
Mark DuPont, NASBLA

No Summary Submitted

2015 U.S. Coast Guard Creative Outreach-WebTV Series

Marcel Bieg, ACA/Canoe-Kayak-SUP-Raft-Rescue and



2015 U.S. Coast Guard Sustainable Paddlesports Education for Underserved Communities



Marcel Bieg, ACA/Canoe-Kayak-SUP-Raft-Rescue

During the 2016 IBWSS I was honored to present information on the American Canoe Association's (ACA) two Coast Guard Grant projects. First, the Creative Outreach Safe Paddling Web TV Series and then, the Sustainable Paddlesports Education for Underserved Communities project.

The presentation began with information on the Paddle Smart Web TV Series. The ultimate goal of the Safe Paddling WebTV Series grant project is to realize a five-year average reduction in paddlesports-related fatalities through direct outreach to a wide demographic by utilizing the internet, primarily social media outlets. This project will assist the U.S. Coast Guard in achieving its five-year boating fatality goals.

With this project, the ACA will address the 2012-2016 Strategic Plan of the National Recreational Boating Safety Program, Objective 2: Boating Safety Outreach. The ACA will produce three new instructional video series (12 episodes per series) emphasizing safe paddling practices in Recreational Kayaking, Stand Up Paddleboarding and Kayak Fishing.

The Safe Paddling WebTV Series will directly support Area of Interest 1: Conduct Elements of a Year-Round Safe Boating Campaign, as well as Area of Interest 9: Media "toolbox." The Safe Paddling WebTV Series will consist of 36 videos that will be distributed to a broad audience through social media and grassroots outreach. These videos will also contribute valuable content to the overall Media "toolbox" of boating safety messaging.

We ended this particular segment with a preview of a couple of the Web TV episodes so the audience could have a sample of the project to gain a greater understanding of the feel, purpose and product that the ACA would create and submit.

We then moved on to the Sustainable Paddlesports Education for Underserved Communities. The focus of this project will be to provide eighteen skills and assessment courses for selected states and communities as outlined by the U.S. Coast Guard. Nine of these skills and assessment courses will focus on rural communities while the remaining nine will focus on urban communities. The ultimate goal is to have 360 underrepresented youth and 72 adults complete skills and assessment courses with ACA Certified instructors.

By empowering the adults in the selected communities with appropriate boating knowledge and skill, this grant project will be both replicable and sustainable in future years for those locations. This will provide a sustainable source of local education that will contribute to the decrease in both fatalities and accidents for both the current and future generation of boaters.

This grant project will also engage stakeholders at both the local and state level. The ACA will partner with the appropriate state boating agencies, local outfitters, and other national boating safety organizations as applicable.

The presentation closed each section with a question and answer period. The event was well attended and each project was received in a positive light although there were many constructive ideas for each.

"Water Wits" School Program

MariAnn McKenzie, Oregon State Marine Board



The Oregon State Marine Board borrowed California's "Aqua Smart Program" and has used the curriculum in the schools for the past ten (10) years. The Program needed to be revamped to allow teachers, law enforcement and trainers to access educational items through our website. Our school program also needed to be revised to meet Oregon's educational standards to make it more conducive for law enforcement to enter into the schools to conduct boating safety education. It also enables instructors and teachers to teach boating safety while meeting state's required standards.

We partnered with Oregon State University and hired a graduate student, Sara Roberts, to write a new K-12 curriculum that integrates STEM (science, technology, engineering, and math) concepts and interdisciplinary learning to enrich student aquatic literacy. Messages of boating and water safety are related to physics, ecology, history, and more for a broader understanding of how students can help improve water quality and responsibly enjoy our shared waterways. The curriculum includes 12 complete lesson plans, divided into grade units (Kindergarten-2nd Grade, 3rd-5th Grade, 6th-8th Grade, and 9th-12th Grade). All lessons are aligned to state and national education standards, including Next Generation Science and Common Core, across multiple subjects. Each unit contains 3-4 leveled lesson plans with suggestions for how to adapt the activity to best suit your audience. Lesson plans include a list of aligned standards, background information, detailed instructions, and additional resources including printable worksheets and hand-outs. Each is designed to be completed in one class period, but many offer rich opportunities for extension – suggestions for additional activities are also included.

While much of the *Water Wits* curriculum is designed to be academic in nature, the interactive activities and low-cost materials make the lessons adaptable to almost any setting. By determining the age range of your audience you can set up the hands-on portions of appropriate lessons at public events, workshops, classroom visits, or your campsite.

Part of Sara's master's thesis is to develop and administer a summative evaluation survey that will be provided to participating educators. The results of this evaluation will be used by the Marine Board to evaluate the efficacy of the program and determine if additional review or modifications are needed to optimize the curricula for superior results.

Scientific literacy, especially for adults, heavily relies on free choice learning venues. However, properly informed children can influence and inform their parents about boating safety and preventing the propagation of aquatic invasive species. This "bottom-up" strategy has not been properly evaluated as a methodology for enhancing adult scientific literacy.

If you are interested in adapting this curriculum for your own organization or agency, please contact MariAnn McKenzie at the Oregon State Marine Board.

National Non-Profit Organization Grant Program



Pavlo Oborski, U.S. Coast Guard Office of Auxiliary and Boating Safety

Every year the Coast Guard may provide up to 5% of the total State assistance available to eligible national non-profit public service organizations to support national recreational

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boating safety activities. This presentation provided potential applicants the program requirements, eligibility, timelines, the application process, and the criteria in how applications were reviewed. Post-award requirements for grantees such as reporting, monitoring, and deliverables were also covered. Applicants gained insight on the Coast Guard perspective on the grant administration process.

Non-Motorized Boating Program

MariAnn McKenzie, Oregon State Marine Board

Marcel Bieg, ACA/Canoe-Kayak-SUP-Raft-Rescue

Pam Dillon, NASBLA



Pam Dillon presented the goals of the presentation:

- Review statistical trends in participation and accidents.
- Share stakeholder perspective on the status and emerging trends of paddlesports and where the sport is going over the next five years.

• Review Oregon State Marine Board's Non-Motorized Project Formula for Engagement

Information from the 2015 Special Report on Paddlesports, published by the Outdoor Industry Foundation, was presented to start assessing where we are in the paddlesports universe – and where we might want to be in the future.

Regarding statistics, focus on three key things: First, determine those sources that will provide valid, reliable – and ideally regularly-updated data. Second, understand any qualifications on this data and how those qualifications might impact the data as it is interpreted. And finally, determine what questions you'd like the data to answer – if possible – so you can determine if the data at hand will fit the bill.

Big challenge is agreeing on which data to guide us....

What Paddlesports data are available? Sources include Exposure Data from National Recreational Boating Survey (2012); Accident/Fatality Data – available across all states; registration data – limited availability, but could be replaced with participation data from various sources; and other data.

Regarding Exposure and Accident/Fatality Data... With only one-year's worth of exposure data, no trends can be solidly established. Of note is that canoes are ranked safest according to this data, while kayaks are slightly riskier than sailboats. In both cases, they rank below the average fatalities per million hours for all vessel types.

From Accident/Fatality Data, we see the percentage of non-motorized paddling vessel deaths has increased over the years while the total number of deaths has decreased. The percentage of accidents in the paddlesports group has risen over time. But here is where we'll want to start asking questions: As our exposure data shows that canoes and kayaks as vessel types are not much more likely to be involved in a fatality (at least in 2012) – could the increase in accidents for this group be more a reflection of their increase in general?

Marcel Bieg presented information showing the top outdoor activities for growth. Five of the top 10 outdoor activities with the highest growth are Paddlesports according to Outdoor Industry Foundation research. Stand up paddleboards (SUPs) have the highest percentage of first-time participants in 2012 of ALL outdoor activities. He reviewed information of how people die while paddling. Information is available at www.americancanoe.org/paddlesports_statistics.

Conflicts between user groups were discussed. Discussion included ways to improve interactions between user group segments, law enforcement, regulatory agencies, and paddlers.

Regarding registration, it was suggested for a new program

to be successful, the merits of the registration proposal must outweigh the bureaucratic and financial burden; the local/state paddlesport community must support the proposal and the costs should reflect the lower access costs and pollution results of the user group. Furthermore, it should be convenient and affordable for paddlers that own multiple craft, convenient and affordable for outfitters, and have an adequate guarantee that funds derived from registration will be directly reinvested into projects that enhance paddlesports in the community.

MariAnn McKenzie of the Oregon State Marine Board presented a formula for engagement based on extensive survey work conducted on behalf of that agency. After several years of discussion and public meetings, the agency created four advisory teams to help provide input into how to more effectively serve these recreational boaters. Labeled 'BOAT,' these teams will identify statewide boating issues relating to their use of the waterways and be charged with recommending initiatives for existing programs that agency staff can explore and bring forward for Board consideration. A Planning Summit will bring all teams together to have a facilitated discussion to help identify strategic goals for the agencies 2017-2021 5-year plan.

Full details regarding the project are posted on the agency's website at <http://www.oregon.gov/OSMB/boater-info/Pages/Non-Motorized-Boating-and-Paddling.aspx>.

Social Media 101

Jo Stanley, Stanley Yacht Services, Inc.



With the quick pace of change on the technology front, it's very easy to fall behind on the latest trends and tools designed to disseminate content and broadcast messages. However, it's imperative we stay up to speed with today's primary way of sharing information: Social Media. This is especially true when diverse groups -- including teens and non-English speakers -- are more likely to receive their news and engage with targeted promotions via social media platforms than any other method.

This presentation offered a primer on popular online tools such as Facebook and Twitter and will address the basic concepts of harnessing social media's broad reach with a view to implementing a comprehensive program aimed at increasing boating safety awareness.

NSBC Power Boat Targeted Boating Safety Knowledge and Skills Awareness Training Grant

Emily King, NSBC



The goal of this grant project is to provide boating education to underrepresented groups giving them the basic boating safety knowledge and then allow them to practice on-the-water boating safety skills. The underrepresented groups for the training is the Hispanic and female populations. The NSBC will utilize NASBLA 103-2015: Basic Boating Knowledge-Power ANSI Standard in its *NSBC Boating Safety Instructor Course*, the *NSBC Essentials of Close-Quarters Boat Control Course*, and the *Open Water Boat Control Course* curriculum, that is compliant with the ANSI National On-Water Power Standard and exceeds them in some areas. The grant provides for the curriculum to be translated into Spanish.

Boat Handling Skills Without Water – Only In Simulation!



Lisa Herndon Wilson, U.S. Power Squadrons

The United States Power Squadrons® (USPS) and Virtual Driver Interactive developed the Boating Skills Virtual Trainer® (BSVT) with funding from the U.S. Coast Guard and produced a 20 foot Boston Whaler simulator that allows training in any weather with no fear of insurance claims! USPS presented how the new generation three functionality can be incorporated into boating education. The BSVT is the 2015 winner of the NASBLA Innovations Award. The small boat simulator provides hands-on experience with steering wheel and real Mercury throttle operated on a virtual lake with other sail and power boats, navigation aids, and a full marina for close-quarters maneuvers and docking. Instructors can vary the difficulty by changing wind and current direction and velocity and day/night scenarios. Exercises are based on the USPS Practical On-The-Water training curriculum as well as additional exercises including the new boat ramp trailering exercise. Other new functionality includes more wave action associated with wind changes, compass numbering for improved piloting exercises and traffic congestion with canoes and paddleboards.

For over 100 years, the U.S. Power Squadrons, the nation's largest recreational boating and boating education organization, has been transferring knowledge to recreational boaters in the classroom, online, and on the water. These portable units have been uniquely developed as a partnership of the U.S. Power Squadrons and Virtual Driver Interactive under U.S. Coast Guard grants. They are available in Spanish, French (and can be easily customized to other languages) and are available for purchase worldwide. For videos and more info, visit www.usps.org/boatingskillsvt.

RBS Specialist Panel Discussion We're From the Government and We're Here to Help!



Ed Huntsman (moderator), USCG Eighth District

Walt Taylor, First USCG District

Mike Folkerts, Seventeenth USCG District

Vann Burgess, USCG Office of Auxiliary and Boating Safety

You've probably heard about them, perhaps you even know one! But what do they do and how does it affect the recreational boating public and my organization or state? Better yet, how could they possibly help me and how can I contact them? These questions and more were answered by those that do the job in this presentation.

Recreational boating safety specialists serve as the principal Coast Guard liaison to individual state Boating Law Administrators (BLA) and others within their respective Coast Guard District. They also serve as sounding boards, subject matter experts and advisors on matters concerning federal regulations, requirements, and rulemaking. They serve as the Coast Guard's *ambassadors* to RBS partners and NGOs, such as municipal water safety agencies, local safe boating coalitions, the Red Cross, and the U.S. Power Squadrons, and hold active memberships in organizations including the National Safe Boating Council, National Water Safety Congress, and International Association of Marine Investigators among others.

Ultimately, the specialists are responsible for the district recreational boating safety cooperative agreements the Coast

Guard maintains with each state and territory, which delineate the responsibilities shared by the state and Coast Guard on waters of concurrent jurisdiction.

Distracted Boating

Major Richard Moore, Florida Fish and Wildlife Conservation Commission



People have never before had more opportunity to be distracted than we have today. We are convinced that "multi-tasking" is a positive attribute, even though our minds are virtually incapable of paying close attention to two or more things simultaneously. We are constantly barraged by a variety of distractions, yet we're conditioned to believe we can effectively engage all these distractions while carrying on normal functions.

The effects of being distracted while driving a motor vehicle are well-documented. National statistics tell us that each day in the U.S. eight people are killed and more than 1,100 are injured in motor vehicle crashes reported to involve a distracted driver. And we've all seen it... a driver who was texting, using a cell phone, eating and drinking, talking with passengers, grooming, reading, using a navigation system, watching a video, or adjusting a radio, CD or MP3 player. Texting gets most attention because it requires visual, manual and cognitive attention from a driver.

We are repeatedly reminded that distracted driving is dangerous. Laws banning the activity have been passed in many states. There are national and state-level campaigns aimed at reducing the practice. But when it comes to recreational boating, it seems that people are unaware of the enhanced risks that come with giving attention to activities other than safe navigation.

The session suggested that "distracted boating" be defined as "the practice of operating a boat while engaged in any activity that diverts a person's attention away from the primary task of safe navigation." Attendees were challenged to consider whether their safety programs place appropriate emphasis on the issues associated with distractions.

It was suggested to the attendees to consider how we discuss the navigation rules. A review of education modules dealing with the navigation rules shows that a lot of time is spent on rules related to meeting, overtaking, sound signals and lighting. But where is rule 5 – lookout? Sure, it's mentioned, but with more than 25-percent of recreational boating accidents primarily caused by operator inattention or lack of proper lookout, rule 5 deserves more attention.

Recreational boaters face many distractions. People riding in the boat can be distractions, by their actions or where they happen to be seated. Electronic tools, which can be a tremendous help, can also take the operator's mind off safe navigation. Tending fishing gear and fighting fish, which are the reasons that many people get out on boats in the first place, also lead to distractions.

Boating is one of our nation's premier recreational activities, and dealing with the issues of distracted operation is certainly one area where we can make improvements in our safety interventions.

Lifejacket Standards Harmonization Update and Device Marking and Label Reform **Christopher James, Underwriters Laboratories** **Maria Iafano, Underwriters Laboratories**



The presentation delivered by Underwriters Laboratories (UL) at the 2016 International Boating and Water Safety Summit in San Diego, California detailed UL's mission to promote safe living and working environments for people. Underwriters Laboratories has been in existence for over 120 years with the mission of working for a safer world. The UL Mark is applied to 22 billion products per year across 19,000 different product categories. UL's 10,000 staff members work with clients in over 120 countries around the world.

UL has been testing and certifying lifejackets for over 40 years and is an approved laboratory of the United States Coast Guard and Transport Canada. UL is also a Notified Body for the Personal Protective Equipment Directive and the Marine Equipment Directive.

The presentation educated the audience on the North American harmonization effort for lifejacket and immersion suit standards, as well as an overview of the new lifejacket markings and labels.

If you would like more information relating to this presentation, please contact Maria.Iafano@ul.com or Chris P. James at Christopher.James@ul.com.

Leadership Development: From Camper to Instructor **Patrice Milkovich, Southwestern Community College District's Crown Cove Aquatic Center**



Leadership development through progressive participation in marine recreation programs has been a cornerstone of the success experienced by Southwestern Community College District's "Crown Cove Aquatic Center (CCAC)." With its mission and focus on education, CCAC's partnership with California Department of Boating & Waterways supports instruction of on-the-water, skills-based boating activities for the college and community at-large with particular emphasis on serving the region's urban youth. The CCAC's vision of becoming a community center of educational excellence in boating and marine recreation programs serving diverse populations, interest and abilities relies upon program innovation and constant relationship building.

Built upon a leadership development philosophy, CCAC's youth program caters to the youth population, ages seven through sixteen. Youth programs are offered year-round and coincide with the region's local school calendars. Following the basic introductory aquatic camp, an advanced camp program was implemented to challenge older campers in advanced marine recreation activities. The progression from advanced camper segues into a leader-in-training program that prepares teenagers for employment as certified marine safety personnel. The leader-in-training curriculum includes soft skills development focusing upon communication, professionalism, ages and stages youth development, time and stress management, teamwork and behavior management. The program also addresses hard skill development of marine recreation skills in paddling, sailing and surfing, as well as camp games and lead-up activities, health and safety management, instructional methods and administrative practices.

With a focus upon safe boating practices and water safety, the youth development pathway creates physically active, leadership-minded youth who are core to maintaining a certified and solid instructional support team for Crown Cove Aquatic Center's broad programming. The transition from camper, to young-adult leader-in-training, and ultimately a certified counselor and instructional assistant, support CCAC's broad partnership based comprised of educational and community-based organizations. Serving the community by providing education and safe marine recreation practices, Crown Cove Aquatic Center is recognized as a leader and valuable member of the community. Youth at all levels are the framework of CCAC's success.

Can You Find Me? ***What You Can Do to Improve the Outcome of Being Found, Fast!*** **Ted Sensenbrenner, BoatU.S. Foundation**



The list of equipment the average boater is required to have aboard is relatively short. However, if you consult with any boating safety expert, they'll remind you those requirements are only minimums. In order to have better peace-of-mind on the water, you might want to consider more.

Boaters should have a reliable way to communicate they are in need of assistance. The standard Coast Guard-approved pyrotechnic signal flare is designed to do just that. However, pyrotechnic flares have some disadvantages such as short duration, frequent expiration, and disposal issues. New electronic visual distress signals (EVDS) eliminate most of these concerns and last for hours as opposed to minutes. Not all of these new-to-the-market flares are Coast Guard compliant, so check the product packaging to be sure before replacing your traditional flares. In a darkened room, we were able to see for ourselves how the electronic flares performed.

Flares of any type are only effective if a potential rescuer can see them. They also don't provide confirmation that anyone has actually spotted you. That's why many people grab their cell phone to call for help on the water. Even though cell phones have GPS and mapping programs, they have their disadvantages such as signal strength and battery life. A VHF marine radio equipped with a one-touch distress button has many advantages over a cell phone, especially in coastal waters where onshore help may be harder to summon. A call made on a VHF radio can be heard by many boaters simultaneously and the Coast Guard monitors channel 16 for emergencies. A radio with a digital distress hailing button that is connected properly to a GPS can transmit your exact location to the Coast Guard as well. This means you can easily inform them you have an emergency and where to find you. In our session, we demonstrated how some modern hand-held radios have these features.

Boaters travelling to more remote locations where cellular and VHF signals are limited should consider emergency devices that utilize orbiting satellites. A personal locator beacon (PLB) and an emergency position indicating radio beacon (EPIRB) are reliable devices that can summon help from anywhere in the world, however, they are one-way communicators. There are other devices that are referred to as small electronic notification devices (SEND) that engage in

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two-way communications through limited text messaging to further describe the situation at hand. We discussed the pros and cons of each.

Our session ended with a little fun and role playing. Random attendees were asked to come forward and were presented a hypothetical emergency boating scenario. They were then asked to select a proper life jacket for their activity (and a silly hat too), but most importantly, they were to select a device from a table of options that would best suit their needs. We laughed and had some fun and learned no single device is best for all situations. Choose your signaling devices wisely. Chances are you might never need it. But if you do, you don't want to worry if someone can find you!

How YOU can Participate in the '2016 Spring Aboard –Take a Boating Education Course' Campaign



Edwin Lyngar, Nevada Department of Wildlife
Zac Campbell, Kentucky Department of Fish & Wildlife Resources

A one-week period in April will be designated as *Spring Aboard* week, a national effort to encourage people to enroll in a boating education course. During this week, corporate, public and nonprofit boating safety partners will conduct joint public affairs efforts to encourage all boaters (no matter their experience level) to take a knowledge- and/or skills-based boating course.

Spring Aboard is open free of charge to any interested public or commercial partner. Course providers are encouraged to offer course incentives (e.g., discounted rates, prizes, enrollment incentives, etc.). Partnering states agree to focus on the *Spring Aboard* message heavily during the campaign period.

The program will develop a “virtual” press release/ press kit that will contain digital versions of all collateral listed below. In addition, the collateral will be stored and retrievable from the NASBLA website.

Using a series of communication forums and processes, the *Spring Aboard* program committee will train cooperating agencies on the campaign and how to distribute the campaign information and collateral material to all partners and interest groups. Distribution strategies are based on successful programs currently employed for national campaigns such as Wear It! and Operation Dry Water. These strategies include use of social media, person-to-person communication, web services, and intranet project sites such as Basecamp.

The most important element of creating a successful national program is to inform partners and participants and get buy-in from industry leaders. A series of free national informational webinars and training sessions will be utilized to inform any interested partner and course provider on this concept.

External outreach will be conducted to the public using a variety of time-tested public relations tactics in concert with newer social media efforts. Individual partners, agencies and organizations will execute this basic public relations effort. A sample of how the program might be executed is bulleted below based on a one-week, seven-day time period:

- Monday: Send electronic customized press release to media contacts and post to agency Facebook page.

- Tuesday: Tweet out reminder, contact local newspaper to place news story about the issue.
- Wednesday: Reach out to local education community with email, Facebook post and/or direct contact.
- Thursday: Re-tweet reminder for people to sign up for a course.
- Friday: Appear on local radio to discuss availability of local courses.
- Saturday: Conduct discounted in-class course(s) and other local options.

Individual efforts at external outreach are what will make this program a success.

Collateral will be kept simple in order to facilitate the program launch. Collateral material includes:

- *Facebook home page*: Instead of developing a stand-alone website, the program should create a primary home on Facebook. Partners such as the National Safe Boating Council, CG Auxiliary, US Power Squadrons, National Water Safety Congress, and others will be asked to repost the program material to existing websites.
- *Execution checklist*: This one-page, bulleted checklist will give basic instructions to partners on how to execute the program.
- *Customizable press release*: This will be the most important piece of collateral for participating agencies and partners. A press release not only informs the public and media, it also gets every potential partner to understand the program itself.
- *FAQ*: Those tasked with executing this national effort must anticipate and answer potential questions about the program.
- *List of participating course providers*: The program must send out a list of approved/verified course providers who have agreed to participate in the program.

Partners can register at www.nasbla.org/spring.

For additional information, contact Pamela Dillon, NASBLA Education and Standards Director, at pam@nasbla.org.

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— MARK OF ACHIEVEMENT CEREMONY —

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



Richard Moore (left), NSBC Chair, recognized Chris Edmonston (left center), President BoatU.S. Foundation, Ted Sensenbrenner (center), Alan Dennison (right center), and Alanna Keating (right) on the 50th Anniversary of BoatU.S.



Marty Law recognized for his service to IBWSS.



Families United Against Drowning representatives Laura Thomas, Joshua Collingsworth Memorial Foundation, and Alissa Magnum, Colin's Hope, accepted the National Water Safety Congress National Award from President, Brian Westfall.



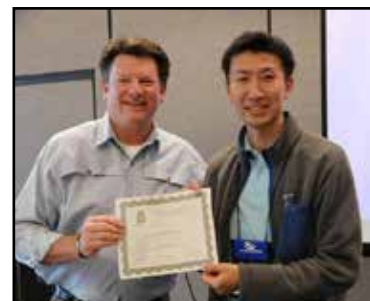
Brian Westfall, NWSC President, presented the President's Award to Lt. Mark Brown, Oklahoma Highway Patrol and NWSC Vice President.

2016 IBWSS MEDIA CONTEST WINNERS

MARCH 7, 2016



CATEGORY	DESCRIPTION	ORGANIZATION
GIVEAWAYS/HANDOUTS		
1 st Place	Wear It! Floating Bookmark	Marine Sports Foundation
2 nd Place	Boat Shami	USACE National Operations Center for Water Safety
3 rd Place	Wear It! Waterproof Stickers	Marine Sports Foundation
Honorable Mention:	Placards, Cups, Collateral	The LV Project
BOOKLETS/BROCHURES		
1 st Place	Kids Go Paddling Workbook	ACA
2 nd Place	Wear It! With Us Brochure	Marine Sports Foundation
3 rd Place	Life Jackets Worn...Nobody Mourns brochure	USACE National Operations Center for Water Safety
POSTERS/SIGNS		
1 st Place	Wear It! Photo Panel	Marine Sports Foundation
2 nd Place	Ready, Set, Wear It! Poster	Marine Sports Foundation
3 rd Place	How to Properly Fit a Life Jacket Poster	BoatU.S. Foundation
SPECIAL CATEGORY – EDUCATION		
1 st Place	Bobber Game	USACE National Operations Center for Water Safety
2 nd Place	Designated Skipper Campaign	Sea Tow Foundation
3 rd Place	Aqua Smart Ocean and Flatwater Kayaking Safety Video	California State Parks, Division of Boating and Waterways
ELECTRONIC EDUCATION		
1 st Place	Lake Guard Mobile Game App	Corps of Engineers Natural Resources and Education Foundation
2 nd Place	Safe Boater Kids	Alaska Office of Boating Safety
3 rd Place	PWC Website Education	Marine Sports Foundation
AUDIO PSAS		
1 st Place	Series of Audio PSAs	Corps of Engineers Natural Resources and Education Foundation
2 nd Place	Series of Radio PSAs KDFWR	Kentucky Department of Fish and Wildlife
VIDEO PSAS		
1 st Place	Series of 4 Video PSAs 'Life Jackets Worn... Nobody Mourns'	Corps of Engineers Natural Resources and Education Foundation
2 nd Place	Boating Under the Influence PSA	Canadian Safe Boating Council
3 rd Place	Stories of Survival	ACA
Honorable Mention:	Make Your H2Oath Video PSA	California State Parks, Division of Boating and Waterways



HIGHLIGHTS FROM IBWSS 2016



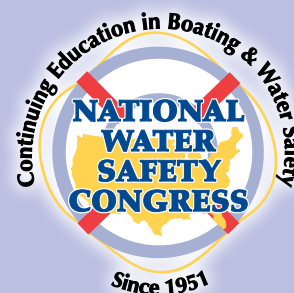


21st Annual International Boating & Water Safety Summit

THE PREMIER CONFERENCE FOR BOATING AND WATER SAFETY

Hilton St. Petersburg Bayfront Hotel
St. Petersburg, Florida

SAVE THE DATE: April 23 - 26, 2017



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