

National Safe Boating Council

1402.15- Wear It! A 2015 North American Safe Boating Campaign

\$375,000

The North American Safe Boating Campaign (Wear It!) will focus on changing recreational boater's behaviors by increasing life jacket wear and provide education and awareness of style and function options by building upon the solid foundation of approaches now used in the Wear It! campaign. The Wear It! Campaign will utilize a variety of efforts including, but not limited to: advertising on both a national and local level through media, grassroots efforts, and less traditional approaches; collaborative partnerships to further introduce the campaign in both the professional world (including commercial, retail, and other organizations) and directly to recreational boaters; through one-on-one and face-to-face interactions with the boating community; and with a targeted approach to boating families using tools of social media. The National Safe Boating Council will continue to provide resources to boating partners to further saturate the Wear It! campaign and its messages to reduce the number of recreational boating fatalities and accidents.