



EXECUTIVE SUMMARY

3318FAN118230

Increasing Awareness of Safe Boating Practices

Produced by the Water Sports Foundation, Inc.

Period July 1, 2018 – December 31, 2019

PROJECT OBJECTIVE

The objective of the *Increasing Awareness of Safe Boating Practices* project, a federal non-profit grant of \$400,000 administered by the U.S. Coast Guard, is to reduce boating casualties by heightening public awareness of boating safety with a focus on developing a *positive culture shift* towards safer boating behavior while building a sustaining safety culture for all boaters.

PROJECT STRATEGY

The strategy of *Increasing Awareness of Safe Boating Practices* project utilizes a variety of boating and paddling media outlets to share boating and paddling safety messages informing, persuading and reminding boaters and paddlers to use safer boating practices.

MEANS

The campaign utilized traditional and non-traditional media to increase the public's awareness of safe boating practices. This included contracting some of the boating industry's most well-known boating and paddling media outlets to create and distribute safe boating promotional messages.

METHODS

The media providers included Bonnier Corp., The Duncan McIntosh Co., Outdoor Sports Group, The Enthusiast Network, and Alliance Multimedia. Through target-specific, subcontracted media providers, the project utilized a combination of outreach tools including the following:

- Brands included *Boating, Saltwater Sportsman, Yachting, Sport Fishing, Marlin, Sailing World, Cruising World, WaterSki, WakeBoarding, Boating World, Canoe & Kayak, Kayak Fish and In-Fisherman.*
- A robust safety landing page on each media provider's boating/paddling website. Some sites contain as many as 125 video PSA's, dozens of safety articles and links to popular safety sites.
- One-hundred-one (101) amplified social media posts and one-hundred-sixty-seven (167) electronic newsletters with safety messages or video links distributed,
- Additional social media content exposure was provided by WSF's social media channels,
- Production and distribution of ten (10) video PSA's on a variety of safety subjects producing more than 6,983 hours of video watched,
- The development and distribution of ten (10) professionally authored safety articles,
- Development of "*I Learned About Boating from That*" (ILAB), where real-life boating accidents and near misses, submitted by the audience, are told as learning experiences and distributed to the larger audience via print, e-newsletters and website promotion.
- Website promotional safety messages on thirteen (13) of America's most popular niche boating and paddlesports websites,
- Development and distribution of an educational Safety Quiz promoted through e-newsletters,
- Twenty-two (22) full page, four-color print ads published in boating's most prominent magazines,
- Seasonal follow up survey on attitudes and behaviors regarding boating and paddling safety.

CAMPAIGN RESULTS

The information below shows the campaign’s detailed analytics including the total number of gross impressions, unique visitors, video views, and hours watched, etc., for the period July 1, 2018 through October 31, 2019.

MEDIA	MEASURED BY	TOTAL
EDITORIAL ENEWSLETTER DISPLAY ADS	IMPRESSIONS	6,293,088
EDITORIAL ENEWSLETTER ARTICLES	IMPRESSIONS	3,323,516
CUSTOM ENEWSLETTERS	IMPRESSIONS	60,365
MEDIA WEBSITE DISPLAY ADS	IMPRESSIONS	3,761,881
MEDIA MOBILE APP DISPLAY ADS	IMPRESSIONS	196,900
SAFE BOATING/PADDLING QUIZZES	IMPRESSIONS	2,034,127
DIGITALLY DISTRIBUTED EDITIONS	IMPRESSIONS	42,906
SAFETY LANDING PAGE AND/OR WEBSITE	IMPRESSIONS	313,772
CUSTOM VIDEO PSA'S	IMPRESSIONS	186,425
SOCIAL MEDIA PROMOTION	IMPRESSIONS	4,865,147
PRINT ADVERTISING	IMPRESSIONS	2,026,000
	TOTAL	23,104,127
PRINT ADVERTISING	PAGES	22
SOCIAL MEDIA PROMOTION	POSTS	101
COMPLETED SURVEYS	COMPLETIONS	4,124
QUIZ SUBMISSIONS	SUBMISSIONS	3,274
BOATING/PADDLING SAFETY LANDING PAGE	UNIQUE VISITORS	218,106
CUSTOM VIDEO PSA'S	IEWS	397,420
CUSTOM VIDEO PSA'S	HOURS WATCHED	6,983

Analytics presented are a compilation from all media providers used by the fiscal year 2018 grant project.

A U.S. Coast Guard non-profit grant awarded to and managed by the Water Sports Foundation, Inc., Orlando, FL.

SUMMARY

The *Increasing Awareness of Safe Boating Practices* project was completed on time and attained all its campaign goals and objectives including making millions of Americans more aware of a wide variety basic boating safety such as wearing a Coast Guard approved life jacket. Post campaign survey data shows that the audience has an evidenced-based, heightened awareness and adoption of safer boating and paddling practices. Audience survey results available upon request.

STATEMENT OF CONCLUSION

Recreational boating is safer as a result of the efforts provided by the U.S. Coast Guard administered non-profit grant project *Increasing Awareness of Safe Boating Practices*.

For more information contact the Water Sports Foundation, Inc.



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