

FOR IMMEDIATE RELEASE

National Safe Boating Council Introduces ‘Get Connected’ Campaign to Encourage Broader Use of Engine Cut-Off Devices

Initiative aimed to educate, save lives

Manassas, VA (July 12, 2017) – Boaters nationwide will be encouraged to “Get Connected” and use their engine cut-off device, more commonly referred to as a “kill switch,” every time they go boating through a series of branded messages and resources as part of the National Safe Boating Council’s (NSBC) new campaign.

An engine cut-off device is a proven safety device used to stop the boat’s engine should the operator unexpectedly fall overboard when the boat hits a wave, wake, takes a sharp turn, runs into a submerged object, suffers steering failure, and more. Traditionally, a lanyard attaches the boat operator to the system. Wireless devices are now gaining popularity as well. Some are designed to kill the engine should passengers fall overboard.

“Our goal is to make use of the engine cut-off device a subconscious safety habit. Like we encourage recreational boaters to wear a life jacket at all times, this new initiative will ask boaters to always be equipped with their engine cut-off device,” said NSBC Executive Director Rachel Johnson. “We know this has the potential to prevent propeller strike casualties. Putting this simple safety measure in place is imperative.”

The Get Connected campaign launches July 12, 2017. Materials provided upon launch are designed to support recreational boating safety professionals and include a series of video and audio public service announcements, a fact sheet, a press release, a series of social media posts and printable promotional files. Messaging is designed to educate boaters about the different engine cut-off device technologies that are currently available on the market, and how they can proactively make a day on the water safer.”

“Engine cut-off devices can prevent propeller-related injuries, many of which occur after a person falls overboard and is subsequently hit by the vessel’s propulsion unit as the vessel circles around,” continued Johnson “In 2016 alone, there were 171 accidents in which at least one person was struck by a propeller. Collectively, these accidents resulted in 24 deaths and 175 injuries. If we all go the distance to make sure one is installed, and then utilized every time a boat is on, we are confident we will see a measurable reduction in boater injuries and fatalities.”

Get Connected campaign resources can be found in the attached resource kit and at www.getconnectedboating.org. The NSBC’s Get Connected campaign is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

About the National Safe Boating Council

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit www.SafeBoatingCouncil.org, follow @SafeBoatCouncil on Twitter and follow us at [www.Facebook.com/NationalSafeBoatingCouncil](https://www.facebook.com/NationalSafeBoatingCouncil).

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