

2003 SAFE BOATING CAMPAIGN INFO

2003 SAFE BOATING CAMPAIGN CAN HELP REFLECT NATION'S FOCUS ► ON HOMELAND SECURITY

Recreational boaters and their passengers can help with our nation's homeland security initiative by boating safely. By wearing life jackets, following the rules of navigation, abstaining from drinking alcohol and following other safe boating laws and suggestions, boaters will decrease their needs from state and federal safety forces. This, in turn, will allow those safety officials to direct more of their attention to homeland security issues.

Our nation's focus on homeland security has been incorporated into this year's North American Safe Boating Campaign.

Boat Smart. Boat Safe. is the key slogan of the campaign which kicks off with National Safe Boating Week, May 17-23, 2003. The effort to encourage life jacket usage is still in the forefront and this will be accomplished by adding the words "**Wear It!**" as depicted in the Campaign Logo (as seen at left).

Sponsored by the National Safe Boating Council (NSBC), the National Association of State Boating Law Administrators (NASBLA) and the U.S. Coast Guard (USCG), and in cooperation with our neighbors to the north, the Canadian Safe Boating Council and the Canadian Coast Guard, this annual campaign heightens boater awareness just prior to Memorial Day, the unofficial start of boating season.

It is important to repeat; with-in the logo of "**Boat Smart. Boat Safe. Wear It!**" will emphasize boaters wearing their life jackets and enjoying boating in a safe manner, thus there will be a decreased need for safety officials to assist boaters and in turn direct more of their attention to homeland security issues.



The Campaign Partners encourage boaters to **Boat Smart. Boat Safe. Wear It.** By:

- Wearing a life jacket while boating.
- Avoiding alcohol use when operating a boat.
- Taking a boating safety class.
- Getting boats checked for safety and maintenance concerns.
- Being aware of U.S. Coast Guard regulations established since September 11, relating to security zones near U.S. naval vessels.

Resources for use in the North American Safe Boating Campaign events will automatically be mailed to NSBC members. These kits will be received in March and April.

Another valuable source of information for the safe boating campaign is its website located at www.safeboatingcampaign.com. This site offers additional information, including the latest resources and graphics available for campaign events. Many of these resources are available online before the campaign kits are mailed.

In addition, the National Safe Boating Week proclamation, appreciation certificates and evaluation forms will be available only online. This web posting board, an evaluation tool, will be used by the NSBC and the USCG to determine who is working with the grassroots campaign material and aid in assessing the campaign's overall success.

Another important service offered on the website is a campaign list of events scheduled across North America. Be sure to post all your boating safety events on this site and encourage your local partners to post their events online as well.

This year's campaign will begin with two regional kick-off events, one is planned in New York City, May 14, and May 16, in Los Angeles, California. The specific locations will be decided soon. P.C.I. Inc. is the contractor hired by the NSBC to coordinate the events this year. P.C.I. is also handling the campaign's media and marketing components.

The North American Safe Boating Campaign is made possible through a grant from the Aquatic Resources (Wallop-Breaux) Trust Fund, administered by the U.S. Coast Guard. Send any questions or comments about the North American Safe Boating Campaign to

campaign@safeboatingcouncil.org.

(see sidebar for Boating Safety Do's and Don'ts)

BULLETIN BOARD



ANOTHER NEW PRODUCT NSBC DECALS

Always attempting to find ways for our members to show their support of boating safety and NSBC, a new decal has been designed. **Look for your new NSBC decals in March!** The 8 inch round decal will be great for use in exhibits or show rooms to proudly display **your** support for boating safety and NSBC.



PRICES TO INCREASE

The Instructor Kit prices will increase this May 1, so order your kits today at our lower price!



BREAKERS NEWS RELEASES

Check out the happenings at NSBC via Internet. Our latest news releases are available on line. Click the button labeled "Breakers" at this address: www.safeboatingcouncil.org

Do's & Don'ts of Boating Safety

Following these simple "dos and don'ts of boating safety" will help boaters chart a safe course towards fun and exciting recreational boating.

- **DO** wear a life jacket. Life Jackets, They Float. You Don't!
- **DON'T** mix alcohol and boating.
- **DO** observe the nautical rules-of-the-road.
- **DON'T** stand in a small boat.
- **DO** check the weather forecast before getting underway.
- **DON'T** overload your boat.
- **DO** keep a good lookout.

These suggestions are constant reminders of one very important thing in regards to boating safety:

USE COMMON SENSE!

The waterways offer an open invitation to all types of boating. Boaters should be aware of the outcome of their actions. Accidents result from a chain of circumstances or behavior that can be easily avoided. Boaters are encouraged to remember to follow the above boating "dos and don'ts" and to take a boating safety course. It could save lives.

Remember:
Boat Smart. Boat Safe. Wear It!