

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2020-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 3320FAN112019
Grant Title: Waves of Hope
Period of Performance: 1 year grant

Award Amount: \$54,000.00

Summary:

The National Safe Boating Council (NSBC) proposes an influencer campaign for Waves of Hope, a coalition of families and friends working together to prevent boating and water tragedies. This coalition provides a platform for survivors, families, and partners to collectively take action, share their stories, and educate others on the importance of responsible boating in hopes to prevent future tragedies. That one moment that changed their families forever could have been prevented. A life jacket. A propeller guard. An attentive boat operator. An engine cut-off device. An informed adult. By working together to share these stories, the Waves of Hope coalition can have a profound impact on preventing boating and water tragedies. Efforts will equip coalition members, influencers, and others to serve as a nationwide network of boating safety advocates.

Program activities and deliverables will focus on developing a toolkit that can be shared by an influencer network and other boating safety advocates. This toolkit will bring to life the Waves of Hope family stories via the creative concept “For the Love of Boating” connecting a boating safety action to a family story (i.e., wear a life jacket for Connor, never boat under the influence for Alex, and more). This approach will equip people in a position of influence to share Waves of Hope stories and critical boating safety messages. The NSBC has identified quantitative and qualitative evaluation metrics to inform program development and success.

<https://www.safeboatingcouncil.org/>



National Safe Boating Council

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October 18, 2021

U.S. Coast Guard Headquarters
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For the year 2020-2021, the U.S. Coast Guard granted the National Safe Boating Council \$54,000 for Waves of Hope 3320FAN112019. This letter, together with the enclosed Executive Summary, Program Activities, and Program Evaluation, is our final report.

Sincerely,

/Peg Phillips/
Executive Director
National Safe Boating Council

Enclosures: Executive Summary, Program Activities, Program Evaluation



EXECUTIVE SUMMARY

The U.S. Coast Guard awarded the National Safe Boating Council a grant for Waves of Hope, Agreement No. 3320FAN1120.19. Waves of Hope is a coalition of families and friends working together to prevent boating and water tragedies. It provides a platform for survivors, families, and partners to collectively take action, share their stories, and educate others on the importance of responsible boating to prevent future tragedies. That one moment that changed their families forever could have been prevented. A life jacket. A propeller guard. An attentive boat operator. An engine cut-off switch. An informed adult.

Program activities focused on equipping coalition members and influencers to serve as a nationwide network of boating safety advocates empowered to impact their local communities. The NSBC provided many resources for this network to share about boating safety.

Educational resources included packaged family stories, PowerPoint presentation, talking points, logo, fact sheet, promotion items for events, social media template and images, and other template materials. Template materials were made available to Waves of Hope coalition members and influencers in an online toolkit at www.WavesofHopeBoating.org/take-action. The toolkit provided coalition members and influencers with resources to educate others on the importance of responsible boating in hopes to prevent future tragedies. These resources helped to provide a consistent message each time the program was shared in local communities at conferences, meetings, and other events. Advocates could also request a Waves of Hope Outreach Box with printed items including the story cards, wristbands, stickers, and memory coins.

Grassroots resources included an opportunity for Waves of Hope families to apply for funding from the National Safe Boating Council to implement a local outreach effort in their community. Seven recipients were selected through an application process and monitoring. From community events to local radio advertising, these families effectively shared about Waves of Hope and their tragedy with their local community. As one family member shared, “This effort gave purpose to our pain, and a local community is most receptive to change after a local tragedy.”

A limited social media campaign and digital outreach campaign shared about important safety messages with the boating public on behalf of Waves of Hope. These messages were accompanied by a Waves of Hope family story. In addition, the NSBC managed a private Facebook group for coalition members.

The NSBC led monthly networking calls for Waves of Hope families and others who have been impacted by boating or open water tragedies. This is an important part of Waves of Hope as it gives families purpose in their pain and support as they work to prevent their tragedy from happening to someone else. Through this effort, 7 new families joined Waves of Hope, and 5 worked with the NSBC to develop and share their loved one’s story.

Waves of Hope gave a voice to families to remember loved ones lost in a boating or water tragedy, while sharing their story with the boating public in hopes to prevent future tragedies.



PROGRAM ACTIVITIES

The following is a summary of program activities. All activities were completed on time with no delays. Resources and additional information are available at www.WavesofHopeBoating.org.

- 1) **Influencer network:** The NSBC hosted monthly Waves of Hope coalition networking calls for family representatives, state agencies, and other supporters to learn how they can support this effort and support each other. This built the foundation of the Waves of Hope influencer network – equipping 108 families around the nation with access to educational resources from Waves of Hope. From this group, through an application process, seven individuals were selected to receive funding to support their local efforts. Following is a summary of the local impact:
 - **Hunter Bland:** Included the Waves of Hope logo on his professional angler truck, used his social media networks to reach more than 6,500 people with boating safety messages, and shared about his personal story and Waves of Hope at summer tournaments.
 - **Jerilyn Spokis:** Built and stocked a life jacket loaner station at Lake Singletary in Massachusetts.
 - **Theresa Dabiere-Craig:** Worked with summer youth recreation camps to offer a water safety program, sharing about her son Sean’s story and Waves of Hope. She specifically focused on the importance of always wearing a life jacket while boating. She also gave several presentations at local events, supported National Safe Boating Week, and shared information on social media.
 - **Cassi Free:** Developed a sign to post at launch points educating boaters about the dangers and presence of carbon monoxide. Working with the NSBC and the U.S. Army Corps of Engineers, 4,000 signs were distributed around the country.
 - **Dana Gage:** Developed a series of radio ads focused on life jacket wear that were shared prior to and during Labor Day of 2021 on 96.7 The Ticket, KTCK-AM (a Cumulus Radio station). The radio station provided three times the number of airplay beyond the advertising investment.
 - **Jan Willhite-Iserman:** Worked with her local community to share about boating safety with young children, including autistic children. This included life jacket fit educational events. She also stocked a local life jacket loaner station and worked with the local sheriff department marine division to share information about Waves of Hope.
 - **Camilla Molica:** Distributed water safety items during a safety seminar in May at Lake of the Ozarks and shared her story of losing her husband and son in a fishing tragedy. She also worked with local schools to share her family’s story.



- 2) **Educational resources:** A toolkit of educational resources was developed to provide influencers and coalition members with resources to educate others on the importance of responsible boating in hopes to prevent future tragedies. These included packaged family stories, PowerPoint presentation, talking points, logo, fact sheet, promotion items for events (memory coins, wristbands, stickers, printed story cards), social media template and images, and other template materials. These were available in an online toolkit at www.WavesofHopeBoating.org/take-action. Printed items were made available in the Waves of Hope Outreach Box.

- 3) **Social media and digital marketing:** The limited social media campaign and digital outreach campaign shared important safety messages with the boating public by connecting the messages to a Waves of Hope family story. These were shared across the NSBC's Facebook and Twitter accounts, reaching approximately 83,000 people. Template social media content and images for others to use can be found at www.WavesofHopeBoating.org/take-action. In addition, the NSBC managed a private Facebook group for coalition members to communicate outside of monthly networking calls, sharing outreach tips with each other and providing mutual support.

PROGRAM EVALUATION

The following are program metrics as of October 5, 2021:

- 1) **Influencer network:** There are 108 members of the private Waves of Hope Facebook page, serving as the foundation for the influencer network. The seven individuals who received Waves of Hope funding reached seven local communities, as well as a nationwide reach through social media efforts. Together they attended 20 events, distributed 2,000 launch point reminder signs, educated 100 youth, and more. These events will make an everlasting impact in their local communities. In addition, 35 people received Waves of Hope Outreach Boxes.

- 2) **Digital analytics:** Over the last year, there were more than 3,700 visitors to www.WavesofHopeBoating.org. On social media, there were approximately 1,000 engagements on Waves of Hope content.

- 3) **Reactions:** As one Waves of Hope family member shared, "This effort gave purpose to our pain, and a local community is most receptive to change after a local tragedy." On social media, many shared their condolences with Waves of Hope families and shared the social media content posted by the NSBC.