

# 2013 North American Safe Boating Campaign (Wear It!)

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Final Report



Submitted by:  
Rachel Johnson, Executive Director  
National Safe Boating Council



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**Wear It! Campaign Inventory**  
**Campaign Measurable Results – Final Report**  
**USCG Approved Campaign Resources/Deliverables**  
**Paul Werth Associates – Final Report**  
**Wear It! Grassroots Final Report**

## **I. Campaign Abstract**

In 2013, recreational boating and related activities such as swimming, fishing, hunting, water-skiing, and diving provide an enjoyable outlet for millions of American families. The North American Safe Boating Campaign (Wear It!) is designed to encourage all individuals that participate in these activities on the water to be safe and responsible at all times in order to prevent fatalities and reduce injuries. In 2012, there were 651 fatalities, the lowest in recorded history. The Wear It! campaign addresses this head-on by focusing on life jacket wear and promoting new, more comfortable styles of the life jacket – such as the inflatable suspender-style and belt pack – to all types of boaters.

The North American Safe Boating Campaign is designed to meet the needs of the recreational boating community through its broad-based, multi-faceted partnerships and relationships. Through these alliances on both a national and community-based scale, the campaign focuses on a family oriented and family targeted year-round community education and boating safety awareness campaign (Wear It!)

Utilizing a grassroots network of partners and volunteers, the campaign is able to increase its reach across the country and abroad to promote this message of safety through the media, events, shows, exhibits, and classes. As the Wear It! campaign message continues to gain momentum, this tested, proven message is driving the right behavior by boating enthusiasts. The campaign has also expanded its efforts to include a targeted marketing initiative in specific regions for the purpose of measuring the effectiveness of this type of campaign on voluntary life jacket wear. These collective efforts have not only resulted in an increased awareness the importance of life jacket wear as well as recognition of the Wear It! message.

## **II. Executive Summary**

As a partner of the 2012 – 2016 Strategic Plan of the National Recreational Boating Safety Program, the National Safe Boating Council ensures that the North American Safe Boating (Wear It!) Campaign addresses and complement specific goals, objectives and strategies of the Strategic Plan. Throughout this Final Report, it is illustrated how the NSBC directly supports the Strategic Plan through its educational and outreach efforts.

Specifically, the work of the North American Safe Boating Campaign (Wear It!) meets the following Strategic Plan Goals and Objectives:

Sub-Tier Goal 1 – Reduce five-year average annual deaths to 659 in fiscal year 2016.  
Sub-Tier Goal 2 – Reduce five-year average annual injuries to 2,997 in fiscal year 2016.  
Objective 2 – Boating Safety Outreach

- Strategy 2.2 – National Outreach Work Group
- Strategy 2.3 – Deliver Boating Safety Education Messages through Grassroots Efforts
- Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media
- Strategy 2.5 – Deliver Branded Messages through Non-Traditional/New/Social

#### Media

- Strategy 2.6 – Reach the Segment of the Boating Public with Limited English Proficiency

#### Objective 4 - Life Jacket Wear

- Strategy 4.2 – Continue the Life Jacket Wear Rate Tiger Team
- Strategy 4.3 – Engage all RBS Professionals in Public Demonstration of Inflatable Life Jackets

#### Objective 7 - Manufacturer Compliance

- Strategy 7.3 – Manufacturer Outreach

#### Objective 8 – Operator Compliance – USCG Required Safety Equipment

- Strategy 8.4 – Enhance Compliance Outreach
- Strategy 8.5 – Simplify the Message
- Strategy 8.6 – Increase Boaters’ Knowledge of Safety Equipment
- Strategy 8.7 – Encourage Purchase of Required Safety Equipment

#### Objective 10: Research and Development

- Strategy 10.2 – Conduct Life Jacket Research
- Strategy 10.3 – Measure Exposure

#### Objective 11: Effectiveness of Non-Profit Organization Grants

- Strategy 11.2 – Provide Public access to effective grant products

The Wear It! campaign continues year-round, each year, placing specific efforts during National Safe Boating Week (NSBW) to “kick-off” the North American Safe Boating Campaign (Wear It!). The NSBC has worked with its partners to expand the scope of the campaign to include strategies and tactics that would achieve and broader, but more specific, reach in the recreational boating community. Those efforts have been cultivated, expanded, and improved as the campaign continues to identify new stakeholders and influencers as well as refining newly established techniques to achieve maximum reach.

Traditional efforts such as media outreach and utilizing media networks has continued to provide the North American Safe Boating Campaign a broad, effective way to reach recreational boaters and the general public alike. The 2013 campaign reflected a substantial, significant “buy-in” in the quantity of media placements, as well as the total potential overall impressions (the number of times a message was seen or heard). This balance between mass media outreach and a strong, personalized message has created a technique allowing for media relations to transcend the campaign’s initial return in investment.

The North American Safe Boating Campaign continues to take its media outreach one step further using social media techniques. By piggybacking on mass media outreach and doubling our efforts through social media, the Wear It! message has reached an entirely new audience. Social media sites such as Facebook, Pinterest, Twitter, and YouTube have allowed the campaign message to extend beyond traditional networks such as television, radio, and print, allowing an entirely new demographic to be educated by the Wear It! message.

As a result of these gains in exposure, the Wear It! campaign has grown significantly in reputation and credibility. Perhaps one of the strongest indicators of its perceived value is that the Wear It! brand is inspiring the support of national, regional and statewide agencies, organizations, and the industry committed to boating safety education and promotion. As this support grows and the Wear It! brand gains even more stature and visibility, the outcome will be a national campaign whose “face” is represented in regional and community efforts all across America and beyond.

The Wear It! message continues to be used in all 50 states and is also gaining support internationally. In addition to Canada and Australia already using the message, Brazil, Finland, Japan, Mexico, and the UK are also promoting Wear It! in their own countries. By having all the states as well as the U.S. territories Guam, Puerto Rico, and the U.S. Virgin Islands using the Wear It! message, the concept is further promoted to increase life jacket education and awareness throughout the country and around the world, creating a much *stronger* message.

Localized efforts continue to promote and educate the recreational boating community about the importance of life jacket wear using the Wear It! message. For the second year, the Wear It! campaign offered resources and financial support to groups that were chosen based off how they would educate and reach out to the boating public on a grassroots level. Each selected organization provided a Midterm and Final Report, available as part of the Final Report.

In 2013, the Wear It! campaign continued to meet new, previously unattainable goals in its efforts to promote the importance of life jacket wear and boating safety. The Wear It! message was being brought to the recreational boating public through multiple outlets, all with incredible success. With continued Wear It! efforts both nationally and locally, the campaign will ultimately help lessen fatalities and drownings as well as reduce accidents and injuries through education and outreach.

### **III. Overall Results**

As the components above have helped to further solidify the campaign to a year-long initiative with increased summer promotional efforts, the majority of media placements are logged from mid-May to Labor Day Weekend.

In 2013, media outreach and public relations efforts translated to the placement of 21,030 print, radio, television, and online media hits, reaching a potential audience of more than 1.2 billion. This is an increase from 2012, with 2,002 media hits that reached a potential audience of 670 million, an **increase of 950 percent compared to 2012**. This generated a total ad equivalency of more than \$3.3 million. The video PSA alone translated to 78,404, 153 impressions and \$1.6 million in donated media values. In total, the 2013 campaign generated a total ad equivalency of more than \$6.18 million, presenting the NSBC with a **return on investment of more than 7,632 percent**.

The 2013 campaign took a new approach in validating the campaign outreach efforts by doing an on-site research study. The research study was conducted in an effort to meet the following objectives: Measure awareness of the Wear It! campaign and image; Quantify number signing a Wear It! pledge card and impact on boating safety; Measure life jacket wear; Determine reasons for wearing or not wearing a life jacket; Understand boaters' attitudes toward safety; Gain reactions to items that might convince boaters to increase wear of life jackets; Determine if results vary by low, medium and high campaign activity locations.

The research study provided key data on the success of the Wear It! effort as outlined in the Final Research Report (attached as Addendum). Specifically:

The Wear It! campaign appears to have had a positive impact on boaters' **behavior** regarding safety.

- Life jacket wear is significantly higher in medium and high campaign activity locations than in locations with no campaign activity. They are significantly more likely to wear their life jackets always or most of the time vs. those in no campaign activity locations.

The Wear It! campaign appears to have had a positive impact on boaters' **attitudes** regarding safety.

- Boaters at locations with campaign activity are significantly more likely to agree that they “feel safest when wearing a life jacket / it’s a safe practice.”
- Boaters at locations with campaign activity are also significantly more likely to agree that “it is important for me as a boater to encourage others to wear life jackets at all times when boating or fishing.”

The Wear It! campaign also appears to promote **sustained change**.

- As expected, boaters in campaign activity locations were significantly more likely to recall the Wear It! campaign and recognize the Wear It! image.
- Almost all boaters who have signed the Wear It! pledge indicate they have changed their approach to boating safety or, if not, they [continue to] “always” wear their life jacket.

The research also verifies prior research, having the same **barriers** to life jacket wear.

- The main barriers are uncomfortable life jackets and no laws requiring wear.
- Thus, motivators to increase life jacket wear, especially among those who wear them rarely or never, are:
  - Enacting laws that require life jacket wear
  - Having life jackets that are more comfortable and less bulky

A copy of the full survey results can be found in a separate folder titled “Measurable Results-2013.”

## **IV. Campaign Highlights**

### **IV.1. Press Kits**

The North American Safe Boating Campaign Press Kit is an important kit available to provide our campaign partners with useful information for their own campaign efforts, including additional resources such as templates and sample Public Service Announcements that are ready-made for distribution. To continue our “green” commitment to cut down on paper resources, the Press Kits were initially offered exclusively online and were only distributed when hard copies were requested. The press kits included a General Resource Kit, Additional Campaign Resources, and Additional Media Resources.

In 2013, the press kits were downloaded from SafeBoatingCampaign.com 978 times with 921 unique downloads. In 2012, there were 300 downloads with 266 unique downloads.

### **IV.2. Public Service Announcements**

In 2013, the NSBC determined it would continue its promotion and use of the “Casting Off” Public Service Announcement, rather than produce a new PSA.

The tongue-in-cheek PSA shares the experience of three friends and a dog as they get ready to spend the day on the water and the significance of a simple reminder to wear a life jacket. It is available in video, radio and print versions.

The PSAs were promoted via media outreach, social media and e-newsletters. The video PSA has received praise from traditional and online media outlets, including [Aircraft & Marine Insurance Agency](#), [Albany Kid](#), [Nebraska Game and Parks Commission](#), [Soundings-Trade Only](#) and more. This is the most popular video PSA the campaign has produced.

The PSA was distributed to television stations across the country. As of September 12, 2013, the PSA has aired 9,653 times, which translates to 78,404,153 impressions and \$1,649,860 in donated media values. The PSA continues to air on NBC Sports Network and its HD channel as well as in top markets such as New York, Los Angeles, Chicago and Houston.

The PSA also was aired on the big screen during the Indy 500, airing 157 times from May 24-26, 2013, reaching an estimated audience of 1.25 million people. The video PSA has 3,423 views on [YouTube](#) as of September 17, 2013. There were also 2,484 downloads/clicks from [SafeBoatingCampaign.com](#).

In addition, the radio PSA was sent to radio stations across the country for consideration. Media monitoring is unable to track radio placements, however, Werth received emails from public service news directors sharing their thoughts about the radio PSA.

- “We've been running the :30 radio version of the PSA since July. Our boating season goes until the end of fishing season in October, so these PSA's will continue 'til then.” From Steve Mitchell, WJLL Radio, Buffalo, New York.
- “Thanks for the PSAs! We are running two 30's in rotation. I appreciate them! I like the brought to you by the people who nag, uh love you! Ha! Have a great and safe 4th!” From Kara Franklyn, Clear Channel Outdoor, Modesto, California.

The print PSAs were resized and provided to numerous publications including DiscoverBoating.com, *Florida Sport Fishing*, *Great Lakes Boating*, *Sea Kayaker Magazine* and *USA TODAY Travel Guide*.

The campaign website ([SafeBoatingCampaign.com](http://SafeBoatingCampaign.com)) continues to offer all of the National Safe Boating Council's PSAs as well as those from many state agencies so that anyone interested in using them for their own campaign purposes can get them directly from the Website. This process not only saves time and money, but also allows for the immediate exchange of information.

### **IV.3. Social Media**

The National Safe Boating Council continues to be a leading force in the recreational boating industry with its social media presence on several popular social media sites, such as Facebook, Twitter, and YouTube. In addition, the NSBC's Instagram account launched on August 23, 2013. These platforms have increased in popularity and necessity for the Wear It! campaign and the NSBC as a whole. Without its social media presence, the NSBC would be a lesser known name throughout the United States and abroad. It is because of these social media websites that new partnership and relationships have formed to help support the Wear It! campaign message.

At any given time, the Wear It! message can be broadcasted to over 4,200 people on Facebook (compared to 2,500 in 2012) and nearly 13,000 people on Twitter (compared to 7,000 in 2012). This means that – at any one time – the campaign can send a message to over 17,000 people with the click of a mouse. Furthermore, the individuals that receive the message are able to pass it along to their own friends and followers, “paying it forward.” One simple message, such as Wear It! can be broadcasted to thousands. Even more impressive is that these are *free* advertising and outreach efforts for the NSBC and Wear It! campaign.

In addition to social media, the NSBC also used online marketing to do specific blogger outreach in 2013, targeting parenting, travel and boating blogs resulting in 55 blog placements reaching a possible audience of more than 383,000. This is in addition to the separate social media efforts, giving the Wear It! campaign greater opportunity to reach those on the Internet.

#### **IV.4. Fun in the Sun Campaign and Online Pledge**

In 2013, the NSBC renamed the “Safe Summer” campaign to “Fun in the Sun”, encouraging participants to share their favorite boating memory. These boating memories can be a personal memory, family memory, a story of how a life jacket has saved a life or a funny story that involves boating. Also, the campaign continued to promote it’s boating safety pledge.

NSBC utilized traditional media and blogger relations outreach to drive traffic to the “Fun in the Sun” pages, encourage viewers to participate and assisted in the social media engagement to help spread the word to additional target audiences. Page visits nearly doubled in 2013 compared to 2012.

The Wear It! Pledge was created to mirror the state pledge cards, taking out the specific state, but leaving in the important pledge information. When visitors went to the pledge page, they read:

**Take the pledge  
Make this summer safe.**

I pledge to boat safely each and every time I go out on the water, keeping myself, my family, my friends and fellow boaters from harm's way. I will always boat responsibly by:

- Wearing my life jacket and ensuring that everyone on board wears their life jacket (when in a small boat, or operating in rough water or threatening weather conditions)
- Remaining sober and alert - remembering that the use of alcohol contributes to accidents on the water
- Staying in control of my craft and respecting the right of others enjoying the waterways
- Knowing and obeying navigation rules, operating at a safe speed and maintaining a proper lookout

They “signed” the pledge by posting it to their personal Facebook and Twitter pages. Not only were these people interested in pledging to stay safe throughout the summer, but were making a personal plea for their friends and family to do the same.

#### **IV.5. “Ready, Set, Wear It!” Life Jacket World Record Day**

Wear It! campaign partners continued the popular “Ready, Set Wear It!” Life Jacket World Record Day for the fourth year on May 18, 2013 and saw increased participating in the third-annual “Wear Your Life Jacket to Work” Day.

On Friday, May 17, 2013 over 300 photos were posted to [Facebook.com/ReadySetWearIt](https://www.facebook.com/ReadySetWearIt) from professionals throughout the world showing how easy and comfortable it is to wear

a life jacket, even while at work. Well over 1,000 participants participated in “Wear Your Life Jacket to Work Day.”

On May 18, Boating safety enthusiasts set a new world record for life jacket wear during the fourth annual “Ready, Set, Wear It!” Life Jacket World Record Day on May 18, 2013. At nearly 200 events around the globe, 5,774 people inflated their inflatable life jacket or wore an inherently buoyant life jacket, breaking the world record for life jacket wear.

“Ready, Set, Wear It!” Life Jacket World Record Day continues to grow in both participation and *awareness* since it began in 2010 and has proven to be a successful approach to educating and informing the recreational boating public about life jacket wear.

The National Safe Boating Council received top honors from ASAE: The Center for Association Leadership during the Summit Awards Dinner at the National Building Museum in Washington, D.C. on October 1. The NSBC received the 2013 Summit Award, the highest recognition under The Power of A Awards. The NSBC’s “Ready, Set, Wear It!” Life Jacket World Record Day was selected for its “Power to Make a Better World.”

#### **IV.6. Life Jacket Wear Rate Tiger Team**

On August 26 – 27, 2013, the Life Jacket Wear Rate Tiger Team met at BoatU.S. Headquarters in Alexandria, VA. Twenty-one representatives from nonprofits, state agencies, for-profit companies, and the U.S. Coast Guard convened for the workshop. In accordance with the Strategic Plan of the Recreational Boating Safety Program 2012 – 2016, Strategy 4.2 – Continue the Life Jacket Wear Rate Tiger Team, this team meets annually to discuss the following:

1. Expand active partner involvement in the national “Wear It” Campaign and report on progress
2. Utilize BARD data provided by Objective 10 research to identify and track the at-risk recreational boating populations via activities, contributing factors, accident type, operation at the time of the accident, and demographic analysis (age, gender, operator experience, boating education and life jacket wear) that result in drowning fatalities in order to prioritize Tiger Team focus and recommendations for life jacket intervention
3. Identify and promote specific efforts which will (or are most likely to) result in successful education of the at-risk population(s) about life jacket wear and change boater behavior
4. Identify and document those people, programs and organizations most likely to influence a behavioral change by the identified at-risk population(s)
5. Engage a variety of influencers to participate in targeted efforts aimed at increasing life jacket wear within their sphere of influence; report the results

As in past years, the recommendation for more joint efforts was stressed throughout the two-day workshop. The Life Jacket Wear Rate Tiger Team recommended that the United States Coast Guard and its implementing partners work more directly and collaboratively on common goals. Furthermore, it was noted that stronger in-state efforts, rather than individual efforts, can make a difference when promoting safer boating. It was noted that better coordination with state BLAs, RBS Specialists, and other key groups can help promote the Wear It! message.

Much of the discussion centered around the Wear It! message breaking into new markets through a variety of methods. For example, groups such as the SUP community and anglers are great opportunities to promote Wear It! The Life Jacket Wear Rate Tiger Team commended the efforts of all involved in the Wear It! campaign and the promotion of life jacket wear and boating safety, but noted there are items that could be improved upon, mainly related to more saturation of the message through new outlets.

Throughout the Tiger Team Workshop, there was a buzzword: *impactful*. Tiger Team participants stressed the importance of the Wear It! message having an *impact* on recreational boaters. It was recommended by the Tiger Team to continue outreach and education efforts that will directly impact boaters and create the safety culture of life jacket wear throughout North America.

#### IV.7. Collaborative Partnership Efforts

Each year, the National Safe Boating Council works with partner organizations to promote the Wear It! campaign. Some key partnerships were identified and utilized in 2013, during National Safe Boating Week and throughout the rest of the year.

The U.S. Coast Guard and its strategic partners continued to be the merging element for the Wear It! message in 2013. More than ever, the National Safe Boating Council used partner organizations and its connections through the U.S. Coast Guard to saturate the boating market with important boating safety messages. Some key examples include:

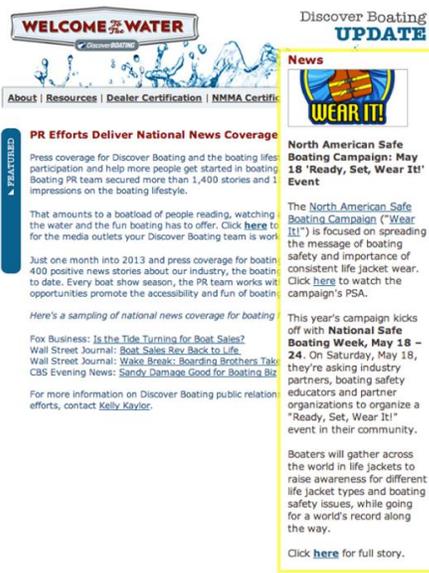
**State Agencies** – California Department of Boating and Waterways, Pennsylvania Fish and Boat Commission, and Minnesota Department of Natural Resources are just a few examples of state agencies supporting the Wear It! message through their own outreach efforts.



**Fishing and Angling Networks** – Many anglers and hunters drown each year while enjoying their favorite pastime. The Wear It! campaign has recognized the importance of working strategically with partners like RBF on their Take Me Fishing campaign to reach additional audiences. The Wear It! campaign has also been picked up on localized level for pro anglers that recognize the importance of promoting this important message, like pro angler Joe Thomas. He uses an inflatable life jacket with the Wear It! logo sewn onto it on his show “Stihl’s Reel Time with Joe Thomas”.



**Partnering Boating Safety Organizations** – The National Marine Manufacturer’s Association (NMMA) continues its commitment to promoting the Wear It! message through their “Welcome to the Water” campaign. Included in this endeavor is using the Wear It! logo when reaching out to new and existing contacts through “Welcome to the Water.” The United States Power Squadron and the U.S. Coast Guard Auxiliary continue to be key advocates throughout the United States, both during National Safe Boating Week and year-round. Other key partnerships, like NOAA, help bridge the gap between boaters that want other safety information, like weather, and boating safety messages that could also help save their life in an emergency.



## V. Campaign Analysis

As the North American Safe Boating Campaign looks to further improve and advance these efforts for 2014, the following success factors need to be included:

- **Key Partnerships and Coalition Efforts.** As illustrated above, the Wear It! message is making an impact through a variety of partnerships. The key element here is the fact that the Wear It! message is so adaptable for any group – it's a simple, effective message that any boater needs to be reminded of. Because of this, the NSBC will continue to reach out to multiple groups, including the National Association of State Boating Law Administrators, the U.S. Army Corps of Engineers, the U.S. Coast Guard Auxiliary, and the United States Power Squadrons, as well as new groups, such as National Park Service, hospital and health services, and retailers.

Industry, private companies, and other organizations have taken to using Wear It! and are doing their part to encourage life jacket wear. This year, the campaign has benefited from a continued surge of groups and individuals all promoting the same universal message – “Wear It!” With one message being used uniformly across the country, and spreading into other parts of the world, the campaign message is not battling conflicting messages and agendas the way it used to. In turn, the message carries a strong message and is making a larger impact than ever before.

- **Diversity of Media and Campaign Materials.** As the campaign continues to build its recognition and credibility, there were more opportunities for media placement and the potential to reach boaters face-to-face. The campaign not only focused creative efforts on the development of multiple media materials that utilized synergistic messaging in a variety of formats, but also created new, innovative materials. To have an effective campaign, the NSBC recognizing that multiple methods need to be achieved – through traditional media, new media, and grassroots localized outreach to boaters, the Wear It! message is able to reach more boaters.

- **Continuation of Grassroots Campaigns and Support.** For the second year, the NSBC offered Wear It! Grassroots campaign support. In total, fourteen selected locations throughout the United States received support to run their own localized campaigns. The fourteen recipients provided the NSBC with midterm and final reports, compiled into a final presentation added as an Addendum at the end of this report. Grassroots support helps to further saturate the boating community with the Wear It! message.

Over 60 applications were received in 2013 for consideration. Even though the NSBC couldn't support all 60, it was able to make those additional connections and provide them with resources and information about the Wear It! message. Many of those groups went on to hold their own Wear It! campaigns with free resources provided by the NSBC.

- **“Survivor Testimonial” Stories.** The National Safe Boating Council has identified the importance of highlighting real people that have been involved in “Saved by the Jacket” stories. The campaign worked with state agencies and other groups on a grassroots level

to find survivors to share their stories. As part of its social media efforts, the “Wear It!” campaign highlighted all the positive “Saved by the Jacket” stories on Facebook and Twitter, when available.

A real-life survivor allows for significant visibility, news pick-up, and the accessibility of relating to the general boating community. Recreational boaters respond favorably to other people that they feel they can relate to, i.e. – Joe Boater. When they hear these stories of survival, everything is brought down to a much more personal level, making boaters think twice about not wearing a life jacket while boating.

- **Continuation of “Ready, Set, Wear It!”** The fourth-annual “Ready, Set, Wear It!” Life Jacket World Record Day was a success in so many ways. The event not only brought together groups, organizations, and volunteers around the world, but also brought attention to life jackets in a new, fun, and exciting way.

More than anything, this event was set up in conjunction with National Safe Boating Week – organizers were able to really take advantage of this time to address all boating safety topics at the beginning of the boating season using this platform. The main focus was life jacket wear, but the event brought together so much more to really make an impact on boating safety.

The National Safe Boating Council received top honors from ASAE: The Center for Association Leadership during the Summit Awards Dinner at the National Building Museum in Washington, D.C. on October 1. The NSBC received the 2013 Summit Award, the highest recognition under The Power of A Awards. The NSBC's “Ready, Set, Wear It!” Life Jacket World Record Day was selected for its “Power to Make a Better World.”

**Corporate and Local Sponsorships.** Sponsors were used to promote the national campaign effort via Sperry Top-Sider as well as grassroots efforts, helping to create partnerships that were invaluable. The “Ready, Set, Wear It!” Life Jacket World Record Day had two corporate partners – Cabela’s and West Marine – that provided great value and resources towards the one-day life jacket outreach and education event. Leland, Ltd. and iSi Components donated thousands of dollars-worth of free replacement cylinders so participants could actually inflate and test out inflatable life jackets.

These partnerships reap tremendous benefits to include: endowing the campaign with even more credibility, providing additional venues through which to reach boaters with the campaign message, and facilitating additional partnership opportunities with other related organizations and companies.

### **2013 Campaign National Recognition/Awards**

The Communications Director of the National Safe Boating Council, with invaluable support of campaign partners, has placed great effort in ensuring that the campaign continues to grow and expanded exponentially. In 2013, the National Safe Boating

Council’s Wear It! campaign has received ten awards for its North American Safe Boating Campaign education and outreach efforts:

ASAE Center for Association Leadership Power of A: Summit Award – “Ready, Set, Wear It!” Life Jacket World Record Day

Hermes Creative Awards: Gold Award – Video/Television PSA: Casting Off PSA  
 Hermes Creative Awards: Gold Award – Website Overall/Informational: BoatOnCourse.com

Communicator Award of Excellence – Commercial Public Service: Casting Off PSA  
 Communicator Award of Excellence – Online Video-Public Service: Casting Off PSA  
 Communicator Award of Distinction – Branded Content-Non Profit: Casting Off PSA  
 Communicator Award of Distinction – Commercials-Non Profit: Casting Off PSA  
 Communicator Award of Distinction – Commercials-Public Service: Casting Off PSA  
 Communicator Award of Distinction – Commercials-Campaign-Non Profit: Casting Off PSA

PR Daily Best PR Campaign of the Year (Wear It!) - Honorable Mention

## VI. Wear It! Project Time Line

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Agreement signed by U.S. Coast Guard (USCG)	April 30 2012	Controlled by U.S. Coast Guard
Meet with USCG Grant Manager /Tiger Team for National Campaign	Sept. 31 2021	Discuss direction of campaign and receive approval for tentative plans with detailed follow up. Coordinate and set up meeting with Virgil Chambers, Grant Manager
Start contracts for PR firm, fulfillment house, others if needed	Oct. 20 2012	Contacts done for PR, Graphics, printing, fulfillment
Contracts due from vendor(s) Graphics and Printing Fulfillment Communications Firm	Nov. 30 2012	Approval from U.S. Coast Guard of chosen vendors.
Request sent for donated resources from member organizations	Nov. 30 2012 - Feb.1 2012	Email sent to organizations requesting donations
Coordinate using email, webinars, conference calls with Vendors Graphics & Printing – WithinReach Fulfillment – WithinReach Communications Firm – Paul	Date varies Nov. 30 2012	Discuss contracts and plans with vendors. Date varies depending on availability.

Werth Associates		
Write campaign grant for 2014	Dec. 1 2012	Grant submissions are due January 2013
Begin requesting mailing lists for each organization for campaign mailings (mailers, postcards, etc.)	Jan. 1 2013	
Submit campaign grant for 2014	Jan. 25 2013	
<b>Project Plan due to USCG</b>	Jan. 30 2013	(Submit with First Quarter Report)
<b>Marketing Plan due to USCG</b>	Jan. 30 2013	(Submit with First Quarter Report)
<b>First Quarter Report due to USCG</b>	Jan. 31 2013	October – December
Draft NSBW Proclamation, send to USCG	Jan. 31 2013	Send draft to Grant Manager
Reprint NSBC distribution materials for campaign	Feb. 1 2013	Wear Your Life Jacket, Choose to Boat Safely, “Wear It!” decals. Check inventory first.
Write text/develop concept for magnetic postcard and submit for USCG Approval	Feb. 1 2013	
Select Pillar of Support recipient(s)	Feb. 1 2013	Campaign award given to states or organizations that excel in promoting the campaign message – if there is no winner, award will not be given
Write text for Press Kit, send to USCG for approval	Feb. 8 2013	Upon approval, Press Kit will be placed on campaign website
Donated resources arrive to Fulfillment House	Feb. 15 2013	Free Resources will be available beginning March 1
Website Edits Received	Feb. 29 2013	Note: Only if incorporating significant changes to campaign site for following year
Write text/develop concept for Campaign Mailer and submit for	Feb. 28 2013	Mailer is informational packet sent out to campaign participants

USCG Approval		
Development of PSA, VNR, etc. with Communications Firm	Mar. 1 2013	May not produce for 2013 – including in Project/Marketing Plan if partnership with Geico is solidified. Dates will vary depending on contract, USCG approval
Editing for PSA and VNR to be reviewed by NSBC and USCG	Mar. 2013	Dates may vary
Shooting of PSA and VNR footage	Mar. 2013	More specific time schedule will be provided in Quarter Report
Write text/develop concept for lenticular postcard and submit for USCG Approval	Mar. 23 2012	
Anchorline Article submitted	Date varies	Submission dependent on time frame of NSBC Office Manager
Final PSA/VNR approved and ready for distribution	April 2013	
Campaign Mailer Shipped	April 2013	Upon USCG Approval
<b>Second Quarter report due to USCG</b>	April 30 2013	January – March
Lenticular Postcard Shipped	May 10 2012	Upon USCG Approval
National Safe Boating Week	May 18 – 24 2013	Date varies (NSBW is always the first full week before the Memorial Day weekend, Saturday – Friday)
<b>Third Quarter report due to USCG</b>	July 31 2013	April – June
Continue filling of orders	May – Sept. 2013	
Monitoring of television, print clipping	May – Sept. 2013	

Ship on demand orders, inventory control, reports	July – Sept. 2013	
<b>Fourth Quarter/Final report due to USCG</b>	Sept. 30 2013	July – September
Review and evaluation of 2013 campaign	Sept. 30 2013	

Note: This is a general guideline for how the campaign should proceed each year. Modifications may be made depending on circumstances that arise. Those modifications will be shown in a more detailed timeline that will accompany each Quarterly Report.

### **October 2012**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual “Wear It!” campaigns
- ✓ Wrote, submitted article to be featured in Classic Yacht magazine
- ✓ Attended NSBC’s Close Quarters Boat Control Course in Annapolis, MD; received Certificate of Training
- ✓ Coordinated with IBWSS Committee on new website – created content, developed general communications for the website
- ✓ Received individual Final Reports from 2012 Wear It! Grassroots recipients to be included in 2012 Wear It! Final Report
- ✓ Worked with committee to select Wear It! coloring contest winners – sent out prize packages to winners
- ✓ Wrote Press Release, submitted for USCG Approval, plan to distribute Press Release (in November 2012) regarding new IBWSS website
- ✓ Began discussions with AMI, NMMA on National Marina Day, June 8, 2013
- ✓ Submitted 2012 Life Jacket Tiger Team Recommendation and Minutes to U.S. Coast Guard for consideration
- ✓ Coordinated with contact in Brazil to get Wear It! resources to Brazil
- ✓ Worked with Watersports Foundation to get Wear It! ad in Watersports Retailer digital magazine
- ✓ Provided re-sized Wear It! print PSA for NMMA publication
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **November 2012**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual “Wear It!” campaigns
- ✓ Coordinated with IBWSS Committee on new website – website went live beginning of November

- ✓ Set up collaborative effort with Discover Boating campaign to promote Wear It! on their website, at boat shows in winter 2012 and around National Safe Boating Week 2013
- ✓ Was asked to be Committee Charge Leader on NASBLA's Marketing and Outreach Subcommittee Standing Charge 1
  - Attended conference call
- ✓ Wrote, signed contract with Within Reach for 2013 contracted services
- ✓ Wrote, submitted articles for winter-edition of NSBC's Anchorline
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **December 2012**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual "Wear It!" campaigns
- ✓ Began discussion with contacts in Finland to begin promoting Wear It!
- ✓ Wrote Membership Letter to send the NSBC members along with their invoice
- ✓ Created NSBC Membership Survey, passed along to NSBC Executive Director, Board Chair for approval
  - Sent out membership survey for NSBC members to provide feedback
- ✓ Worked with NSBC staff to produce Point of Sale – Life Jacket script; provided edits for other scripts
- ✓ Updated RSWI resources for 2013, passed along to web designer to begin updating website for May 18 event
- ✓ Wrote, signed contract with Paul Werth Associates for 2013 contracted services
- ✓ Wrote, submitted article to be featured in Classic Yacht magazine
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **January 2013**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Attended 2013 Winter Board Meeting, updated NSBC Board on Communications of the NSBC and Wear It! efforts
- ✓ Began coordination efforts with GEICO on 2013 Wear It! Public Service Announcement
- ✓ Held NASBLA Marketing & Outreach Standing Charge 1 conference call as Charge Leader; attended conference calls for other charges
- ✓ Requested free resources from campaign partners for Resource Warehouse, coordinated delivery to NSBC Fulfillment House

- ✓ Announced 2013 Wear It! Grassroots Support to campaign partners, began to receive applications
- ✓ Wrote, edited 2014 Wear It! Grant Application and other NSBC applications, submitted to USCG
- ✓ Worked with Paul Werth Associates on draft of 2013 Press Kit, sent to USCG for approval, received approval
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **February 2013**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Held NASBLA Marketing & Outreach Standing Charge 1 conference call as Charge Leader; attended conference calls for other charges
- ✓ Began coordination efforts with NOAA for 2013 National Safe Boating Week efforts
- ✓ Participated in BSAC Objective 4 Conference Call as member of Objective 4
- ✓ Submitted article for Classic Yacht Magazine
- ✓ Attended, participated in NSBC Point of Sale shoot in Chesapeake, VA
- ✓ Wrote new blog post for 2013 Ready, Set, Wear It! effort
- ✓ Attended ASAE CAE (Certified Association Executive) Kick-Off Training in Washington, DC
- ✓ Began receiving event registrations for 2013 Ready, Set, Wear It! event – discussed the event, cylinder donations, etc. with each event coordinator
- ✓ Worked with Life Jacket Wear Rate Tiger Team to gather RBS contacts for Objective 4: Life Jackets
- ✓ Reviewed NSBC Bylaws, provided suggested edits for upcoming NSBC Board Meeting to be held March 2013
- ✓ Reached out to each state BLA and education person about 2013 Wear It! resources and information; provided follow-up information
- ✓ Wrote 2013 campaign mailer concept and text, sent to Within Reach to create proof, provided edits, sent proof to USCG for approval
- ✓ Continued to promote Wear It! Grassroots support, responded to all applicants
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **March 2013**

- ✓ Set up Agenda, Minutes for Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Attended ASAE Great Ideas Conference in Colorado Springs, CO
- ✓ Attended NASBLA Marketing & Outreach Subcommittee Meeting in San Antonio, TX; provided an update to the Subcommittee on M&O Standing Charge 1

- ✓ Wrote, signed agreement with InflatablePFD.com for 2013 campaign and Ready, Set, Wear It! event
- ✓ Coordinated with GEICO on 2013 audio PSA
- ✓ Received USCG Approval for Google Doodle, submitted concept to Google for consideration
- ✓ Co-lead the 2013 Media Awards – helped to select the winners, presented the winners at IBWSS Awards Reception in San Antonio, TX
- ✓ Followed-up with Bark Buckle UP for 2013 collaborative effort, included media pitch
- ✓ Attended 2013 Spring NSBC Board of Directors Meeting in San Antonio, TX; provided an update in NSBC Communications, Wear It!
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Attended, presented at 2013 International Boating and Water Safety Summit in San Antonio, TX
- ✓ Wrote, provided lenticular postcard concept and text to Within Reach
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **April 2013**

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Continued coordination efforts with GEICO on 2013 Wear It! Public Service Announcement
- ✓ Continued to receive event registrations for 2013 Ready, Set, Wear It! event – discussed the event, cylinder donations, etc. with each event coordinator
- ✓ Held NASBLA Marketing & Outreach Standing Charge 1 conference call as Charge Leader; attended conference calls for other charges
- ✓ Coordinated with Leland Ltd. and iSi Components to provide free donations cylinders to event coordinators for their RSWI events
- ✓ Worked on 2013 Wear It! Lenticular, received approval from USCG, set out for distribution
- ✓ Provided approval for USA Today Travel Guide ad for Wear It! campaign
- ✓ Contacted those that did and did not receive 2013 Wear It! Grassroots Support
  - Started coordinating with the organizations that did receive grassroots support with individual calls to discuss their efforts
  - Began purchasing resources for 2013 Wear It! Grassroots efforts
- ✓ Coordinated with Sperry Top-Sider on 2013 Collaborative Effort for National Safe Boating Week
  - Wrote press release ready for May distribution
- ✓ Conducted multiple radio, print interviews to promote Wear It! and National Safe Boating Week
- ✓ Created draft infographic design for summer 2013 distribution
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

## May 2013

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Continued coordination efforts with NOAA for 2013 National Safe Boating Week efforts
- ✓ Conducted multiple radio, print interviews to promote Wear It! and National Safe Boating Week
- ✓ Continued coordination efforts with GEICO on 2013 audio PSA
- ✓ Took ASAE's Certified Association Executive (CAE) Exam
- ✓ Continued to receive event registrations for 2013 Ready, Set, Wear It! event – discussed the event, cylinder donations, etc. with each event coordinator
- ✓ Attended and did communications for 2013 Congressional Reception, held in Washington, D.C.
- ✓ Coordinated with contact to help promote International Water Safety Day (May 15)
- ✓ Coordinated with Discover Boating on National Safe Boating Week promotion on their website, social media
- ✓ Coordinated with contact to have Casting Off PSA played at Indy 500
- ✓ Hosted the 4<sup>th</sup> annual “Wear Your Life Jacket to Work Day,” posted all photos to Facebook.com/ReadySetWearIt
- ✓ Hosted the 5<sup>th</sup> annual “Ready, Set, Wear It!” Life Jacket World Record Day event on Saturday, May 18, 2013
- ✓ Coordinated efforts with Sperry Top-Sider on National Safe Boating Week promotion, including distribution of press release, social media posts
- ✓ Began to compile results from the 2013 RSWI Life Jacket World Record Day event
- ✓ Continued to promote Wear It! Grassroots support, responded to all applicants
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

## June 2013

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Continued coordination efforts with GEICO on 2013 audio PSA
- ✓ Helped promote National Marina Day through various outlets
- ✓ Attended and presented at 2013 PFDMA Conference in St. Pete Beach, FL
- ✓ Recorded television segment with Ship Shape TV on Wear It! campaign, to air in August 2013
- ✓ Coordinated with NASBLA on promotion for Operation Dry Water, including press release distributed by Wear It! campaign (approved by USCG)
- ✓ Contacted Wear It! Grassroots recipients regarding their Midterm Report; helped with their efforts
- ✓ Announced results from 2013 RSWI Life Jacket World Record Day – 5,774 participants – a new world record!

- ✓ Researched, had demo with Attendify on conference app to potentially be used for IBWSS 2014
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Attended, presented at 2013 International Boating and Water Safety Summit in San Antonio, TX
- ✓ Wrote, provided lenticular postcard concept and text to Within Reach
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **July 2013**

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Attended NSBC board meeting, provided an update to board members on status of Wear It! campaign
- ✓ Requested logos from NSBC Patron and Sustaining members to give them more presence on NSBC website
- ✓ Requested, received approval from USCG for Wear It! infographic
- ✓ Reached out to and received midterm reports from Wear It! Grassroots Recipients
- ✓ Coordinated logistics to bring participants to Alexandria, VA for 2013 Life Jacket Wear Rate Tiger Team Workshop in August
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

### **August 2013**

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Attended ASAE Center for Association Leadership annual conference in Atlanta, GA
- ✓ Began to do research, interview companies for new Association Management System
- ✓ Did video shoot for ASAE Summit Award
- ✓ Held Life Jacket Wear Rate Tiger Team Workshop for over 20 attendees at BoatU.S. headquarters in Alexandria, VA
- ✓ Submitted Third Quarter Report to USCG as per grant guidelines
- ✓ Coordinated efforts to have the NSBC sign on as a supporter of the International Life Jacket Wear Principles
- ✓ Worked with Paul Werth Associates on Wear It! Statistical Survey
- ✓ Wrote press release for Virgil Chambers' retirement from NSBC
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign

## September 2013

- ✓ Set up agendas, minutes and coordinated Wear It! conference calls
- ✓ Worked with state agencies, organizations, volunteer groups to help them promote individual Wear It! campaigns
- ✓ Continued research on new association management system, selected MemberClicks
- ✓ Updated NSBC Board on 2013 Wear It! efforts at board meeting in Boise, ID
- ✓ Worked with Paul Werth Associates and volunteers on Wear It! Statistical Survey
- ✓ Requested and received grant extension from USCG for 2013 Wear It! campaign as per grant guidelines
- ✓ Attended and presented at NASBLA Annual Conference in Boise, ID
- ✓ Reached out to all Wear It! grassroots recipients for final reports, compiled reports
- ✓ Continued edits to Campaign website, Ready, Set, Wear It! website, etc.
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and emails regarding the campaign