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-2014-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: Water Sports Foundation (WSF)
Grant Number: 3314FAN140224
Grant Title: - Increasing the Awareness of Safe Boating Practice

Award Amount: $700,000.00

Synopsis:
Increasing Awareness of Safe Boating Practices — For four years now, the Water Sports Foundation (WSF) has managed a U.S. Coast Guard non-profit grant called Increasing Awareness of Safe Boating Practices which is designed to heighten public awareness of safe boating practices through the use of standard and non-standard media. The grant effectively addresses the U.S. Coast Guard’s Strategic Plan, specifically Objective II entitled Boating Safety Outreach. The grant’s efforts are most notable in distributing safe boating messages that includes videos, banner ads, print ads, and articles to boaters through 17 affinity publications and their related digital media such as Boating, Boating World, Field & Stream and Canoe & Kayak just to name a few. The grant uses four leading boating media publishers reaching more than 20 million. In addition to its own safety messages, the grant also promotes the safety messages of eight boating safety organizations such as ABYC, ACA, NSBC and NASBLA — a program that’s called Cross Pollination. In three years, the grant has delivered more than 200 million safe boating impressions to boaters and prospective new boaters.
Grant Objective
The objective of the Increasing the Awareness of Safe Boating Practices campaign is to heighten public awareness of boating safety with the major focus of the effort on how to modify the attitudes and behavior of boaters and prospective boaters with a special attention on operators being responsible for their own safety as well as the safety of their passengers. As a means to improve boating safety and to reduce boating accidents and casualties, the outreach effort focused on the areas of:

- Increased life jacket wear rates
- Reduction of boating-under-the-influence (BUI) incidents
- Increased awareness of boating navigation rules
- Increased awareness of boating education courses

Grant Strategy
Content experts:
- Deliver broad reach for boating safety messages
- Create incentives and interest to dive deeper into content
- Create interactivity and engagement with content
- Provide a comprehensive resource for boating safety content

Means
The campaign utilized traditional and non-traditional media to increase the awareness of safe boating practices. This included contracting the boating industry’s most well-known boating media outlets to create and distribute safe boating advertising messages. The outlets include:

- Bonnier Corp. – the world’s largest marine publishing company
- Duncan McIntosh – producers of Boating World and Sea
- Alliance Multimedia – producers of high quality video content
- The Enthusiast Network – a well-known paddle sports publisher

Methods
Through each media outlet, Increasing the Awareness of Safe Boating Practices utilized a combination of outreach tools including the following:

- Website promotion - banner advertising
- E-Marketing - electronic newsletter banner advertising
- Exclusive safe boating microsites
- Social media promotion
- Print advertising
- Development and distribution of video PSA’s and alternative ending webisodes
- Safe boating editorial content delivered digitally and in print
- Ad design - creation and development of

**Cross Pollination**

In addition to delivering its own safety messages during FY2014, *Increasing the Awareness of Safe Boating Practices* also delivered boating safety advertising messages from other U.S. Coast Guard boating safety partners including:


**Campaign Results** (compiled from analytic data produced by four media providers)

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**FISCAL YEAR 2014 IMPRESSIONS – 131,802,507**

**CAMPAIGN ANALYTICS**

**MEASURED ANALYTICS FOR THE PERIOD JULY 1, 2014 – JUNE 30, 2015**

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>MEASURED BY</th>
<th>TOTAL *</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDITORIAL ENEWSLETTER BANNERS</td>
<td>IMPRESSIONS</td>
<td>18,497,362</td>
</tr>
<tr>
<td>CUSTOM ENEWSLETTERS</td>
<td>IMPRESSIONS</td>
<td>906,270</td>
</tr>
<tr>
<td>DIGITAL DISPLAY ADS</td>
<td>IMPRESSIONS</td>
<td>13,689,216</td>
</tr>
<tr>
<td>DIGITAL SAFE BOATING QUIZZES</td>
<td>IMPRESSIONS</td>
<td>29,551,831</td>
</tr>
<tr>
<td>DIGITAL EDITIONS</td>
<td>IMPRESSIONS</td>
<td>163,702</td>
</tr>
<tr>
<td>PARTNER PAGE PROMOTIONS</td>
<td>IMPRESSIONS</td>
<td>62,674,240</td>
</tr>
<tr>
<td>BOATING SAFETY MICROSITES</td>
<td>IMPRESSIONS</td>
<td>694,057</td>
</tr>
<tr>
<td>BOATING SAFETY MICROSITES</td>
<td>UNIQUE VISITORS</td>
<td>422,718</td>
</tr>
<tr>
<td>CUSTOM VIDEO PSA’S &amp; WEBISODES</td>
<td>IMPRESSIONS</td>
<td>29,919</td>
</tr>
<tr>
<td>CUSTOM VIDEO PSA’S &amp; WEBISODES</td>
<td>HOURS WATCHED</td>
<td>610</td>
</tr>
<tr>
<td>SOCIAL MEDIA PROMOTION</td>
<td>IMPRESSIONS</td>
<td>816,543</td>
</tr>
<tr>
<td>PRINT ADVERTISING</td>
<td>PAGES</td>
<td>44</td>
</tr>
<tr>
<td>PRINT ADVERTISING</td>
<td>IMPRESSIONS</td>
<td>4,779,367</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>IMPRESSIONS</td>
<td>131,802,507</td>
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<tr>
<td>SUBTOTAL</td>
<td>UNIQUE VISITORS</td>
<td>422,718</td>
</tr>
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</tr>
<tr>
<td>SUBTOTAL</td>
<td>PRINT PAGES</td>
<td>44</td>
</tr>
</tbody>
</table>

* Analytics presented are a compilation from four media providers used in the FY2014 grant

A U.S. Coast Guard non-profit grant awarded to and managed by the Water Sports Foundation, Inc.

Orlando, Florida 407-251-9039
Research Findings
As part of the annual boating safety survey, the Water Sports Foundation measures audience attitudes and behaviors related to life jacket wear, BUI, boater education and navigation rules. The results are compared to the campaign’s baseline study that was originally conducted in 2011. The most notable and measurable changes in audience responses include:

- Life Jacket Usage
  - 6.6% increase in respondents who believe that the law should require adults to wear life jackets aboard when the boat is moving.
  - 2.6% increase in respondents who say passengers under age 13 wear a life jacket on their boat all or most of the time.
  - 1.5% increase in the number of respondents who say there are enough life jackets for the maximum passenger rating of their boat.

- Boating Under the Influence
  - 14.1% decrease in the number of people who say they drink alcohol on a boat when they are the driver.
  - 0.9% decrease in the number of people who reported ever driving a boat while under the influence of alcohol.
  - 7.3% increase in the number of people who report they are familiar with any rules/laws regarding drinking alcohol while driving or riding in a boat.

- Boater Education & General Boating Safety
  - 18.6% increase in the number of respondents who say that they take advantage of the USCG Auxiliary safety inspection program annually.
  - 12.1% increase in the number of respondents who say they have had a free vessel safety check performed by either the USCG Auxiliary or US Power Squadrons.
  - 11.8% increase in respondents who have taken boating safety courses for Captain’s licenses and/or US Power Squadron and/or USCG Auxiliary.
  - 3.5% increase in people who say they have visited the USCG Boating Safety Resources Center website.
Summary
Based on the results provided in comparative research from December 2011 with the same research conducted at the conclusion of the FY2014 grant, the Water Sports Foundation reports that all measures are successfully operating towards achieving the overarching goal of “increasing the awareness of safe boating practices.”

<table>
<thead>
<tr>
<th>YEAR</th>
<th>DEATHS</th>
<th>INJURIES</th>
<th>ACCIDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>758</td>
<td>3081</td>
<td>4588</td>
</tr>
<tr>
<td>2012</td>
<td>651</td>
<td>3000</td>
<td>4515</td>
</tr>
<tr>
<td>2013</td>
<td>560</td>
<td>2620</td>
<td>4062</td>
</tr>
<tr>
<td>2014</td>
<td>610</td>
<td>2678</td>
<td>4064</td>
</tr>
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</table>

Specifically, more boaters are aware of the need for life jacket wear, the dangers of BUI, the importance of understanding navigational rules and the need for taking a safe boater education course than before the campaign began. In addition to the conclusive research and as a result of this campaign, boating accidents and deaths as reported by U.S. Coast Guard statistics show that over the past three years accidents and deaths have trended down, which is further proof that the efforts of Increasing the Awareness of Safe Boating Practices is achieving its goals of making boating safer in America.

Statement of Conclusion

Recreational boating is safer as a result of the efforts provided by the non-profit grant Increasing the Awareness of Safe Boating Practices.

For more information you may contact the Water Sports Foundation, Inc. at 407-251-9039