

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-2020-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 3320FAN112017
Grant Title: Get Connected
Period of Performance: 1 year grant

Award Amount: \$100,000.00

Summary:

The National Safe Boating Council (NSBC) will update and advance the Get Connected campaign; a concentrated effort to educate boaters on propeller and vessel strike dangers and avoidance, particularly emphasizing the using of an engine cut-off device. Get Connected launched in 2017 to educate boaters about the different engine cut-off device technologies on the market, and how they can proactively make a day on the water safer. In the last couple of years, legislation has been passed in several states requiring the wearing of engine cut-off devices as a standard safety feature. Additionally, technology has advanced to include a variety of wireless devices for the boat operator and man overboard wristbands for passengers, not just the operator. With new technology and legislation, an augmented campaign will educate boaters on the latest devices and state requirements. Using an engine cut-off device is an action every responsible powerboater should take, and the campaign will reinforce the importance of this action.

Program activities and deliverables will focus on developing a “Save a Life, Wear the Device” hand-out and additional educational materials that can be shared by recreational boating safety stakeholders to present a unified message to use an engine cut-off device. The goal is to get the “Save a Life, Wear the Device” hand-out directly into the hands of a new boat owner. Campaign messaging will focus on using an engine cut-off device, technology available to recreational boaters for both the operator and passengers, regulation updates, and choosing to boat responsibly as part of an adventurous boating lifestyle. From putting the information in the hand of a new boater to stakeholder outreach, and from conferences to marketing efforts, there will be multiple touchpoints to raise awareness of the use of engine cut-off devices.

<https://www.safeboatingcouncil.org/>

<https://www.safeboatingcouncil.org/get-connected/>