

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



Water Sports Foundation, Inc.  
United States Coast Guard Non-Profit Grant

## ***“Increasing the Awareness of Safe Boating Practices”***

FY2014 Nonprofit Grant Measurable Results Final Report  
Executive Summary for the period July 1, 2014 – June 30, 2015

### 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 microsities
- 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:

- ABYC, NASBLA, NSBC, US Power Squadron, US Sailing, Energy Education Council, ACA, and the USCG Auxiliary

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

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

## CAMPAIGN ANALYTICS

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

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

\* 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:

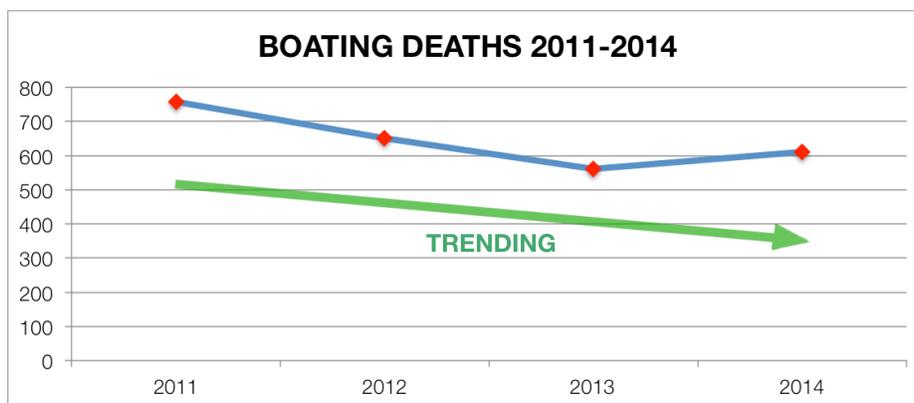
- Life Jacket Usage
  - 6.6% increase in respondents who believe that the law should require adults to wear life jackets aboard when the boat is moving.
  - 2.6% increase in respondents who say passengers under age 13 wear a life jacket on their boat all or most of the time.
  - 1.5% increase in the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

YEAR	DEATHS	INJURIES	ACCIDENTS
2011	758	3081	4588
2012	651	3000	4515
2013	560	2620	4062
2014	610	2678	4064

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