

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: 70Z02322MO0005116
Grant Title: Enlisting Retailers as Advocates of Boating and Paddling Safety
Period of Performance: 1 year grant

Award Amount: \$75,000.00

Summary:

This project is a national safe boating outreach campaign that uses a unique teach-the-teachers approach to increase public awareness of safer boating and paddling practices. The campaign uses trade media to influence the influencers who work on the front lines of the boating and paddling industries, enlisting their active support to inform, persuade and remind their customers to adopt safer boating behaviors.

The Water Sports Foundation will contract with trade publishers to deliver safety outreach messages targeted to those who work in the boating and paddling industries. These are the people boaters and paddlers look to for advice. Encouraging them to promote safer boating practices to their customers will reduce casualties and support a positive culture shift toward safer boating and paddling.

The goal of this project is to deliver millions of highly targeted safety messages to boaters and paddlers encouraging them to adopt safer behaviors on the water. The project will enlist members of the marine trade to become ambassadors of safety informing the value of improved safety practices to their boating public customers.

Safety messages will be delivered by today's popular marine trade journals. A video PSA for each market will anchor the campaign. As viewers are presented messages, they are given the opportunity to "click here" to view the short video PSA encouraging them to always share boating or paddling safety during each consumer engagement.

The outcome of this project will be more informed and safer boating public and a reduction of boating incidences including property damages, injuries and fatalities.

Analytics provided by each of the trade publishers will facilitate quantitative measurement of campaign effectiveness with informative reports on impressions. The WSF's annual trade industry attitudes and behaviors survey will gauge the campaign's qualitative impact.

STATEMENT OF MERIT – Enlisting front-line workers as ambassadors for boating and paddling safety has an enormous force-multiplying effect. Their job is to communicate about boats and boating all day, every day. They are paid to be experts, and they are paid to persuade. These allies will support and add momentum to the positive culture shift toward safer boating and paddling.

STATEMENT OF BROAD IMPACT – Evidence provided in 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/>