

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: Water Sports Foundation
Grant Number: 70Z02322MO0005112
Grant Title: Boating Safety Outreach for Boaters with Limited English Proficiency
Period of Performance: 1 year grant

Award Amount: \$100,000.00

Summary:

Spanish-speakers are the fastest-growing language group in the United States. An estimated 41.8 million Americans speak Spanish at home, and a further 10 million are bilingual or speak Spanish as a second language. This growth is reflected in the U.S. boating community, where Hispanics represent the fastest-growing market segment. Spanish speaking Americans are known to use Spanish language radio as a primary source of entertainment and information.

This project is a national outreach media campaign designed to inform, persuade and remind Spanish-speaking Americans to adopt safer boating behaviors. The campaign will use U.S. Spanish-language radio advertising to deliver millions of safe boating media impressions in Spanish.

The Water Sports Foundation will contract with the Hispanic Communications Network a leading national syndicator of Spanish language radio content. During weeks leading up to peak boating holidays, radio PSAs (commercials) will be broadcast through affiliate Spanish language radio stations in the United States and Puerto Rico.

Additional safe boating promotion will be provided through HCN's social media channels using memes and video PSAs. Talk show sponsorships distributed by affiliate radio stations will include interviews with U.S. Coast Guard Auxiliarist and project spokesperson, Henry Cespedes, sharing the importance of life jacket wear.

The outcome of this project will be a more informed Spanish-speaking boating public. The public will be more informed about the inherent risks associated with boating. They will also be persuaded, and reminded, to practice safer boating habits. A further outcome will be a reduction in casualties including property damages, injuries and deaths while continuing to enrich development of the current positive culture shift towards safer boating. Success will be measured by the quantitative analytical data provided by the Hispanic Communications Network supported by the WSF's annual qualitative attitudes and behaviors follow up study.

STATEMENT OF MERIT – Empirical evidence from previous WSF Spanish language projects and their annual attitudes and behaviors follow-up studies have proven that persuasive safety messaging radiating on a national basis has affected a positive culture shift toward safer boating behavior. This project will continue the positive culture shift with particular emphasis on the vulnerable and underserved Spanish-speaking boating community.

STATEMENT OF BROAD IMPACT – This project supports the concept that informing the public about inherent risks, persuading them to adopt safer behavior and constantly reminding them to practice safer boating behaviors will produce a reduction in property loss and casualties including injuries and deaths.

<https://www.watersportsfoundation.com/>