

National Safe Boating Council

1402.16- Saved by the Beacon National Safe Boating Campaign

\$100,000

The National Safe Boating Council's (NSBC) Saved by the Beacon National Safe Boating Campaign will focus on reaching out to recreational boaters to ensure that they have an understanding of the importance of personal locator beacons and how to use them correctly in the case of a boating emergency. The campaign will work to modify the behavior of all boaters, with special focus on boat operators' responsibility for their own safety and the safety of their passengers. Stories of successful rescues will reinforce the message and help market voluntary carriage for their peace of mind and reductions in time spent searching, consequently rescuing the distressed boater. The Saved by the Beacon initiative will introduce the definition of different types of beacons and signals, understanding the devices and their capabilities, illustrating the system capabilities, ensuring compliance and registration, and supporting efforts to compile the data and evaluate the success of the Saved by the Beacon message.