



## INCREASING AWARENESS OF PADDLESPORTS SAFETY 3318FAN118229

### PROJECT ABSTRACT

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

The objective of the *Increasing Awareness of Paddlesports Safety* project, a federal non-profit grant of \$160,000, is to reduce casualties by heightening public awareness of paddlesports safety with a focus on developing a *positive culture shift* towards safer boating and paddling behavior while building a sustaining safety culture for all paddlers.

The strategy of *Increasing Awareness of Paddlesports Safety* was to utilize a variety of paddlesports media outlets to share paddling safety messages informing, persuading and reminding paddlers to use safer paddling practices.

The campaign utilized traditional and non-traditional media to increase the public's awareness of safe paddling practices. This included contracting three of the paddling industry's most well-known paddlesports media outlets and their associated brands that target paddlers exclusively to create and distribute safe paddling promotional messages.

The media providers included Rapid Media, The Enthusiast Network and Paddling.com and brands such as *Paddling Magazine*, *Adventure Kayak*, *Canoeroots*, *Kayak Angler*, *SUP the Mag*, *Kayak Fish*, *Canoe & Kayak*, *Paddling Trip Guide*, *Paddling Buyer's Guide* and *The Reel Paddling Film Festival*. Through these subcontracted media providers, *Increasing Awareness of Paddle Sports Safety* utilized a combination of outreach marketing tools to reach paddlers exclusively.

The campaign included developing a humorous video series covering a variety different safety subjects such as life jacket wear, knowing your limits and filing a float plan. It also included maintaining safety landing pages on three major paddlesports media websites where a repository of safety information resides. Outbound marketing in the form of amplified social media posts, electronic newsletters, website and print advertising reminding the public of safer paddle behaviors was distributed to paddlers. The campaign also included the promotion and distribution of the interactive, geo-targeted *What to Wear Tool*, *Float Plan Tool*, and the *Paddlesports Safety Quizzes*. Lastly, the campaign included sponsorship of the *Reel Paddling Film Festival* reaching nearly 120 cities in America.

The campaign produced more than 21 million impressions – 9.2 million from social media and an additional 4.4 million impressions from media website advertising. More impressive, are the results from the video PSA's which produced 335,613 views totaling more than 6,047 hours watched.

Recreational paddling in America is safer as a result of the efforts provided by the non-profit grant project, *Increasing Awareness of Paddlesports Safety*. For copies of the materials please contact the U.S. Coast Guard Office of Boating Safety & Auxiliary.

