



**BOATING SAFETY OUTREACH CAMPAIGN FOR BOATERS
WITH LIMITED ENGLISH PROFICIENCY 3318FAN118228**

PROJECT ABSTRACT

U.S. Coast Guard Non-Profit Grant – July 1, 2018 thru September 15, 2019

The objective of the U.S. Coast Guard non-profit grant project titled *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* is to continue the effort heightening public awareness of, and practice of, increased life jacket wear amongst Spanish speaking Americans. In addition, the project's goals are to affect a boating safety positive culture shift with special attention on Spanish speaking boat operators being responsible for their own safety as well as the safety of their passengers.

The project's primary strategy is to utilize Spanish language radio as the medium by which a variety of *Wear Your Life Jacket* safety messages are conveyed in Spanish.

The campaign utilized traditional and non-traditional media to increase the awareness of life jacket wear and was delivered in advance of Memorial Day and again before Labor Day 2019. This included contracting the Hispanic Communications Network (HCN) to create and distribute safe boating advertising and editorial messages delivered in a variety of methods.

Through HCN's 173 (avg.) affiliate stations, the project utilized a combination of outreach tools including distributing three custom 60-second Spanish language radio segments promoted on four of HCN's daily nationally syndicated radio programs between May 20 and June 2, 2019 airing 7098 times.

The campaign also included three live mentions by *Bienvenidos a America* radio talk show hosts, one in-program feature interview during *Bienvenidos a America* with Spanish proficient subject matter expert, U.S. Coast Guard auxiliarist and Spanish language boating educator, Henry Cespedes; one in-program feature interview during the *Dra. Isabel Show* with Henry Cespedes; one Spanish language boating safety article distributed in HCN's print newspaper syndicate placed in thirteen Spanish language publications nationally; nine social media posts on HCN's Facebook, Instagram and posts on La Red Hispana, HCN's Spanish language website.

The campaign produced more than 21 million impressions – 20 million from broadcast radio and an additional 1 million impressions from Spanish language newspapers. Social media posts garnered 3,108 likes, shares and comments. Post campaign survey data shows that the audience has an evidenced-based, heightened awareness and adoption of safer boating practices proving that millions are more aware of basic safety such as the need to wear life jackets near the water. Survey results available upon request.

Recreational boating is safer as a result of the efforts provided by the non-profit grant project, *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency*.

For copies of the materials please contact the U.S. Coast Guard Office of Boating Safety & Auxiliary.

