

ACA

1402.04- National Safe Boating Campaign: Targeted Outreach - Moving Water \$100,000

The American Canoe Association (ACA) and the Boy Scouts of America (BSA) are expanding their current partnership to directly address the 2012-2016 Strategic Plan of the National Recreational Boating Safety Program: Objective 2, Boating Safety Outreach.

With this National Safe Boating Campaign: Targeted Outreach – Moving Water project, the ACA and BSA will continue to target the Non-Profit Organization Grant Program's Area of Interest No. 1: Develop and Conduct a National Year-Round Safe Boating Campaign. The project will focus on Strategies 2.3 and 2.5 of the National Recreational Boating Strategic Plan, Deliver Boating Safety Education Messages through Grassroots Efforts and Deliver Branded Messages through Non-Traditional /New/Social Media.

This project will combine existing knowledge based resources, along with video and animation techniques to create a single video to address drownings and near misses in moving water environments. It will be available both as a DVD and online through multiple social media outlets. The premise for this project is to provide a necessary resource that can stand alone, but also supplement partner organizations respective boating programs with this training module. This project will clearly identify hazards on moving water that have caused fatalities and injuries to individuals in paddlecraft and other human powered watercraft.

The ACA and BSA believe that a proactive approach to educating other organizations and the general public about the hazards, and how to identify and avoid them, will limit future possible casualties on moving waterways, specifically in river environments.