



2019 RESOURCE KIT

Safe Boating Campaign

Promoting boating and life jacket safety
to boaters everywhere



safeboatingcampaign.com

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

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WELCOME from the National Safe Boating Council

DEAR BOATING SAFETY ADVOCATES,

At the National Safe Boating Council, we believe wearing a life jacket is the simplest way to ensure the safety of you and your family while enjoying a day on the water. Our Safe Boating Campaign is a yearlong effort focused on spreading the message of boating safety and the importance of always wearing a life jacket each time a boater is on the water, no matter what the activity may be. The annual campaign kicks off the weekend before Memorial Day with National Safe Boating Week and continues throughout the year with various events and activities. The tried and true tagline, Wear It, has had a profound impact on boater behavior around the world.



The Safe Boating Campaign also reminds boaters of important safety practices such as taking a boating safety course, never boating under the influence, and knowing navigational rules. Statistics from the U.S. Coast Guard statistics tell the story that responsible boating can save lives.

Thank you to our new and returning partners as we continue in this important mission to create a culture of responsible boating. The campaign continues to grow on international, national and localized, grassroots levels. In fact, the campaign has spread beyond North America and expanded around the world.

We know that this effort is an important to many outdoor, water and safety enthusiasts. Communication efforts strive to enforce that responsible boating is fun and encourage more people to get out on the water. A variety of resources, such as more infographics and images, are available free of charge to boating enthusiasts, campaign partners and the media at safeboatingcampaign.com.

Importantly, we know our efforts are working. A recent survey found that participants aware of the campaign are significantly more likely to wear life jackets always or most of the time because they “feel safest when wearing a life jacket/it is a safe practice” and “have heard of situations where a life jacket has saved a life.” Simply stated, we have to keep going and continue to grow the Safe Boating Campaign until safety becomes second nature to everyone who sets out on a boat.

We look forward to another great boating season, leveraging the successful messages of the past and adding new tactics to reach an ever-broadening audience of boating participants. Please take a moment to review these resources and learn what the Safe Boating Campaign has to offer. If you don't find what you need, please visit safeboatingcampaign.com or email outreach@safeboatingcouncil.org.

See you on the water! #safeboating

Regards,

Yvonne Pentz
Communications Director
National Safe Boating Council

GET INVOLVED



Become a campaign partner and help us spread the message of boating safety and the importance of always wearing a life jacket each time on the water.

Thank you to all our new and returning partners!

Each year the Safe Boating Campaign kicks off with National Safe Boating Week and continues throughout the year with fun events like Wear Your Life Jacket to Work Day and Ready, Set, Wear It.

2019 Events

- **Wear Your Life Jacket to Work Day | May 17:** Hosted by the National Safe Boating Council, this annual event is a fun, educational way to heighten life jacket awareness and highlight the various styles just prior to the official launch of the Safe Boating Campaign. Anyone can join in this fun event! Wear your life jacket to work, snap a picture while at work and share on social media with the hashtags #lifejacket2work and #safeboating.
- **National Safe Boating Week | May 18-24:** The Safe Boating Campaign kicks off the weekend before Memorial Day with National Safe Boating Week and continues throughout the year. Find partners in your local community who support the Safe Boating Campaign and find out how you can get involved in outreach events at safeboatingcampaign.com. Remember, any time you're boating, set an example for others and always wear a life jacket and boat responsibly.
- **Ready, Set, Wear It | Dates Vary By Local Partners:** Previously only offered on select dates throughout the summer, Ready, Set, Wear It is now implemented by campaign partners on various dates throughout the summer boating season. This family-friendly event teaches boaters about the importance of always wearing a life jacket, along with helpful care and maintenance information. With a bit of fun along the way! This may be a standalone event or incorporated into other local outreach efforts. #RSWI2019

Get Involved

Safety on the water is everyone's responsibility and it's through partners like you that we can spread this message even further. Please take a few minutes and explore the ways you can get involved, or further your involvement, with the Safe Boating Campaign. Safety starts with you. It only takes one minute, but the reward lasts a lifetime. Visit safeboatingcampaign.com to learn more.

RESEARCH



Understanding how boaters view life jackets, how they prepare before they head out on the water or what behaviors they display while enjoying the outdoors is imperative to the success of the Safe Boating Campaign. The National Safe Boating Council conducts an Annual Awareness Survey to measure the impact of the campaign's education efforts, specifically the impact on life jacket wear, attitudes and safety behavior of boaters.

The annual survey has found the Safe Boating Campaign continues to positively influence individual safety practices throughout various water activities. The research reiterates the positive impact the Safe Boating Campaign's education efforts have had on boaters' life jacket and safety practices.

To read the survey findings, please visit safeboatingcampaign.com.

Key Survey Findings

- Boaters who are aware of the campaign are significantly more likely than those who are unaware to wear their life jackets “always or most of the time.”
- Boaters who are aware of the campaign agree with the statements such as “I believe drowning fatalities related to boating accidents would be dramatically reduced if more people wore life jackets.”
- Boaters in locations with high campaign activity wear their life jackets when “conditions or weather is bad or expected to worsen.”
- Top two main barriers to using life jackets are discomfort and no legal requirement to wear one.
- Boaters who wear their life jackets “always or most of the time” are significantly more likely than other boaters to be aware of the campaign and recognize the campaign's logo.
- Some participants said boating safety education and hearing or seeing reminders to wear a life jacket might motivate others to wear life jackets.

TOP RANKED STATES

REPORTED BOATING ACCIDENTS

Source: U.S. Coast Guard 2017 Recreational Boating Safety Statistics

RANK	STATE	TOTAL DEATHS	TOTAL INJURIES
1	Florida	66	420
2	Texas	63	100
3	California	50	249
4	Wisconsin	25	78
5	New York	22	75
6	Alabama	21	32
7	Michigan	20	65
8	Ohio	20	50
9	Alaska	20	2
10	Louisiana	19	75

REPORTED BOATING ACCIDENTS

Source: U.S. Coast Guard 2017 Recreational Boating Safety Statistics

RANK	STATE	TOTAL ACCIDENTS	FATAL ACCIDENTS
1	Florida	723	60
2	California	350	49
3	Texas	170	51
4	New York	167	19
5	South Carolina	151	12
6	Maryland	147	6
7	Missouri	124	10
8	Arizona	123	11
9	Ohio	117	20
10	North Carolina	117	15

RECREATIONAL BOATING SAFETY FACTS

All figures are from the U.S. Coast Guard's 2017 Recreational Boating Safety Statistics, the latest official record of reported recreational boating accidents. Full report available: http://uscgboating.org/statistics/accident_statistics.php

Key Facts

- Drowning was reported as the cause of death in 76 percent of all fatalities (four out of five people died from drowning).
- Approximately 84.5 percent of those who drowned were not wearing life jackets.
- In 2017, the Coast Guard counted 4,291 accidents that involved 658 deaths, 2,629 injuries and approximately \$46 million dollars of damage to property as a result of recreational boating accidents.
- The fatality rate was 5.5 deaths per 100,000 registered recreational vessels. This rate represents a 6.8 percent decrease from the 2016 fatality rate of 5.9 deaths per 100,000 registered recreational vessels.
- Only 14 percent of deaths occurred on boats where the operator had received boating safety instruction.
- Operator inattention, improper lookout, operator inexperience, machinery failure and alcohol use as the top five primary contributing factors in accidents.
- Alcohol use is the leading known contributing factor in fatal boating accidents. Where the primary cause was known, alcohol was listed as the leading factor in 19 percent of deaths.
- Where data was known, the most common types of vessels involved in reported accidents were open motorboats (46 percent), personal watercraft (18 percent) and cabin motorboats (16 percent).

Data Snapshot

- Fatalities: 658
- Drownings: 449
- Injuries (requiring medical treatment beyond first aid): 2,629
- Boating accidents: 4,291
- Property damage: \$49,992,120.93
- Number of registered recreational boats in the U.S.: 11,961,568



LIFE JACKET FACTS

Most boaters know they're required to have a U.S. Coast Guard-approved wearable life jacket on board for every person on their boat. Boating safety advocates recommend that all boaters and passengers not only have a life jacket, but wear it at all times while boating.

Accidents on the water can happen much too fast to reach and put on a stowed life jacket. Drowning is the reported cause of death in 76 percent of all boating fatalities – and 84.5 percent of drowning victims in recreational boating accidents were not wearing a life jacket in 2017.

The good news is that today's life jackets are much more comfortable, lightweight and stylish than the bulky orange style most boaters know. Life jackets that use inflatable technologies are cool and comfortable. They may resemble a pair of suspenders or a belt pack. Many inflate automatically when immersed in water.

There are life jacket styles available for almost any boating activity.



Cruising in an open motorboat:

Comfort is key – choose a life jacket you'll want to wear. For ages 16 and older, inflatable life jackets are a great option.



Hunting and cold weather:

Full coats and suits are available in camouflage colors for waterfowl hunting and for those who boat when air and water temperatures are cool.



Fishing: Designed with the angler's needs in mind; vest-style life jackets have features such as pockets and clips to replace the fishing vest and keep the angler safe, while allowing for the needed full range of motion and mobility.



Paddling: Special life jackets are designed with large openings for arms to allow ease of movement.



Personal watercraft and water sports: Inherently buoyant, lighter-weight life jackets are rugged, with multiple buckles and clasps to keep them secure after impact with the water.



Children: Virtually all styles available are sized especially for children – some with cartoon characters or other high-visibility themes, and many include additional safety features such as straps for pulling children from the water.



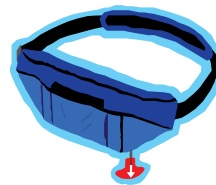
Pets: Life jackets are even available for our four-legged friends. It's helpful to purchase one with a handle on top to easily pull your pet out of the water, if needed.

HAVE THE RIGHT LIFE JACKET?

No matter what the activity or style chosen, the most important thing is this: Remember to be responsible and always wear your life jacket while boating.

Looking for a life jacket? Today's life jackets come in a variety of shapes, sizes, colors and materials. No matter which life jacket you choose, be sure it's right for you, your planned activities and the water conditions you expect to encounter.

Download Have the Right Life Jacket infographic at safeboatingcampaign.com.



Try It On

- Check the manufacturer's ratings for your size and weight.
- Make sure the life jacket is properly zipped and/or buckled.
- Check for fit by raising your arms above your head while wearing the life jacket and ask a friend to grasp the tops of the arm openings and gently pull up.
- Ensure your life jacket fits properly with no excess room above the openings and the life jacket does not ride up over your chin or face. A snug fit in these areas shows the life jacket fits properly.

Fit Facts

- It is extremely important that you choose a life jacket that fits properly.
- Life jackets that are too big will cause the flotation device to push up around your face, which could be dangerous.
- Life jackets that are too small may not be able to keep your body afloat.



Important Reminders

- Make sure your life jacket is U.S. Coast Guard approved.
- Double check that your life jacket is appropriate for your favorite water activities. Read the label!
- Take the time to ensure a proper fit. A life jacket that is too large or too small can cause different situational problems.
- Check your life jacket is in good serviceable condition, with no tears or holes. Test to make sure it works properly.
- Life jackets meant for adult-sized people do not work for children. If you are boating with children, make sure they are wearing properly fitted, child-sized life jackets based on their weight. Do not buy a life jacket for your child to "grow into."

Some state laws vary, but it is always safe to assume, and a smart move, no matter what the age to always wear your life jacket. On recreational boats underway, children under 13 years old must wear a U.S. Coast Guard approved life jacket unless they are below decks or in an enclosed cabin. For more information, please check with local Marine Law Enforcement Authorities.

LIFE JACKET IMAGES

Being on the water is meant to be enjoyed. Whether you are fishing, skiing or just getting some sun with friends, it is important that you and your group plan accordingly before heading out for a day on the water.

What comes to mind when you picture a life jacket? Often many imagine large, bright and bulky styles but with modern technology, comes modern solutions for anyone seeking to enjoy the outdoors. Today, life jackets come in all shapes and sizes. Some are light and inflate when submerged in water; others have a streamline design to allow boaters to have a full range of movement. And, of course, don't forget the sizes for small children and man's best friend.

Just as there should not be a summer day on the water without the sun shining, there should never be a time when safety and a life jacket are optional. See below the various options of life jackets; there is a style that will work for any activity you are pursuing.

Note: High resolution images are available, if needed.

INHERENTLY BUOYANT

Child and Youth
Sample Styles



Adult Sample Styles



Float Coat
Sample Style



INFLATABLE LIFE JACKETS

Adult Sample Styles



PET LIFE JACKETS

Harness Styles



WHAT ARE INFLATABLE LIFE JACKETS?



Inflatable life jackets rely on CO₂ cylinders that provide buoyancy when inflated vs. inherently buoyant life jackets that use foam or other buoyant materials to stay afloat.

Un-inflated, inflatable life jackets are a less bulky, comfortable alternative to inherently buoyant life jackets.

There are three inflatable life jacket styles – belt pack (worn around the waist like a fanny pack), suspender or stole (worn over the shoulders) and vest (fuller body coverage with pockets). Each features a lightweight, compact design that provides comfort, range of motion and is cooler to wear in warmer weather.

Inflatables are only approved for use by people age 16 years and older, and are not recommended for non-swimmers. Do not use for active watersports, such as water skiing, tubing, wakeboarding, whitewater activities or while operating a personal watercraft.

Inflatable life jackets require regular checks and maintenance by the user. Inflatable life jackets are reusable, but, after each use, the CO₂ cylinder needs to be replaced. Replacement CO₂ cylinders can be purchased by contacting the life jacket's manufacturer.

How Do Inflatable Life Jackets Work?

Inflatable life jacket uses compressed air, or CO₂, to fill itself with air and provide 45 percent more buoyancy when inflated. This causes the person to float higher and be more visible when the life jacket is inflated. Always read the owner's manual that accompanies the life jacket for instructions or contact the manufacturer.

There are two primary types – manual (inflates with the quick jerk of a cord) or automatic (inflates when submerged in water). Both types can be orally inflated by breathing into the inflation tube/mouthpiece. This is a backup method to inflate the life jacket in case the inflation mechanism malfunctions, and gives you the ability to adjust the comfort of the jacket once inflated. The inflation tube is also how you will deflate the life jacket to repack it.

All inflatable life jackets have these components: air holding chamber, source of compressed gas (usually CO₂), inflation mechanism to discharge gas from the cylinder into the inflation chamber, inflation tube/mouthpiece to add air to the chamber orally or to deflate, and a manual “jerk to inflate” cord. When wearing any inflatable life jacket, be sure the manual “jerk to inflate” cord is easily accessible.

An automatic inflatable life jacket will automatically inflate when the life jacket is submerged in at least four inches of water, either when a small tablet dissolves in water and causes the inflator to activate or when using an internal water pressure gauge that activates the inflator. In addition to automatically inflating, every automatic inflatable life jacket has a “jerk to inflate” cord in case the automatic mechanism fails or the life jacket may be inflated by breathing into the inflation tube.

INFLATABLE LIFE JACKET FAQs



1. I do not know how to swim. Should I use an inflatable life jacket?

No. A poor or non-swimmer could panic in an unexpected fall into the water and may forget they need to activate the manual “jerk to inflate” cord. Please use an inherently buoyant or hybrid life jacket (has both inherent and inflatable system of buoyancy) that provides flotation without any action on your part.

2. Is there an age requirement for inflatable life jackets?

Yes. Inflatables are only approved for use by people age 16 years and older. People under the age of 16 must have an inherently buoyant or hybrid life jacket in their size range, and it should be properly worn.

3. Are inflatable life jackets approved for all boating activities?

No. Full inflatable life jackets are not approved for high-speed activities such as riding on a personal watercraft, waterskiing or tubing, participating in whitewater activities, or working in commercial boating activities (please wear an inherently buoyant life jacket).

4. Will any CO₂ cylinder work from a store?

No. It is important to use a rearm kit that includes a cylinder that is supplied by the maker of the life jacket. The correct cylinder to use will be indicated on the life jacket itself and in the owner’s manual, and can be obtained by contacting the life jacket manufacturer.

5. Can I use my CO₂ cylinder more than once?

No. Once the cylinder has been punctured, all of the gas will escape into the chamber. This is why you need to check to see if the cylinder is full before each outing. If your device has a Cylinder Seal Indicator, it will show GREEN if the cylinder is full. If it shows RED, you must replace the cylinder.

6. Can I carry inflatable life jackets on an airplane?

Most airlines will permit you to check in or carry on up to two cylinders in the life jackets and two spares. However, you should check with your individual airline to confirm its policy. To avoid an accidental discharge, it is advisable to disarm your inflatable before carrying it on board or checking in with the airlines.

7. Can an inflatable life jacket be worn under clothes?

It’s important to know that inflatable life jackets can never be worn under clothing. If so, the life jacket would function ineffectively and could lead to serious injury, discomfort or difficulty breathing.

8. How do I maintain my inflatable life jacket?

Frequent inspections are important. Inspection would include orally inflating the life jacket and ensuring it holds air for 16-24 hours, inspecting the cylinder (not discharged and no corrosion), and checking that the cylinder is screwed in tight. Always refer to the owner’s manual.

9. How do I store my inflatable life jacket?

Please store an inflatable life jacket in a cool, dry area, out of direct sunlight and away from exposure to gas or oil.

10. How do I know if my inflatable life jacket is U.S. Coast Guard approved?

Always check the label. It will indicate if the inflatable life jacket has to be worn, or not, to be legal. In any case, the inflatable should always be worn in order for it to provide the protection you’ll need should you find yourself suddenly and unexpectedly in the water.

BOATING SAFETY TIPS



1. Wear a life jacket.

No matter what activity you have planned on the water, always remember to wear a life jacket every time you are on the water. Accidents on the water can happen much too fast to reach and put on a stowed life jacket.

2. Make sure your life jacket is U.S. Coast Guard approved, appropriate for your water activity and fits properly.

A life jacket that is too large or too small can cause different situational problems.

3. Know state boating laws.

Rules and laws can differ from state to state and violations can result in ticketing, fines or jail time.

4. Take a boating safety course.

Learn valuable tips that can help save your life in unexpected situations by taking a NASBLA (National Association of Boating Law Administrators) approved boating safety course. Many courses are online, and will save you money on your boat insurance.

5. Make sure your boat is prepared.

There are many items that need to be checked and rechecked on any boat. Schedule a Vessel Safety Check with your local U.S. Coast Guard Auxiliary or U.S. Power Squadrons before you hit the water. Every Vessel Safety Check is conducted 100 percent free of charge.

6. Be sure to know your boat's capacity.

If you have too much on your boat, the boat may become unstable and capsize.

7. Check the weather, including the water temperature.

Know the latest marine weather forecast prior to going out, and keep a regular check for changing conditions.

8. Dress properly.

Always dress for the weather, wearing layers if cooler weather, and bring an extra set of clothes in case you get wet.

9. Always file a float plan.

File a float plan with someone you trust that includes details about the trip, boat, persons, towing or trailer vehicle, communication equipment and emergency contacts. Find out more at floatplancentral.org.

10. Always follow navigation rules.

Know the "Rules of the Road" such as operator's responsibility, maintaining a proper lookout, safe speed, crossing, meeting head-on and overtaking situations. Know what's going on around you at all times, and always travel at safe speeds for the environment. Find out more at boatoncourse.com.

11. Don't drink while you boat.

Where the primary cause was known, alcohol was listed as the leading factor in 15 percent of deaths in 2016. Find out more at operationdrywater.org.

12. Beware of carbon monoxide poisoning.

Gasoline-powered engines on boats, including onboard generators, produce carbon monoxide (CO), a colorless and odorless gas that can poison or kill someone who breathes too much of it. Be sure to install and maintain a working CO detector, never block exhaust outlets, and always dock, beach or anchor at least 20 feet away from the nearest boat that is running a generator or engine.

13. Keep in touch.

Communication devices can be the most important piece of emergency equipment on board a vessel, especially in case of emergency. Be sure to have at least two communication devices that work when wet, such as satellite phones, emergency position indicating radio beacons (EPIRB), VHF radios and personal locator beacons (PLB). Cell phones are not reliable in an emergency situation.

COLD-WATER BOATING



Cold-water immersion is the cause of many boating-related fatalities. The danger increases as water temperature decreases below normal body temperature (98.6° F). For more information on boating in cold water, visit coldwaterbootcampusa.org.

Dos and Don'ts of Cold-Water Boating

- Do make sure everyone is wearing a life jacket. Even experienced swimmers will experience shock within one minute in the frigid water and lose muscle control within 10 minutes.
- Do file a float plan with someone you trust that includes details about the trip, boat, persons, towing or trailer vehicle, communication equipment and emergency contacts. Download a free float plan template at www.floatplancentral.org.
- Do dress properly for the weather, always wear layers, and bring an extra set of clothes in case you get wet. Remember, dress for the water temperature, not the air temperature.
- Do use your navigation lights to alert other boaters of your presence in dark and/or foggy conditions. Recreational boats operating at night are required to display navigation lights between sunset and sunrise.
- Do catch your breath. A sudden, unexpected fall into cold water causes an involuntary gasp (or torso) reflex. It takes less than one-half cup of water in your lungs to drown. If you remain calm, you have a greater chance of self-rescue.
- Don't panic if you fall into the water. Stay afloat with the help of your life jacket, regain control of your breathing and keep your head above water in vision of rescuers.
- Don't keep heavy boots on if you're in the water. Look for ways to increase your buoyancy. If you're in the water with others, huddle together with everyone facing inward to help everyone stay afloat and keep warm.
- Don't apply heat to extremities like arms and legs of a rescued victim. This sudden change in temperature could cause cardiac arrest.

Stages of Cold-Water Immersion

- Cold shock. You have one minute to adjust to the cold shock response – don't panic.
- Swimming failure. You have 10 minutes of meaningful movement to get help and get out of the water.
- Hypothermia. You have about one hour before you become unconscious from hypothermia.
- Post-rescue collapse. You "give up" and collapse after or right at the time of rescue.

SOCIAL MEDIA TOOLKIT

The Safe Boating Campaign has a variety of images and infographics to accompany social media posts that are available for use. Please note that specific campaign event social media posts are available in their respective section. Hashtag #safeboating.

Be sure to follow the Safe Boating Campaign.



Facebook or Instagram

- Safety isn't optional – always make sure your life jacket fits properly and is in good condition before heading out on the water. #safeboating
- Heading out to enjoy a nice day on the water? Make sure you and your family are prepared with the right style and fit life jackets. #safeboating
- Water safety starts before you are out on the water. Make sure your life jacket is U.S. Coast Guard approved for the activity. #safeboating
- Enjoy the water, but always do so with a life jacket on – they save lives! #safeboating
- Think life jackets aren't for you? Think again. 83 percent of reported drownings occur when the person wasn't wearing a life jacket. #safeboating

Twitter

- Be a safety hero. Make sure you and your family always wear a life jacket while boating. #safeboating
- Safety starts with you. Make sure you and your friends always have properly fitted life jackets on while enjoying a day on the water. #safeboating
- Enjoy the water, but always do so with a life jacket on – they save lives! #safeboating
- Think life jackets aren't for you? Think again. 83 percent of reported drownings occur when the person wasn't wearing a life jacket. #safeboating
- There are many dangers to boating under the influence. Protect your life and others – never BUI! #safeboating

SAVED BY THE JACKET

Many lives have been saved by boaters who did the responsible thing and wore a life jacket. Browse real-life accounts of boaters who have been Saved by the Jacket at safeboatingcampaign.com.

If you're a survivor that was Saved by the Jacket, please share your story with us. Contact the NSBC at outreach@safeboatingcouncil.org or call (703) 361-4294.

"Thankfully FLW requires all participants to wear life jackets and kill switches while running." (Scout.com)

"The U.S. Coast Guard rescued three boaters on Wednesday after their sailboat sank off Hapuna Beach." (Hawaii News Now)

"They didn't have three more minutes. They were frozen, and they needed to get their clothes peeled off of them because they couldn't move or talk. They were shivering that hard." (nola.com)

"The man, who was equipped with a personal flotation device and wearing a dry suit, was transported to the local medical center with 'a little bit of hypothermia.'" (Napa Valley Register)



WEAR YOUR LIFE JACKET TO WORK DAY

Wear Your Life Jacket to Work Day is May 17, 2019. Wear your life jacket, snap a picture while at work and share on social media with the hashtags #lifejacket2work and #safeboating.

Hosted by the National Safe Boating Council, this annual event is a fun, educational way to heighten life jacket awareness and highlight the various styles just prior to the official launch of the Safe Boating Campaign.



WEAR YOUR LIFE JACKET TO WORK DAY



Customizable Press Release

Use this customizable press release to raise awareness of this effort. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Encourage Others to “Wear Your Life Jacket to Work” on May 17

CITY, STATE (DATE) – **ORGANIZATION** announced today its support of Wear Your Life Jacket to Work Day on Friday, May 17, 2019. **ORGANIZATION** joins boating professionals and outdoor enthusiasts to heighten awareness of different life jacket styles that are available, and demonstrate their comfort and versatility by wearing them to work.

The annual event, hosted by the National Safe Boating Council (NSBC) serves as a fun, educational element just prior to National Safe Boating Week, May 18-24, the official launch of the 2019 Safe Boating Campaign. Educating the boating public about the safety and comfort of life jackets has been a main focus of the campaign. “Wear Your Life Jacket to Work” Day will take place on Friday, May 17, wherever you are!

“QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

The National Safe Boating Council is asking all participants to take a picture of themselves in their life jacket while at work and post it to the Ready, Set, Wear It Facebook page or submit it directly to the NSBC at outreach@safeboatingcouncil.org. Participants are also encouraged to tweet their picture using #lifejacket2work.

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that approximately 84.5 percent of those who drowned were not wearing life jackets.

Members of the boating public as well as those interested in showing the wearability of life jackets are encouraged to participate.

GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.

Media Contact: **NAME, TITLE, EMAIL, PHONE**

WEAR YOUR LIFE JACKET TO WORK DAY



Sample Social Media Posts

Social media is a great way to raise awareness of Wear Your Life Jacket to Work Day and share life jacket and boating safety information. Be sure to follow the Safe Boating Campaign on Facebook, Twitter and Instagram, and we'll follow you back! Follow us on social media and find more boating safety information at safeboatingcampaign.com.

Here are a few sample social media posts. Be sure to share an image with the post, such as employee(s) wearing life jacket(s) or past event photos, or share the campaign website. Remember to use the hashtags [#lifejacket2work](#) and [#safeboating](#).

Facebook or Instagram

- Join organizations and individuals around the world – and wear your [#lifejacket2work](#) on May 17 to promote boating safety!
- Join us at one of our Safe Boating Campaign events and win a prize.
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or a fall overboard will dramatically increase.
- Don't just store a life jacket for a "what-if" situation, always wear a life jacket while boating – or to work. [#lifejacket2work](#) [#safeboating](#)
- Did you know drowning is the reported cause of death in four out of every five boating fatalities? [#lifejacket2work](#)
- Celebrate the 2019 launch of the Safe Boating Campaign by wearing your life jacket to work today! Life jackets save boaters' lives.
- Raise your hand if you wore your life jacket to work today – we did! Share your photo with [#lifejacket2work](#).
- Safety isn't optional – help raise life jacket awareness [#lifejacket2work](#).
- Be a safety hero. Wear your life jacket to work and share why safety matters to you [#lifejacket2work](#).
- Who says life jackets aren't stylish? I wear mine to work! [#lifejacket2work](#)
- Float the idea of safety to your boating friends and colleagues by wearing your life jacket to work today! [#lifejacket2work](#)

Twitter

- Join us for Wear Your Life Jacket to Work Day on May 17! [#lifejacket2work](#) [#safeboating](#)
- Life jackets save lives! Wear your [#lifejacket2work](#) to raise awareness of May 17.
- [#DidYouKnow](#) drowning is the reported cause of death in four out of every five boating fatalities? [#lifejacket2work](#)

WEAR YOUR LIFE JACKET TO WORK DAY

- Celebrating the @boatingcampaign by wearing our life jackets to work! Life jackets save boaters' lives.
- Raise your hand if you wore your #lifejacket2work today – we did! Share your photo with #lifejacket2work.
- Safety isn't optional – help raise life jacket awareness. #lifejacket2work
- Be a safety hero. Wear your life jacket to work and share why safety matters to you. #lifejacket2work
- Who says life jackets aren't stylish? I wear mine to work! #lifejacket2work
- Float the idea of safety to your boating friends and colleagues by wearing your life jacket to work today! #lifejacket2work



READY, SET, WEAR IT

Previously only offered on select dates throughout the summer, Ready, Set, Wear It is now implemented by campaign partners on various dates throughout the summer boating season. This family-friendly event teaches boaters about the importance of always wearing a life jacket, along with helpful care and maintenance information. With a bit of fun along the way! #RSWI2019

Ready, Set, Wear It Life Jacket event may be a standalone event or incorporated into other local outreach efforts. This event is about raising awareness about the importance of wearing a life jacket. Please note, this is no longer a world record event.

For many boaters, it's tempting to not wear a life jacket while on the water - you want to get some sun, think you're a strong swimmer, or it's simply not cool. Regardless of the recreational boating activity, there's never an excuse to not wear a life jacket. Accidents happen in an instant. Make it a habit. Always wear a life jacket.

Ready, Set, Wear It Life Jacket events shine the spotlight on life jackets. Event activities may include:

- Group photo opportunity
- Inflatable life jacket demonstration - get participants involved
- Life jacket care and maintenance instruction
- Life jacket fashion show - if you're a boater, there's a life jacket for you!

Interested in planning a Ready, Set, Wear It Life Jacket event in your local area?

Be sure to Become A Partner of the Safe Boating Campaign at safeboatingcampaign.com to receive more event ideas and resources.



READY, SET, WEAR IT

Customizable Media Advisory

Use this customizable media advisory to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Host Ready, Set, Wear It Life Jacket Event on **DATE**

CITY, STATE (DATE) – **ORGANIZATION** joins boating safety advocates around the world in hosting a Ready, Set, Wear It Life Jacket event in their local community. These events are part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets and offered by partners around the world from May - September each year.

What: **EVENT TITLE AND BRIEF DESCRIPTION**

When and Where: **DATE, TIME, EVENT LOCATION, ADDRESS**

Hosted By: **ORGANIZATION AND PARTNERS**

Contact: **NAME, TITLE, EMAIL, PHONE**

“This event is a great opportunity to inspect your life jacket and get a refresher on boating safety as you join thousands of people to set a world record,” said Yvonne Pentz, communications director of the National Safe Boating Council, and lead organization for Ready, Set, Wear It.

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that 84.5 percent of those who drowned were not wearing life jackets.

The local event will feature **BRIEF DESCRIPTION OF ACTIVITIES, SPEAKERS, OTHER ASPECTS OF EVENT THAT MAY ATTRACT MEDIA.**

For more information, please visit www.safeboatingcampaign.com or **ORGANIZATION WEBSITE.**

READY, SET, WEAR IT

Customizable Press Release

Use this customizable press release to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Host Ready, Set, Wear It Life Jacket Event on **DATE**

CITY, STATE (DATE) – **ORGANIZATION** joins boating safety advocates around the world in hosting a Ready, Set, Wear It Life Jacket event in their local community. These events are part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets and offered by partners around the world from May - September each year.

The local event will take place on **DATE** at **EVENT DETAILS, INCLUDING TIME, LOCATION AND ACTIVITIES OF PUBLIC INTEREST**. More information about the event can be found at **ORGANIZATION WEBSITE**.

“QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that 84.5 percent of those who drowned were not wearing life jackets.

Members of the boating public – including anglers, hunters, paddlers and others who use boats (don't forget your four-legged friends!) – are encouraged to attend.

For more information, please visit www.safeboatingcampaign.com or **ORGANIZATION WEBSITE**.

GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.

Media Contact: **NAME, TITLE, EMAIL, PHONE**

READY, SET, WEAR IT

Customizable Text PSA Scripts

Use these customizable PSAs to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

60 Second PSA

Note: Keep to 120 words

Help raise boating and life jacket safety awareness! Come to Ready, Set, Wear It Life Jacket event on **DATE**, at **TIME** at **LOCATION** sponsored locally by **ORGANIZATION**.

ORGANIZATION joins an international effort sponsored by the National Safe Boating Council to raise awareness of the life-saving importance of always wearing a life jacket while boating. Visit www.safeboatingcampaign.com or **ORGANIZATION WEBSITE** for more information. **ORGANIZATION** and this station remind you to always wear your life jacket while boating.

30 Second PSA

Note: Keep to 75 words

Boating safety is going international! Join others to raise boating safety and life jacket awareness at a Ready, Set, Wear It Life Jacket event on **DATE** at **TIME** at **LOCATION**.

Ready, Set, Wear It is sponsored locally by **ORGANIZATION** and part of the yearlong Safe Boating Campaign. Help us get the word out on boating safety and the importance of always wearing a life jacket!

READY, SET, WEAR IT

Sample Social Media Posts

Social media is a great way to raise awareness of Ready, Set, Wear It Life Jacket events and the importance of always wearing a life jacket while boating. Here are a few sample social media posts. Be sure to follow Safe Boating Campaign on Facebook and Twitter, and we'll follow you back! Remember to use the hashtag #RSWI2019. For more information to support your social media efforts, please visit safeboatingcampaign.com.

Facebook

- Join us for Ready, Set, Wear It Life Jacket event in **LOCATION** on **DATE!** #RSWI2019
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives! If a boater is wearing one, their chance of survival from capsizing or falling overboard will dramatically increase. Proud to support @Safe Boating Campaign's Ready, Set, Wear It!
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives. #lifejacketsSAVElives #RSWI2019

Twitter

- Help us raise boating safety and join our Ready, Set, Wear It Life Jacket event on **DATE!** #RSWI2019
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- Life jackets save lives! Proud to support @boatingcampaign's #RSWI2019 on **DATE!**
Share: Images of people wearing life jackets at safeboatingcampaign.com.
- #DidYouKnow drowning is the reported cause of death in four out of every five boating fatalities?
#RSWI2019
Share: Images of people wearing life jackets at safeboatingcampaign.com.

NATIONAL SAFE BOATING WEEK

What looks like a perfect day for boating can quickly become hazardous if someone ends up in the water. Boating safety advocates have teamed up to promote safe and responsible boating, including consistent life jacket wear every time boaters are on the water, during National Safe Boating Week, held from May 18-24, 2019.

National Safe Boating Week is the launch of the Safe Boating Campaign, a yearlong effort focused on spreading the message of boating safety and the importance of always wearing a life jacket each time a boater is on the water. From family-friendly events at marinas to vessel safety checks, the week is packed with life-saving messages about responsible boating.

What's Happening

- The Safe Boating Campaign will remind boaters of the importance of boating safely throughout the summer.
- Campaign partners will host local events, teach classes, offer on-water training, distribute educational materials and perform free vessel safety checks.
- Free and paid resources will support local boating safety education efforts available in the National Safe Boating Council's online store and the campaign's resource kit.

Don't Be a Number

- Drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017.
- 84.5 percent of those who drowned were not wearing life jackets.

Get Involved

The Safe Boating Campaign unites the efforts of a wide variety of boating safety advocates, including the National Association of State Boating Law Administrators, Canadian Safe Boating Council and Recreational Boating & Fishing Foundation with the National Safe Boating Council. It is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

Follow the campaign on social media and find more boating safety information at safeboatingcampaign.com.



NATIONAL SAFE BOATING WEEK



Customizable Media Advisory

Use this customizable media advisory to attract the media to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Host **EVENT** During National Safe Boating Week

CITY, STATE (DATE) – National Safe Boating Week is May 18-24, 2019. **ORGANIZATION** joins boating safety advocates who have teamed up to promote safe and responsible boating, including voluntary, consistent life jacket wear each time boaters are on the water.

What: **EVENT TITLE AND BRIEF DESCRIPTION**

When and Where: **DATE, TIME, EVENT LOCATION, ADDRESS**

Hosted By: **ORGANIZATION AND PARTNERS**

Contact: **NAME, TITLE, EMAIL, PHONE**

“Boating is a great opportunity to have fun and make memories with your loved ones while boating responsibly,” said Yvonne Pentz, communications director of the National Safe Boating Council, the lead organization for the campaign. “We believe wearing a life jacket is the simplest way to ensure the safety of you and your loved ones enjoying a day on the water.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that 84.5 percent of those who drowned were not wearing life jackets.

Local events are a prime way to reach boaters during National Safe Boating Week. In your community, a local event is being run by **ORGANIZATION**.

The event will feature **BRIEF DESCRIPTION OF ACTIVITIES, SPEAKERS, OTHER ASPECTS OF EVENT THAT MAY ATTRACT MEDIA**.

For more information, please visit safeboatingcampaign.com or **ORGANIZATION WEBSITE**.

NATIONAL SAFE BOATING WEEK

Customizable Press Release

Use this customizable press release to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Host **EVENT** During National Safe Boating Week

CITY, STATE (DATE) – **ORGANIZATION** is proud to sponsor **EVENT** to help promote National Safe Boating Week, May 18-24, the official launch of the 2019 Safe Boating Campaign. This yearlong campaign promotes the value of voluntary, consistent life jacket wear by recreational boaters.

EVENT DETAILS, INCLUDING TIME, LOCATION AND ACTIVITIES OF PUBLIC INTEREST. “QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 2017, and that 84.5 percent of those who drowned were not wearing life jackets.

New life jackets are much more comfortable, lightweight and stylish than the bulky orange style most boaters know. There are innovative options, such as inflatable life jackets, allowing mobility and flexibility for activities like boating, fishing, paddling or hunting, and are much cooler in the warmer weather.

For more information, please visit safeboatingcampaign.com or **ORGANIZATION WEBSITE**. **GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.**

Media Contact: **NAME, TITLE, EMAIL, PHONE**



NATIONAL SAFE BOATING WEEK

Customizable Text PSA Scripts

Use these customizable PSAs to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

60 Second PSA

Note: Keep to 120 words

Boaters, whether new or experienced, love the adventure and fun of a day spent on the water. However, accidents can happen quickly – so don't just carry a life jacket – be responsible and wear it while boating.

May 18 through 24 is National Safe Boating Week. Join **ORGANIZATION** on **DATE** at **TIME** at **LOCATION** for a fun, family event to learn the latest in boating safety. You'll learn about new life jacket styles that are comfortable, lightweight and perfect for any boating activity, as well take away some helpful boating safety tips. Visit **WEBSITE** for more information.

The National Safe Boating Council, **ORGANIZATION** and this station remind you to always wear your life jacket while boating.

30 Second PSA

Note: Keep to 75 words

Love boating? Don't just carry a life jacket – be responsible and wear it. Learn about the latest in boating safety on **DATE** at **TIME** at **LOCATION** as **ORGANIZATION** helps kick off National Safe Boating Week. Visit safeboatingcampaign.com for more information.

The National Safe Boating Council, **ORGANIZATION** and this station remind you to always wear your life jacket while boating.



NATIONAL SAFE BOATING WEEK

Template Proclamation

For nearly 100 million Americans, boating continues to be a popular recreational activity. From coast to coast, and everywhere in between, people are taking to the water and enjoying time together boating, sailing, paddling and fishing. During National Safe Boating Week, the U.S. Coast Guard and its federal, state, and local safe boating partners encourage all boaters to explore and enjoy America's beautiful waters responsibly.

Safe boating begins with preparation. The Coast Guard estimates that human error accounts for 70 percent of all boating accidents and that life jackets could prevent nearly 85 percent of boating fatalities. Through basic boating safety procedures – carrying lifesaving emergency distress and communications equipment, wearing life jackets, attending safe boating courses, participating in free boat safety checks, and staying sober when navigating – we can help ensure boaters on America's coastal, inland, and offshore waters stay safe throughout the season.

National Safe Boating Week is observed to bring attention to important life-saving tips for recreational boaters so that they can have a safer, more fun experience out on the water throughout the year.

- **Whereas**, on average, 650 people die each year in boating-related accidents in the U.S.; 76 percent of these are fatalities caused by drowning; and
- **Whereas**, the vast majority of these accidents are caused by human error or poor judgment and not by the boat, equipment or environmental factors; and
- **Whereas**, a significant number of boaters who lose their lives by drowning each year would be alive today had they worn their life jackets.

Therefore, I, _____, do hereby support the goals of the Safe Boating Campaign and proclaim May 18-24, 2019 as National Safe Boating Week and the start of the year-round effort to promote safe boating.

In Witness Thereof, I urge all those who boat to practice safe boating habits and wear a life jacket at all times while boating.

Given under my signature and the seal of
at the city of _____,
this _____ day of _____, 2019.

NATIONAL SAFE BOATING WEEK



Sample Social Media Posts

Social media is a great way to raise awareness of National Safe Boating Week and responsible boating information. Here are a few sample social media posts. Be sure to follow the Safe Boating Campaign on Facebook, Twitter and Instagram, and we'll follow you back! Remember to use the hashtag #safeboatingweek and #safeboating. For more information to support your social media efforts, please visit www.safeboatingcampaign.com.

Facebook or Instagram

- Gear up for a responsible and fun boating season with National Safe Boating Week! Being a responsible boater creates endless possibilities. #safeboating
- Heading out on the water? Make sure you are prepared and always wear a life jacket #safeboating
Share: <http://www.safeboatingcampaign.com>
- The weather is getting nicer and many of you are heading out on the water soon. Make sure your life jacket and other gear is functioning properly. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Safety isn't optional, always make sure your life jacket fits properly and in good condition before heading out on the water. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Heading out to enjoy a nice day on the water? Make sure you and your family are prepared with the right style and fit life jackets. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Water safety starts before you are out on the water. Make sure your life jacket is U.S. Coast Guard approved for the activity. #safeboating
Share: <http://www.safeboatingcampaign.com>

Twitter

- It's National Safe Boating Week! Being a responsible boater creates endless possibilities. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Safety starts with you. Make sure you and your friends always have properly fitting life jackets on while enjoying a day on the water. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Be a safety hero. Make sure you and your family always wear a life jacket while boating. #safeboating
Share: <http://www.safeboatingcampaign.com>

- Enjoy the water, but always do so with a life jacket on – they save lives! #safeboating
Share: <http://www.safeboatingcampaign.com>
- Think life jackets aren't for you? Think again. 83 percent of reported drownings occur when people weren't wearing a life jacket. #safeboating
Share: <http://www.safeboatingcampaign.com>
- Be that guy or girl. Make people wear their life jacket. It will save their life! #safeboating
Share: <http://www.safeboatingcampaign.com>

Daily Posts for Facebook, Twitter or Instagram

- Raise your hand if you took a safe boating course & got a vessel safety check. We did! #safeboating
Share: 2019 National Safe Boating Week infographic image for Saturday, May 18
- Make sure you have these boating essentials before you hit the water. #safeboating
Share: 2019 National Safe Boating Week infographic image for Sunday, May 19
- Be sure everyone wears a U.S. Coast Guard approved, properly fitting life jacket while boating.
#safeboating
Share: 2019 National Safe Boating Week infographic image for Monday, May 20
- There are many dangers to boating under the influence. Protect your life and others – never BUI!
#safeboating
Share: 2019 National Safe Boating Week infographic image for Tuesday, May 21
- Check the latest weather forecast before you leave shore. Hop on over to weather.gov for the latest updates. #safeboating
Share: 2019 National Safe Boating Week infographic image for Wednesday, May 22
Tag: @U.S. National Weather Service on Facebook and @NWS on Twitter
- Did you know the environment may stress your body & mind enough to make the risk of an accident much greater while boating? #safeboating
Share: 2019 National Safe Boating Week infographic image for Thursday, May 23
- Always maintain a proper lookout and be aware of other boaters and the environment while boating.
#safeboating
Share: 2019 National Safe Boating Week infographic image for Friday, May 24

ADDITIONAL EVENT IDEAS



Safe Boating Campaign fun doesn't have to stop after National Safe Boating Week! Keep the excitement and grow awareness about boating responsibly throughout the year.

- Participate in Wear Your Life Jacket To Work Day
- Plan a local Ready, Set, Wear It Life Jacket event
- Invite a boating safety professional from a state or local DNR to speak about boating safety
- Visit a local elementary, middle, high school, or college and educate the students about life jacket safety
- Create an educational day where you can teach the public how to fish or boat while emphasizing important life-saving decisions like wearing a life jacket
- Organize a safety day on the water for your local youth organization (i.e., Boy Scouts, Girl Scouts, 4-H)
- Volunteer to train, or arrange training for, youth summer camps on safety practices for water activities
- Work with local or state partners to do safety awareness day where local enforcement agencies and organizations distribute Safe Boating Campaign resource
- Host a booth at various boating events, races, and other events where visitors may be given Safe Boating Campaign resources
- Work with local/state government to declare boating safety day/week and hold kickoff event at city hall or statehouse
- Partner with local outdoor clubs to host a life jacket and water safety presentation

BRAND STYLE GUIDE

Logo Use Ideas

Boating safety is a message that the Safe Boating Campaign is passionate about sharing far and wide. Please see our Brand Guidelines to easily incorporate the Safe Boating Campaign logo into your outreach efforts: safeboatingcampaign.com/resources

Communicating to boaters in areas they expect to see safety messages is one sure way to engage successfully. In addition to social media channels, consider utilizing the logo on billboards and signage at local marinas, lodges and gathering points for boaters and outdoor enthusiasts alike.

Where Can I Use the Logo?

Please see our Brand Guidelines to easily incorporate the Safe Boating Campaign logo into your outreach efforts.

- Badges on life jackets
- Boat decals
- Vehicle wraps
- Event gear such as water bottles or t-shirts
- Posters
- Advertising
- And more!



Multimedia

The Safe Boating Campaign has a variety of multimedia available to support local campaign efforts, including infographics, posters, PSAs, logos and customized state logos are available.