

# RENTAL BOAT SAFETY

MEDIA RESOURCE KIT



RENTAL BOAT  
SAFETY

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# WELCOME TO RENTAL BOAT SAFETY

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A big warm welcome to our friends, fellow boaters,  
and lively community! We are so excited to be  
able to partner with you as advocates for safe boating.



# WHO WE ARE

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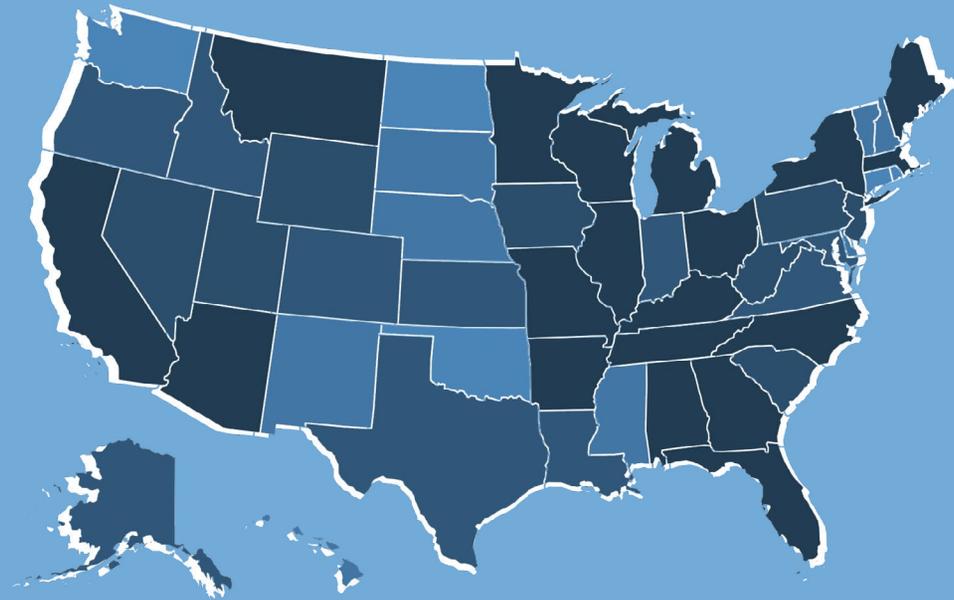
RentalBoatSafety.com is a free resource provided by the US Coast Guard to educate rental boat customers on safe boating practices to help ensure a safe and fun experience on the water. These video-based materials include boat-specific training (ranging from power boats to PWC's, canoes/kayaks and stand up paddleboards) covering such topics as basic navigation rules, general safe operating procedures, towing, lifejacket wear, and refraining from use of alcohol while boating. In addition to the videos, RentalBoatSafety.com provides downloadable safety checklists and an assessment feature, which provides immediate feedback on your score.

# OUR PARTNERS

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We are proud to have a national community of active participants engaging and promoting safe activity on the water. Please support these businesses with your business, as you head out on the water this year.

If you are a rental livery and would like to join our community, join us here: <https://www.rentalboatsafety.com/participate>



# LIFE JACKET FACTS

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A life jacket is the single most important piece of equipment you can have on your boat. You may be wondering why, so here are some facts we think will be useful!

- In 76% of fatal boating accidents nearly 85% were not wearing a life jacket.
- In 449 fatal drowning incidents, 370 were not wearing their life jacket.
- There are five different types of life jackets, each serving a distinct purpose:
  - Type I: An offshore life jacket used during intense or rough weather conditions or activities.
  - Type II: Used for low intensity activities such as cruising or sailing near shore.
  - Type III: More athletic jacket designed for mobility and activities like kayaking, canoeing, or fishing.
  - Type IV: Throwable device used for rescues and man overboard situations.
  - Type V: "Special use" life jackets designed only for specific use such as inflatable belt packs, suspenders style inflatable life jackets, or hybrid style life jackets. Read your instruction manual for proper use.
- Life jackets can increase your chances of survival if you contract hypothermia by keeping your head above water.
- Accidents can happen anywhere, life jackets save your life.
- Many states require the wearing of a life jacket when conducting towing activities (tubing, skiing, wakeboarding, etc..)
- An inflatable life jacket provides significantly more maneuverability but is not permitted to be worn by individuals under the age of 16.
- A life jacket must be Coast Guard approved
- There must be at least one life jacket per person on board.

# TIPS FOR FIRST TIME RENTERS

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Want to rent a boat but not sure where to start? We're here to help!

Your Safety is our Number One Priority. Whether you're renting a power boat, personal watercraft, canoe & kayak or a stand-up paddleboard, here's a few tips for how to properly prepare for a day out on the water.



## TIP #1

**Identify a Rental Livery** in your area and book your reservation. For a comprehensive list of Rental Boat Safety Community Liveries, click [HERE](#).

## TIP #2

**Wear a Life Jacket** that is U.S. Coast Guard approved, fits you properly and is appropriate for your water activity of choice.



Inflatable life vests are perfect for sailing or paddleboarding

Performance vests can be used for water sports or tubing



Hybrid vests can be used for things like fishing and kayaking

Offshore life jackets are for open and rough waters like the ocean

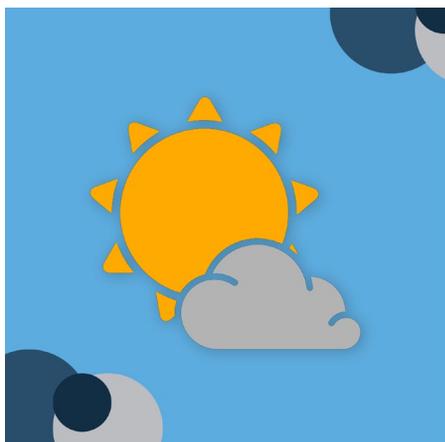


## TIP #3

**Properly Prepare:** Taking proper preparatory measures *before* heading out on the water can keep you and your family safe. It's a good idea to always store an emergency radio on your boat. Make sure to check the batteries before you go and bring a few extra spares. If your radio requires a charger, it's smart to always keep it plugged in.

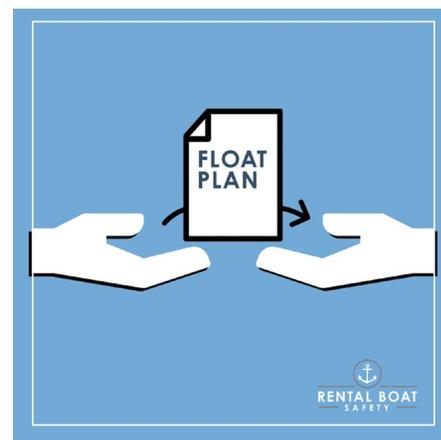
## TIP #4

**Complete a Boating Checklist:** A Boating Checklist is an excellent tool to ensure you are properly prepared for a day on the water. Visit <https://www.rentalboatsafety.com/resources> for a variety of checklists specific to your vessel of choice.



## TIP #5

**Check the forecast:** Look at the forecast before you go out and check in with local weather radio stations to stay updated on any sudden changes.

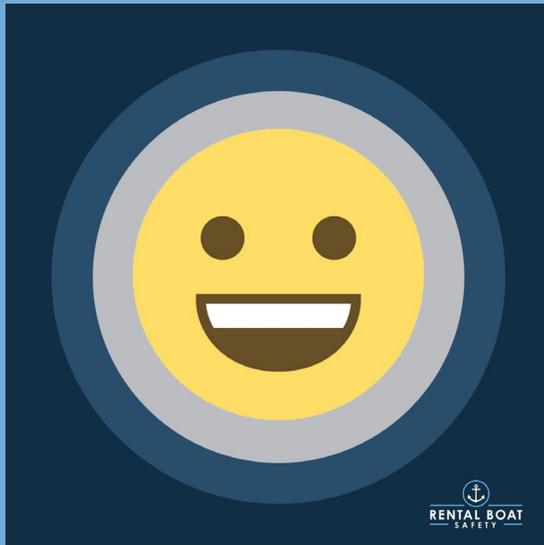
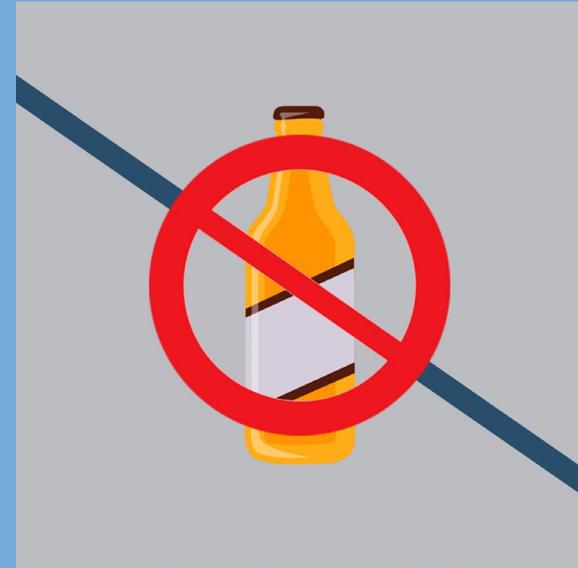


## TIP #6

**File a float plan.** Float plans let somebody on shore know where you're planning to be, and in case of an emergency, rescue teams can find you more quickly.

### TIP #7

**Don't Drink and Boat:** Alcohol use is the leading contributing factor in fatal boating accidents. This fact alone should encourage you to boat responsibly. Even if you aren't operating the boat, intoxication can cause passengers to put their lives at risk. Responsible boating is safe boating!



### TIP #8

**Have fun!:** When you prepare and practice safe boating, you, your friends and family can have amazing memories that last a lifetime. Happy boating!

# BLOGS

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Want to learn more Boating Safety Tips? Every month we release a brand new blog!

Check out some of our top blogs:

**[The Biggest Safety Threats When Boating in the Winter](#)**

**[What To Do When Bad Weather Strikes](#)**

**[Small Steps Taken Can Make a Big Difference When Boating](#)**

**[Prepare Before You Go!](#)**

**[Why You Should Always Wear a Life Jacket During Low-Intensity Activities](#)**

# SOCIAL MEDIA KIT

Want to be an advocate for safe boating? We've created several posts that you can share on your personal social media. Or if you're a rental agency, share with your followers! Remember to tag [#rentalboatsafety](#)!

The following posts are for use on Facebook, Twitter and Instagram. Simply copy the post text and click the image to download.

[Download All Images](#)

## SOCIAL POST #1

Want to know one of the best ways to prepare for a day on the water? Wear your life jacket!  
[#rentalboatsafety](#)



## SOCIAL POST #2

First time boat renter? Awesome! Make sure you know the rules of the water and find a life jacket that fits you properly! #rentalboatsafety

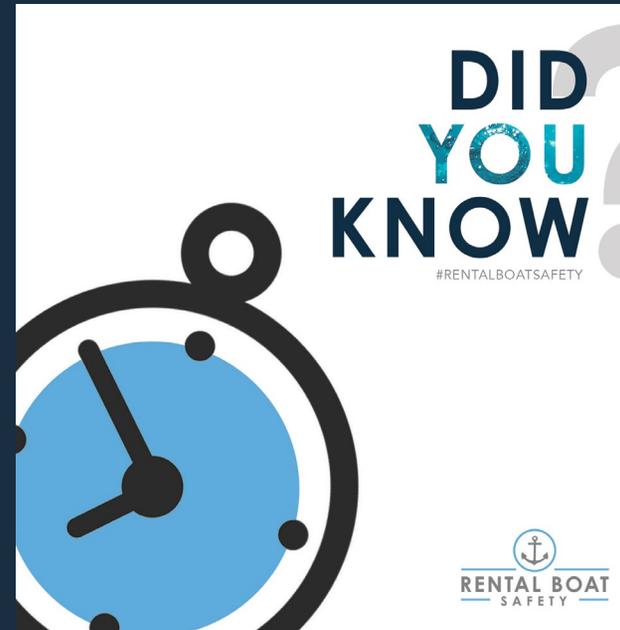


## SOCIAL POST #3

Water sports like wakeboarding and tubing require you to wear a life jacket - make sure you wear one that fits you well! #rentalboatsafety

## SOCIAL POST #4

Did you know a life jacket can increase your time of survival in cold water? Always wear one in the winter - you won't regret it!  
#rentalboatsafety



## SOCIAL POST #5

Before you rent a boat it's a good idea to watch one of our boating safety videos. Always be familiar with the rules of the water before you go out! #rentalboatsafety

## SOCIAL POST #6

Before you head out, always make sure to check your rental for any damages before you take the keys.  
#rentalboatsafety



## SOCIAL POST #7

Even if you and your passengers aren't legally required to wear a life jacket, please consider the safety benefits of doing so.  
#rentalboatsafety

## SOCIAL POST #8

Drinking and boating is just as dangerous as drinking and driving - don't drink and boat!  
#rentalboatsafety



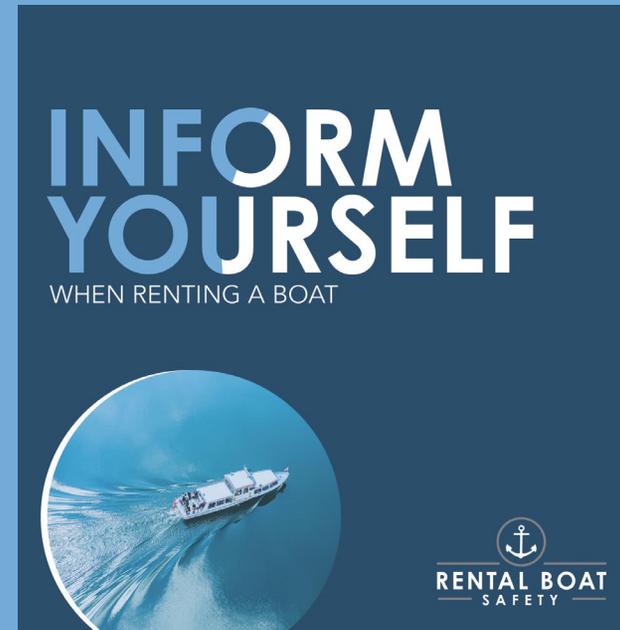
## SOCIAL POST #9

Join our rental liveries community today and get U.S. Coast Guard approved safety resources to provide to your renters!  
#rentalboatsafety

## SOCIAL POST #10

It's important to read all the paperwork when renting a boat to inform yourself about insurance coverage, any fees, and what time you should return.

#rentalboatsafety



## SOCIAL POST #11

When you are out on the water, always watch your speed. Since boats don't have brakes, be mindful of how long it will take you to come to a stop in an emergency situation.

#rentalboatsafety

# VIDEOS

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Our team has created some wonderful video content that is useful for promoting water safety on Social Media Channels! Check out the descriptions and links below and feel free to share!

## Rental Boat Safety

This piece highlights the resources offered at Rental Boat Safety! Water activities are best enjoyed with your friends and family when you boat safely! The memories that you make on the water can last a lifetime.

<https://www.youtube.com/watch?v=uzgOzZqVV3c>

## Come Home Safely

A father and his son head out for a day on the water. But, before they do, they prepare for the trek ahead by collecting their fishing gear and wearing their life jackets. Taking the time to be safe on the water allows you to come home safely too. Our goal is to equip you with helpful resources to do just that.

<https://www.youtube.com/watch?v=uM8PJhIkqPY>

## Lake Memories Last Forever

Nostalgia sets in when a boy, now all grown up, sets out for a day on the water with his child. He's reminded of the memory by photos of his father and him holding their fishing gear and wearing their life jackets. He proceeds to take his child out for a safe day on the water just like him and his dad did all those years ago. It's proof that lake memories last forever. Helping you build those lasting memories is our goal!

<https://www.youtube.com/watch?v=UD4YtW8g3eQ>

## Fun Doesn't Require Drinking

"Alcohol use is the leading known contributing factor in fatal boating accidents; where the primary cause was known, it was listed as the leading factor in 15% of deaths." - American Boating Association. This piece communicates the consequences of drinking while boating and shows the contrast of how you can have more fun by not drinking. Having a friend who stands up for safety can save a life. It's a great reminder that "fun doesn't require drinking."

<https://www.youtube.com/watch?v=ApcRHv1Yfpc>

# WATER SAFETY RESOURCE KIT

2019 RESOURCE KIT FROM RENTAL BOAT SAFETY



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