

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: American Whitewater (AWW)
Grant Number: 70Z02322MO0005104
Grant Title: American Whitewater's Safety Outreach Communications Project
Period of Performance: 1 year grant

Award Amount: \$100,00.00

Summary:

Whitewater specific knowledge and skills are essential for river recreation, however many paddlers, especially those new to river recreation are not exposed to and are generally unsure of where to find safety information. Many accidents in moving water can be avoided when river users are prepared to deal with hazards specific to whitewater rivers. Our proposed project will educate thousands of paddlers in basic river safety and expose thousands more to the most current whitewater safety concepts and techniques with a new suite of river safety communication materials put forward by the trusted whitewater safety voice of American Whitewater. This suite of connected safety projects will have an updated River Safety Code at its center, and will include multiple levels of related outreach content, created by hired experts and shared via multi-platform articles and in print materials, including manufacturer hang tags and boat identification stickers. Topics from personal preparedness and responsibility, including always wearing your life-jacket, understanding hazards and simple rescue and self-rescue techniques, to on river communication, appropriate equipment, and understanding the International Scale of River Difficulty, will be covered, revamped and presented in new graphic ways that make age-old safety protocol relevant. Outdated concepts will be updated with the most current and proven methods. Concise, compelling, and informational, American Whitewater will make these materials widely available to paddlers and other potential river users through a distribution plan utilizing our partners and wide network of river safety stakeholders. Problem We Seek to Address: Recreational boaters, especially novices and beginners, are not always exposed to whitewater safety ideas and skills, putting them at a greater risk of death or injury. Accidents can happen in any difficulty of whitewater, and paddlers new and old alike are often unaware of, and untrained in, best practices including river running techniques, basic rescue skills and tools, identifying potential hazards, and common rescue situations encountered. Proposed Solution: As recognized experts in whitewater safety and the original

publishers of the Whitewater Safety Code, American Whitewater has contributed valuable safety tools, analysis and discussions to the whitewater community for over 60 years. Our organization proposes to utilize its experience and long history of providing safe boating information by using funding from the National Nonprofit Organization Grant Program to develop and distribute a suite of compelling products that communicate safety concepts and skills across a wide variety of mediums. These products will be aimed at inspiring paddlers to 1) familiarize themselves with the basic skills necessary for safe whitewater boating, and 2) encourage boaters to continue to practice and develop their rescue skills with their peer group and through licensed rescue courses.

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