

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: 70Z02322MO0005115
Grant Title: Increasing Awareness of Paddlesports Safety
Period of Performance: 3 year grant

Award Amount: \$200,000.00

Summary:

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

The Water Sports Foundation (WSF) will contract the three most-trusted paddlesports media companies to share national-in-scope safe paddling safety messages in a variety of forms. This campaign will distribute safety messaging to paddlers using the print, online and mobile channels.

The safety messages will be presented in a variety of formats including video PSAs, news stories, social media posts, mobile apps and advertisements. Methods of distribution will include outbound electronic newsletters, website and mobile marketing, mobile apps, social media promotion and printed magazines. The project will develop more WSF video PSAs (content) covering important paddling safety topics. The content will be distributed through the paddling media targeting paddlers exclusively. The objective of the Increasing Awareness of Paddlesports Safety project is to continue to reduce paddling casualties by informing the paddling public with safe boating message media impressions about inherent risks associated with paddling, persuading the paddling public to adopt safer paddling behaviors, and continuously reminding them of these behaviors. The project targets paddlers more efficiently than traditional marketing by repeatedly delivering paddling safety messages exclusively to millions of paddlers.

The WSF will measure effectiveness in two ways. First, media impressions and other metrics such as 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 paddling 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 paddling public comparing them to results from previous studies. The outcome of the project will be millions of more informed and safer paddlers through the delivery of a minimum of 6.9 million gross media impressions per year.

OVERVIEW OF PROJECT ACCOMPLISHMENTS – The campaign will produce millions of safer paddling media impressions to continue the positive culture shift toward safer paddling.

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 death.

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