



# 2018 Resource Kit



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.



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# Let's Get Connected

## Introduction

Even the most experienced boaters on our waterways too often forget a proven life-saving measure when they head out. One such measure is to wear an engine cut-off device, or "kill switch."

The National Safe Boating Council's Get Connected campaign is designed to educate and promote use of this imperative safety measure. In 2016 alone, there were 171 accidents in which at least one person was struck by a propeller. These accidents resulted in 24 deaths and 175 injuries, all of which we believe were preventable. If we can influence more boaters to put this simple safety measure into place each time they head out, we are confident we will see a measurable reduction in boater injuries and fatalities.

Launched in July 2017, the Get Connected campaign stresses the importance of the engine cut-off systems through a series of messages. Partner authorities are provided with radio and video public service announcements, social media posts, an editable press release, fast facts, and printable collateral they can use to promote this lifesaving safety message to boaters in their region. Campaign resources can be found at [www.GetConnectedBoating.org](http://www.GetConnectedBoating.org).

The National Safe Boating Council is the lead agency aimed at promoting safe boating practices through education, outreach and training. The NSBC works with more than 330 U.S. and Canadian organizations committed to reducing boating accidents and enhancing the boating experience.

Visit [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org) for more on NSBC, its partners and the resources it provides.

Thank you for joining us in our mission of saving lives on the water through safer boating through education, outreach, and training.

### **Peg Phillips**

Executive Director

National Safe Boating Council

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# National Safe Boating Council Introduces 'Get Connected' Campaign to Encourage Broader Use of Engine Cut-Off Devices

**Initiative aimed to educate, save lives**

**Manassas, VA (July 12, 2017)**

Boaters nationwide will be encouraged to "Get Connected" and use their engine cut-off device, more commonly referred to as a "kill switch," every time they go boating through a series of branded messages and resources as part of the National Safe Boating Council's (NSBC) new campaign.

An engine cut-off device is a proven safety device used to stop the boat's engine should the driver unexpectedly fall overboard. The boat operator or their passenger can unexpectedly fall overboard when the boat hits a wave, wake, takes a sharp turn, runs into a submerged object, suffers steering failure, and more. Traditionally, a lanyard attaches the boat operator to the system. Wireless devices are now gaining popularity as well.

"Our goal is to make using the engine cut-off device another subconscious safety habit, like wearing a seatbelt or putting on a life jacket," said NSBC Executive Director Peg Phillips. "We know this has the potential to prevent propeller strike casualties. Putting this simple safety measure in place is imperative."

The Get Connected campaign launches July 12, 2017. Materials provided upon launch are designed to support recreational boating safety professionals and include a series of video and audio public service announcements, a fact sheet, a press release, a series of social media posts and printable promotional files. Messaging is designed to educate boaters about the different engine cut-off device technologies that are currently available on the market, and how they can proactively make a day on the water safer.

"We know not every boater uses the engine cut-off device," continued Phillips. "In 2016 alone, there were 171 accidents in which at least one person was struck by a propeller. Collectively, these accidents resulted in 24 deaths and 175 injuries. If we all go the distance to make sure one is installed, and the utilized every time a boat is on, we are confident we will see a measurable reduction in boater injuries and fatalities."

Get Connected campaign resources can be found in the attached resource kit and at [www.GetConnectedBoating.org](http://www.GetConnectedBoating.org). The NSBC's Get Connected campaign is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

## **About the National Safe Boating Council**

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org), follow @SafeBoatCouncil on Twitter and follow on Facebook at [www.facebook.com/NationalSafeBoatingCouncil](https://www.facebook.com/NationalSafeBoatingCouncil).

## **Media Contact**

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# National Safe Boating Council and (LOCAL AUTHORITY NAME) Launches ‘Get Connected’ Campaign to Encourage Broader Use of Engine Cut-Off Devices

— Initiative aimed to educate, save lives

City, St. (July XX, 2017)

The National Safe Boating Council (NSBC) and participating local authorities (OR LIST LOCAL AUTHORITIES HERE) reminds (REGION) boaters to “Get Connected” and use their engine cut-off device, more commonly referred to as a “kill switch,” every time they go boating.

An engine cut-off device is a proven safety device used to stop the boat’s engine should the operator unexpectedly fall overboard when the boat hits a wave, wake, takes a sharp turn, runs into a submerged object, suffers steering failure, and more. Traditionally, a lanyard attaches the boat operator to the system. Wireless devices are now gaining popularity as well. Some are designed to kill the engine should passengers fall overboard.

“Our goal is to make use of the engine cut-off device a subconscious safety habit. Like we encourage recreational boaters to wear a life jacket at all times, this new initiative will ask boaters to always be equipped with their engine cut-off device,” said NSBC Executive Director Peg Phillips. “We know this has the potential to prevent propeller strike casualties. Putting this simple safety measure in place is imperative.”

The Get Connected campaign launches July 12, 2017. Materials provided upon launch are designed to support recreational boating safety professionals and include a series of video and audio public service announcements, a fact sheet, a press release, a series of social media posts and printable promotional files. Messaging is designed to educate boaters about the different engine cut-off device technologies that are currently available on the market, and how they can proactively make a day on the water safer.”

“Engine cut-off devices can prevent propeller-related injuries, many of which occur after a person falls overboard and is subsequently hit by the vessel’s propulsion unit as the vessel circles around,” continued Phillips. “In 2016 alone, there were 171 accidents in which at least one person was struck by a propeller. Collectively, these accidents resulted in 24 deaths and 175 injuries. If we all go the distance to make sure one is installed, and then utilized every time a boat is on, we are confident we will see a measurable reduction in boater injuries and fatalities.”

Get Connected campaign resources can be found at [www.GetConnectedBoating.org](http://www.GetConnectedBoating.org). The NSBC’s Get Connected campaign is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

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## Media Contact

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# Fast Facts

National Safe Boating Council

Get Connected Engine Cut-Off Device Campaign

- According to the U.S. Coast Guard's 2016 Recreational Boating Safety Statistics, there were 171 accidents in which at least one person was struck by a propeller. Collectively, these accidents resulted in 24 deaths and 175 injuries.
- Most propeller injuries and fatalities involve open motorboats from 16 to 25 feet in length and result from operator inattention, inexperience, and carelessness.
- Emergency engine/propulsion cut-off devices, sometimes referred to as an engine cut-off switch or kill switch, are a time-proven safety device used to stop the boats engines should the operator unexpectedly fall overboard.
- The National Safe Boating Council (NSBC), through its Get Connected Campaign, reminds boaters nationwide that the engine cut-off devices save lives.
- The 'Get Connected' campaign provides tools and resources to recreational boating safety professionals. It is aimed to deliver comprehensive and consistent messaging to boaters about the safety of the engine cut-off device by providing branded material, public service announcements, social media posts, and fast facts on the issues surrounding engine cut-off devices. Campaign resources can be found at [www.GetConnectedBoating.org](http://www.GetConnectedBoating.org).
- Accident reports show that using the engine cut-off device prevents propeller injuries and deaths.
- A majority of boat manufacturers install the systems and provide the device. Older boat models may require a system be installed.
- There are multiple engine cut-off devices currently available on the market ranging from simple lanyards to wireless models.
- Although rare, when a boat operator is tossed overboard, it is often due to hitting a large wake or wave, a sharp turn, a steering failure, or a collision with an object. In these events, the wheel is often turned. Unmanned powerboats will often turn in a circle, placing those in the water at risk of being hit by the boat and propeller if the engine cut-off device is not used.
- The NSBC's Get Connected Campaign is produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.
- The NSBC promotes "Safer Boating Through Education, Outreach and Training." Information on NSBC and its resources are available at [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org).

# Brand Guidelines



## Logo variations.

Use the black logo (left) for light backgrounds or when positioned within a white circle. Use the white variation (right) when placing the logo on images or darker colours. Always ensure that the outer circle is red.

## Logo placement.

Ensure that there is plenty of space around the logo. Be aware that at smaller sizes the text will be unreadable so test it to ensure legibility. Put the tag "Always use your engine cut-off device" - use in conjunction with the logo where applicable.

**Helvetica Bold for titles.**  
**Use red for *emphasis*.**

Helvetica regular for sub titles.

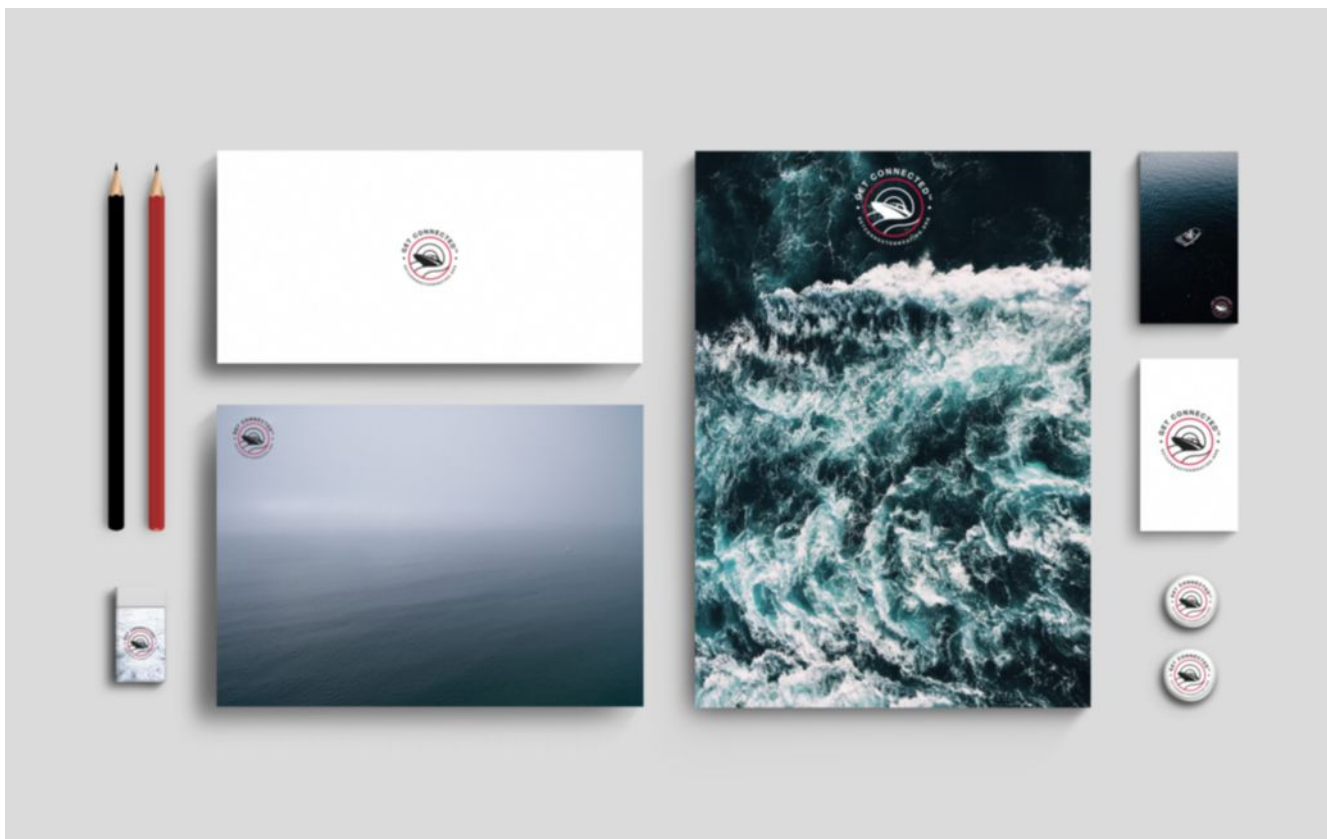
Helvetica regular is also used for body copy.

**Use white when placing  
text over images.**

## Typography

Written communication should be clear and effective. Use short phrases for titles and give context with sub titles. When adding type to images find areas that don't disrupt the type (i.e. sky, clear water).

# Examples of Shareable Content

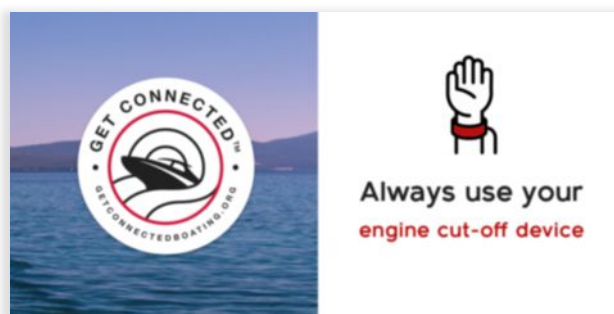
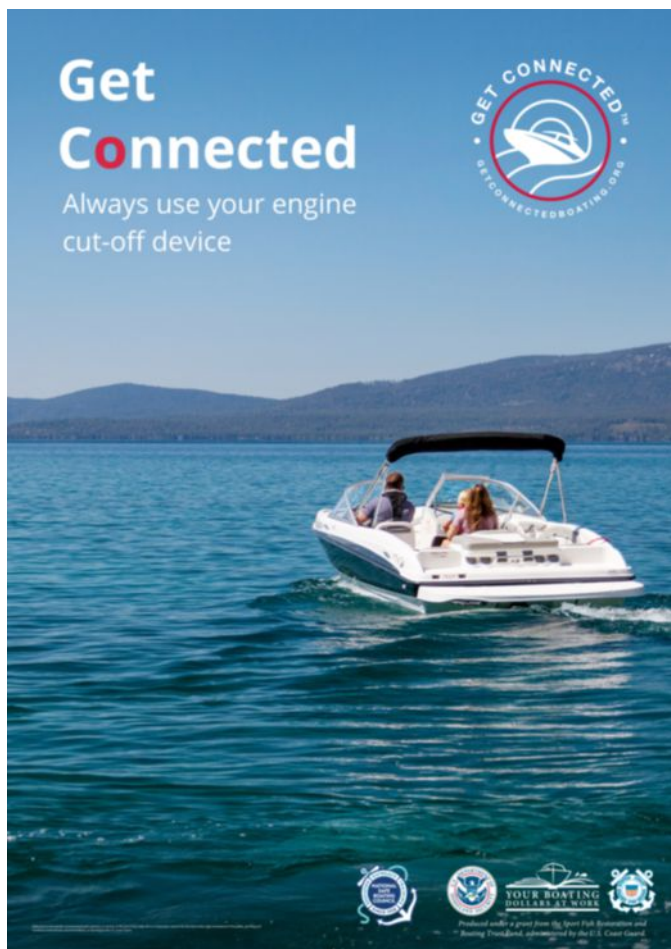


**Above**

Examples of promotional merchandise sporting the Get Connected logo.

**Below**

A Get Connected promotional banner.

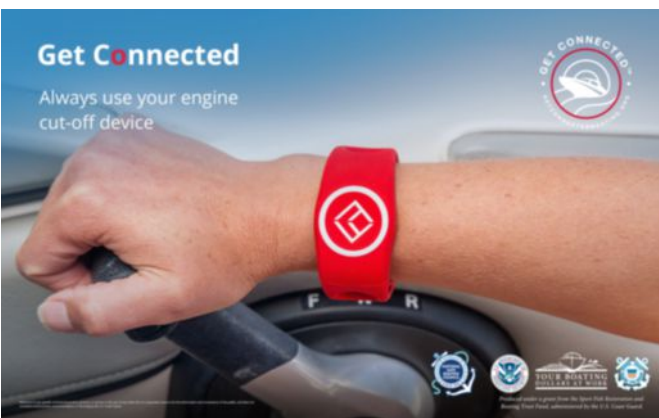
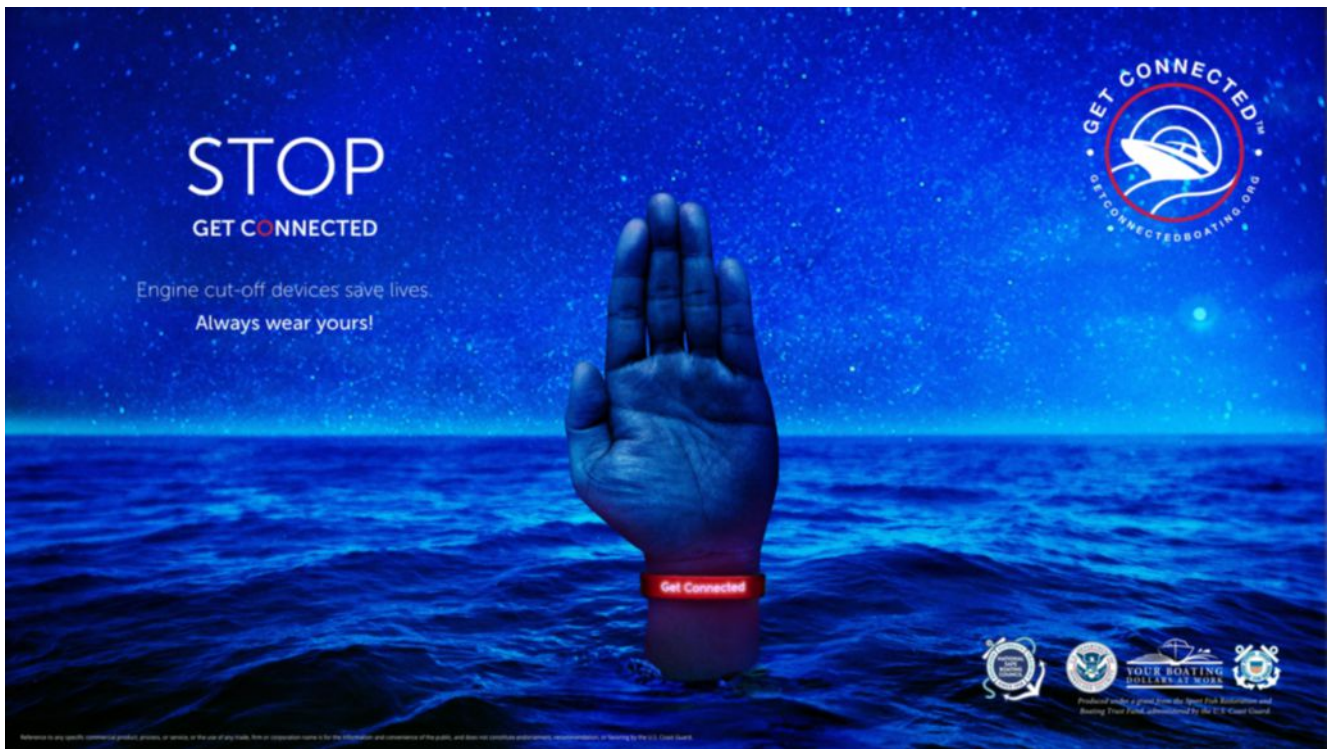


**Left**

Poster promoting the Get Connected message.



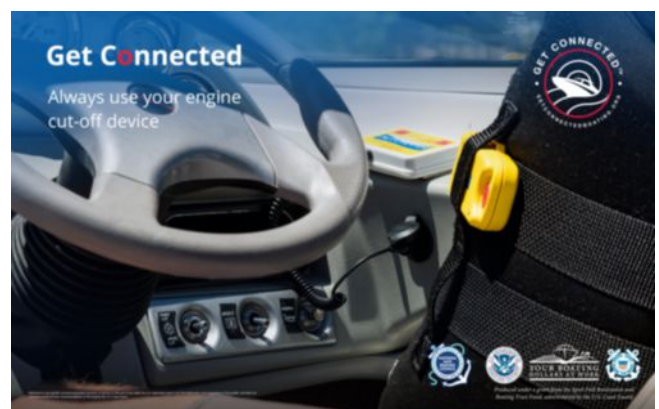
# Examples of Shareable Content



**Above**  
Get Connected campaign artwork with powerful imagery.



**Left and below**  
Artwork with clear call to action in imagery and Instagram Get Connected campaign image.



# Radio PSA scripts

National Safe Boating Council

**Get Connected** Engine Cut-Off Device Campaign

## 60-Second Radio PSA

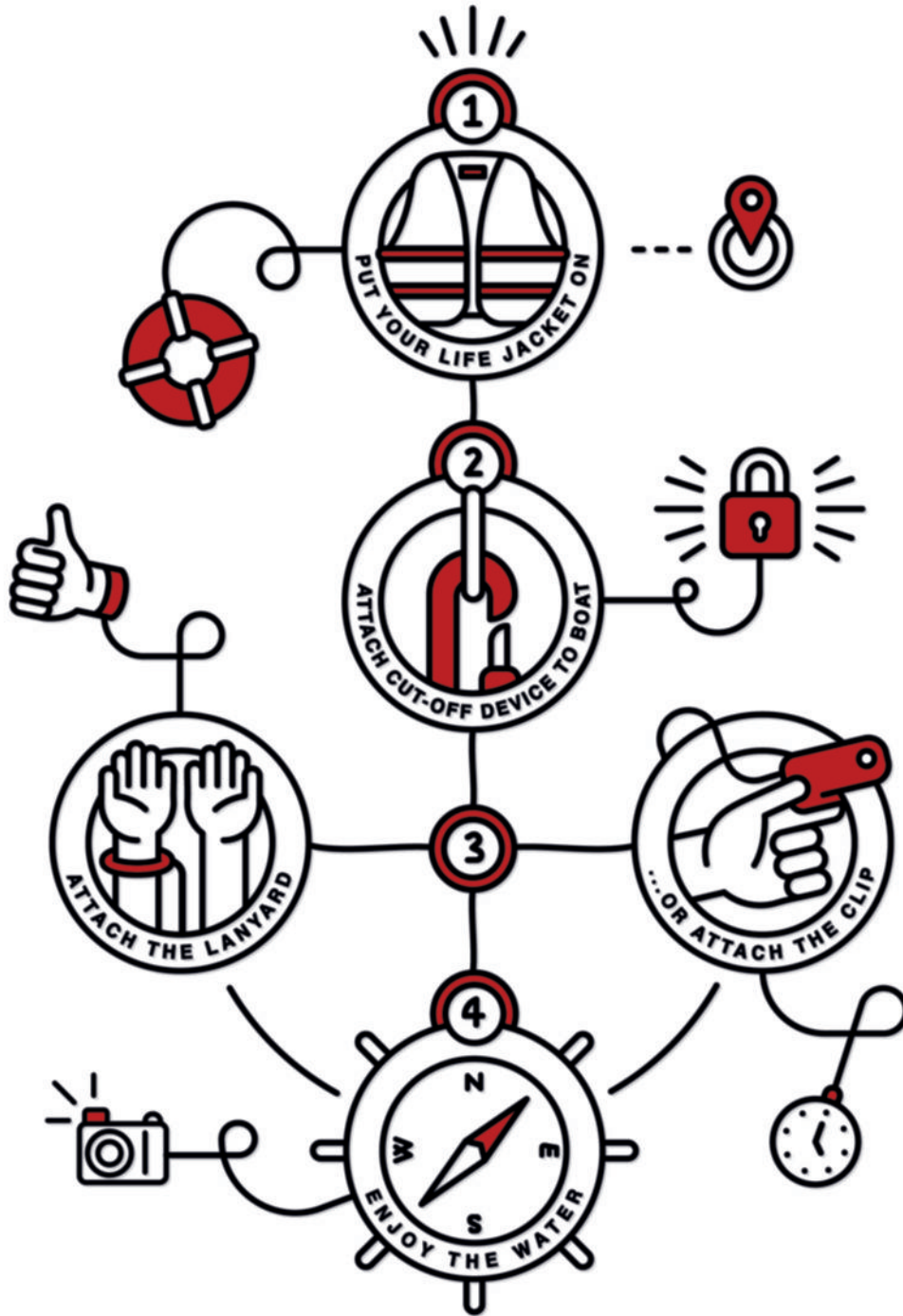
This boating season, Get Connected! The National Safe Boating Council and its local partners would like to remind you to always use your engine cut-off device, also called a kill switch. Be sure that everyone onboard is wearing a U.S. Coast Guard approved life jacket and never drink and boat under the influence. In two-thousand-sixteen, twenty-four people died in propeller-related accidents and more than one-hundred-seventy injuries. Many of these accidents could have been prevented with the use of the engine cut-off device which stops the boat's engine should the operator unexpectedly fall overboard. There are also new wireless devices now on the market. Wearing an engine cut-off device is an imperative safety step every time you go boating. This message is brought to you by the National Safe Boating Council. Learn more about the Get Connected campaign at [get connected boating dot org](http://getconnectedboating.org).



## 30-Second Radio PSA

The National Safe Boating Council reminds boaters to Get Connected and always use the engine cut-off device. Last year, twenty-four people died in propeller-related accidents and more than one-hundred-seventy injuries. Many of these accidents could have been prevented with the use of the engine cut-off device - a proven safety device used to stop the boat's engine. This message is brought to you by the National Safe Boating Council. Learn more at [get connected boating dot org](http://getconnectedboating.org).





# GET CONNECTED

ALWAYS WEAR YOUR ENGINE CUT-OFF DEVICE





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