



## INCREASING AWARENESS OF SAFE BOATING PRACTICES 3318FAN118230

U.S. Coast Guard Non-Profit Grant – July 1, 2018 thru December 31, 2019

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

The strategy of the project was to utilize a variety of marine media outlets to share boating and paddling safety messages informing, persuading and reminding boaters to use safer boating and paddling practices.

The campaign utilized traditional and non-traditional media to increase the public's awareness of safer boating practices. This included contracting five of the boating and paddling industry's most well-known media outlets and their associated brands, thirteen in all, that target boaters and paddlers to create and distribute safety promotional messages.

The media providers, with the capability to reach as many as 45 million boaters, included Bonnier Corp., Outdoor Sportsman Group, Duncan McIntosh Co., The Enthusiast Network and Alliance Multimedia and brands such as *Boating, Saltwater Sportsman, Yachting, Sport Fishing, Marlin, Cruising World, Sailing World, Water Ski, WakeBoarding, SUP the Mag, Kayak Fish, Canoe & Kayak, Boating World and In-Fisherman*. Through these media providers this project utilized a combination of outreach marketing tools to exclusively reach boaters and paddlers with zero-waste media messages.

The campaign included developing ten video PSA's covering a variety safety subjects such as life jacket wear, safely sharing waterways and avoiding alcohol while boating. Examples can be viewed [here](#). It also included maintaining safety landing pages on each provider's website where a repository of public safety information resides. Outbound marketing in the form of 101 amplified (financially boosted) social media posts, 167 electronic newsletters, 22 print advertising pages, which employed an award-winning design, an educational monthly quiz, and dozens of website ads delivered for desktop, tablet and mobile platforms, reminding the boating public to adopt and practice safer boating behaviors. The campaign also included the promotion and distribution of "*I learned About Boating from That,*" where real-life accidents and near misses, submitted by the audience, are conveyed as learning experiences distributed to the audience via print, enewsletters, and website promotion. Lastly, the project conducts a follow up survey to monitor boater's attitudes and behaviors towards safer boating practices.

The campaign was delivered on time and produced more than 23 million impressions – 6.2 million from enewsletters and an additional 4.8 million from social media promotions. More impressive, are the results from the video PSA's which produced 397,420 views totaling more than 6,983 hours watched. Survey results show an impressive large-scale adoption of safer boating practices.

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



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