

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: 70Z02322MO0005114
Grant Title: Increasing Awareness of Safe Boating Practices
Period of Performance: 3 year grant

Award Amount: \$350,000.00

Summary:

This three-year project informs, persuades and reminds the boating public to practice safer boating and paddling behaviors thereby increasing public awareness of safer boating practices. Through special marketing techniques exclusively serving boaters and paddlers, this project delivers zero-waste, boating safety messages improving efficiency and maximizing outreach resources.

The Water Sports Foundation (WSF) will contract America's largest and most popular boating and paddling media companies to directly target the boating audience with a variety of national boating safety content and delivery methods.

These include a broad variety of digital products including outbound electronic newsletters, website and mobile marketing and social media promotion. Additional content will be delivered through print media.

The project will develop more WSF video PSAs and written articles (content) covering hot boating safety topics. The content will be distributed through the boating media targeting boaters exclusively.

The objective of the Increasing Awareness of Safe Boating Practices campaign is to continue to reduce boating casualties by informing the boating public with safe boating message impressions about inherent risks associated with boating, persuading the boating public to adopt safer boating behaviors, and continuously reminding them of these behaviors.

The campaign targets boaters more efficiently than traditional marketing by repeatedly delivering boating safety messages exclusively to millions of boaters.

The WSF will measure effectiveness in two ways. First, media impressions and other metrics such as audited circulation, website unique visitors, e-newsletters delivered, social media views, shares, comments, likes and video hours watched are captured by analytics reporting tools supplying a quantitative measurement of effectiveness. Second, the WSF conducts year-end market studies designed to measure the increase in the public's awareness of safer boating practices year-over-year which supplies a qualitative measurement of effectiveness. On a wide variety of safety subjects, the studies measure the attitudes and behaviors of the boating public comparing them to results from previous studies.

OVERVIEW OF PROJECT ACCOMPLISHMENTS – This project will deliver a minimum of 8.5 million boating safety media impressions specifically targeted boaters and prospective new boaters.

STATEMENT OF MERIT – Evidence-based proof derived from annual studies in both the boating and paddling markets has shown that persuasive safety messaging radiating on a continuous, national basis has affected a positive culture shift toward safer boating behavior. This project will continue to inform and remind the public, adding momentum to the ongoing positive culture shift toward safer boating.

STATEMENT OF BROAD IMPACT – Empirical evidence through project-supplied research shows that informing the public about inherent risks, persuading them to adopt safer behavior and constantly reminding them to practice safer boating and paddling behaviors results in reduced property loss and casualties including accidents, injuries and deaths.

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