

## **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-2019-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)  
Grant Number: 3319FAN119218  
Grant Title: Outreach Brochures and Pamphlets

Award Amount: \$50,000.00

### **Synopsis:**

The purpose of the project is to take inventory of current safe boating brochures and pamphlets, modernize the design, update the content, produce print and digital versions, and lead wide distribution efforts to recreational boating safety professionals and organizations around the nation. This project will make current educational materials more attractive to read and easy to understand, influencing and encouraging safe boating behaviors.



## EXECUTIVE SUMMARY

For the grant cycle 2019-2020, the U.S. Coast Guard awarded the National Safe Boating Council (NSBC) \$50,000 for Outreach Brochures and Pamphlets, Agreement No. 3319FAN1192.18. This project redesigned three boating educational brochures and developed complimentary digital resources to reach even more boaters with important boating safety information.

*Brochures:* The NSBC updated the content of three brochures to better communicate with recreational boaters: 1- How to Choose the Right Life Jacket, 2- How to Boat Safely, and 3- All About VHF Marine Radios. This included a full redesign, with new illustrations and photography, and updated content. Highlights of updated content include new life jacket labels, behavior change marketing approach, and engine cut-off devices.

*Digital Resources:* For each topic, 5-7 images were created for Facebook, Instagram, and Twitter, as well as 2-3 animated GIFs. Digital research throughout the marine industry supports that more boaters are actively seeking information about boating. These digital resources are available for free to support digital outreach efforts.

*Landing Page:* All resources developed are available on a landing page for boating safety advocates and partners to access at <https://www.safeboatingcouncil.org/resources/brochures/>. This includes print-ready downloadable PDFs of each of the brochures, as well as links to download the digital resources.

*Marketing:* The updated resources were shared with recreational boating safety stakeholders via digital communications. The brochures were printed and will be made available for free in the NSBC's annual resources drive. The NSBC acts as the distribution hub for hundreds of thousands of educational boating safety resources each year; shipping to boating safety advocates around the nation for over 20 years. All 15,000 copies of each brochure will be distributed for free.

*Measurement:* The brochures and digital resources were finalized in August 2020 due to delays from COVID-19. Even with one month of marketing efforts, the new resources reached more than 12,500 people with over 850 engagements (clicks or downloads)! In addition, the digital resources sparked comments and conversations on social media among recreational boaters, such as "Thanks, this was just the reminder needed before heading out," "Do boating rules apply to jet skis?", and boaters encouraging each other to take a boating safety course. NSBC will continue to promote these materials after the close of this grant as these resources are timely for year-round boating and activities next summer.

This program was produced by the National Safe Boating Council, through a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.



## ABSTRACT

### **FREE Outreach Resources for Recreational Boating**

By the National Safe Boating Council

Perfect for classroom settings and outreach events, new educational brochures and digital resources share important boating safety information to prepare boaters for a safe day on the water. Developed by the National Safe Boating Council in partnership with the U.S. Coast Guard, these materials address contributing factors in recreational boating accidents.

“As more people are boating, it’s important to provide boating safety information,” said Peg Phillips, executive director of the National Safe Boating Council. “These free materials may be used by retailers, marinas, marine law enforcement agencies, and others to help boaters have a safe time on the water.”

These new brochures address life jackets, general boating safety tips, and communication. According to the U.S. Coast Guard, there were 4,168 recreational boating reported accidents in 2019, with 70% of deaths on boats where the operator had no boating safety instruction. Of drowning victims, 86% were not wearing life jackets.

“The National Safe Boating Council recommends all boaters participate in instruction and education prior to launching,” said Phillips. “Not only can you play a critical role in preventing a boating accident, your time on the water will be more enjoyable.

In addition to the brochures, social media images and GIFs are available. All educational materials are available for free at <https://www.safeboatingcouncil.org/resources/brochures/>.

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## MASTER COPIES

*Please note, as a digital project, all materials are available at <https://www.safeboatingcouncil.org/resources/brochures/>.*

**Brochures:** Three updated brochures were developed, including 1- How to Choose the Right Life Jacket, 2- How to Boat Safely, and 3- All About VHF Marine Radios. Print-ready files are available at <https://www.safeboatingcouncil.org/resources/brochures/>.

**Digital Resources:** For each topic, 5-7 images were created for Facebook, Instagram, and Twitter, as well as 2-3 animated GIFs, available at <https://www.safeboatingcouncil.org/resources/brochures/>.