

**2012 North American Safe Boating Campaign  
Grant #1102.19  
Final Report**



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## **Table of Contents**

<b>I. Campaign Abstract</b>	<b>3</b>
<b>II. Executive Summary</b>	<b>3</b>
<b>III. Overall Results</b>	<b>6</b>
<b>IV. Campaign Highlights</b>	<b>7</b>
IV.1. Press Kits	7
IV.2. Public Service Announcements (PSAs)	7
IV.3. Social Media	9
IV.4. Safe Summer Campaign and Online Pledge	9
IV.5. Inflatable Life Jacket World Record Day	10
IV.6. Life Jacket Wear Rate Tiger Team	12
IV.7. Collaborative Partnership Efforts	13
<b>V. Campaign Analysis</b>	<b>14</b>
<b>VI. Project Timeline</b>	<b>16</b>

## **Additional Folders**

**2012 Campaign Inventory**  
**2012 Campaign Measurable Results**  
**USCG Approved Campaign Resources/Deliverables**  
**Paul Werth Associates – Final Report – 2012**  
**“Wear It!” Grassroots Final Report**

## **I. Campaign Abstract**

In 2012, recreational boating and related activities such as swimming, fishing, hunting, water-skiing, and diving provide an enjoyable outlet for millions of American families. The North American Safe Boating Campaign (“Wear It!”) is designed to encourage all individuals that participate in these activities on the water to be safe and responsible at all times in order to prevent fatalities and reduce injuries. In 2011, there were 758 fatalities, up from 672 in 2010, the lowest in recorded history. The “Wear It!” campaign addresses this head-on by focusing on life jacket wear and promoting new, more comfortable styles of the life jacket – such as the inflatable suspender-style and belt pack – to all types of boaters.

The North American Safe Boating Campaign is designed to meet the needs of the recreational boating community through its broad-based, multi-faceted partnerships and relationships. Through these alliances on both a national and community-based scale, the campaign focuses on a family oriented and family targeted year-round community education and boating safety awareness campaign (“Wear It!”)

Utilizing a grassroots network of partners and volunteers, the campaign is able to increase its reach across the country and abroad to promote this message of safety through the media, events, shows, exhibits, and classes. As the “Wear It!” campaign message continues to gain momentum, this tested, proven message is driving the right behavior by boating enthusiasts. Since 2007, the campaign has also expanded its efforts to include a targeted marketing initiative in specific regions for the purpose of measuring the effectiveness of this type of campaign on voluntary life jacket wear. These collective efforts have not only resulted in an increased awareness of the “Wear It!” campaign, but also the importance of life jacket wear.

## **II. Executive Summary**

As a partner of the 2012-2016 Strategic Plan of the National Recreational Boating Safety Program, the National Safe Boating Council molds its North American Safe Boating Campaign to address and complement specific goals, objectives and strategies of the Strategic Plan. Throughout this Final Report, it is illustrated how the NSBC directly supports the Strategic Plan through its educational and outreach efforts.

Specifically, the work of the North American Safe Boating Campaign (“Wear It!”) meets the following Strategic Plan Goals and Objectives:

Sub-Tier Goal 1 – Reduce five-year average annual deaths to 659 in fiscal year 2016.  
Sub-Tier Goal 2 – Reduce five-year average annual injuries to 2,997 in fiscal year 2016.  
Objective 2 – Boating Safety Outreach

- Strategy 2.2 – National Outreach Work Group
- Strategy 2.3 – Deliver Boating Safety Education Messages through Grassroots Efforts
- Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media

- Strategy 2.5 – Deliver Branded Messages through Non-Traditional/New/Social Media
- Strategy 2.6 – Reach the Segment of the Boating Public with Limited English Proficiency

#### Objective 4 - Life Jacket Wear

- Strategy 4.2 – Continue the Life Jacket Wear Rate Tiger Team
- Strategy 4.3 – Engage all RBS Professionals in Public Demonstration of Inflatable Life Jackets

#### Objective 7 - Manufacturer Compliance

- Strategy 7.3 – Manufacturer Outreach

#### Objective 8 – Operator Compliance – USCG Required Safety Equipment

- Strategy 8.4 – Enhance Compliance Outreach
- Strategy 8.5 – Simplify the Message
- Strategy 8.6 – Increase Boaters’ Knowledge of Safety Equipment
- Strategy 8.7 – Encourage Purchase of Required Safety Equipment

#### Objective 10: Research and Development

- Strategy 10.2 – Conduct Life Jacket Research
- Strategy 10.3 – Measure Exposure

#### Objective 11: Effectiveness of Non-Profit Organization Grants

- Strategy 11.2 – Provide Public access to effective grant products

Although the “Wear It!” campaign continues year-round, each year, the National Safe Boating Council (NSBC) utilizes National Safe Boating Week (NSBW) to “kick-off” the North American Safe Boating Campaign (“Wear It!”). Traditionally, this campaign has focused primarily on grassroots organizing and media initiatives to promote the value of always wearing a life jacket and its life-saving role in the event of an accident on the water. The NSBC has worked with its partners to expand the scope of the campaign to include strategies and tactics that would achieve a broader, but more specific, reach in the recreational boating community. Those efforts have been cultivated, expanded, and improved as the campaign continues to identify new stakeholders and influencers as well as refining newly established techniques to achieve maximum reach.

Traditional efforts such as media outreach and utilizing media networks has continued to provide the North American Safe Boating Campaign a broad, effective way to reach recreational boaters and the general public alike. The 2012 campaign reflected a substantial, significant “buy-in” in the quantity of media placements, as well as the total potential overall impressions (the number of times a message was seen or heard). This balance between mass media outreach and a strong, personalized message has created a technique allowing for media relations to transcend the campaign’s initial return in investment.

The North American Safe Boating Campaign continues to take its media outreach one step further using social media techniques. By piggybacking on mass media outreach and doubling our efforts through social media, the “Wear It!” message has reached an entirely new audience. Social media sites such as Facebook, Twitter, and YouTube have allowed the campaign message to extend beyond traditional networks such as television, radio,

and print, allowing an entirely new demographic to be educated by the “Wear It!” message.

Since 2011, the North American Safe Boating Campaign has worked to reengage the recreational boating community with its previous “Be a Survivor: Wear It!” contest by releasing a similar contest seeking “Safe Summer” stories. Whether fun, sad, or silly, the NSBC wanted to hear people’s stories in an effort to promote boating not only as a fun activity, but a safe activity as well.

As a result of these gains in exposure, the campaign has grown significantly in reputation and credibility. Perhaps one of the strongest indicators of its perceived value is that the “Wear It!” brand is inspiring the support of national, regional and statewide agencies, organizations, and the industry committed to boating safety education and promotion. As this support grows and the “Wear It!” brand gains even more stature and visibility, the outcome will be a national campaign whose “face” is represented in regional and community efforts all across America and beyond.

The “Wear It!” message continues to be used in all 50 states and is also gaining support internationally. In addition to Canada and Australia already using the message, Brazil, Japan, Mexico, and the UK are also promoting “Wear It!” in their own countries. By having all the states as well as the U.S. territories Guam, Puerto Rico, and the U.S. Virgin Islands using the “Wear It!” message, the concept is further promoted to increase life jacket education and awareness throughout the country and around the world, creating a much *stronger* message.

Localized efforts continue to promote and educate the recreational boating community about the importance of life jacket wear using the “Wear It!” message. New in 2012, the “Wear It!” campaign offered resources and financial support to groups that were chosen based off how they would educate and reach out to the boating public on a grassroots level. Each selected organization provided a Midterm and Final Report, available as part of the Final Report.

In 2012, the North American Safe Boating Campaign had reached even greater heights than anticipated. The “Wear It!” message was being brought to the recreational boating public through multiple outlets, all with incredible success. With continued “Wear It!” efforts both nationally and locally, the campaign will ultimately help lessen fatalities and drownings as well as reduce accidents and injuries through education and outreach.

### **III. Overall Results**

As the components above have helped to further solidify the campaign to a year-long initiative with increased summer promotional efforts, the majority of media placements are logged from mid-May to Labor Day Weekend.

In 2012, media outreach and public relations efforts translated to the placement of 2,002 print, radio, television, and online media hits, reaching a potential audience of more than

670 million. This is an increase from 2011, with 1,493 media hits that reached a potential audience of 409 million. This generated a total ad equivalency of more than \$1.65 million, presenting the National Safe Boating Council with a return on investment of more than 1,965 percent.

The 2012 campaign also wanted to further validate the campaign outreach efforts by doing an evaluation survey based on 2011 signed pledge cards from targeted “Wear It!” states – California, Michigan, New York, Tennessee, and Washington. The overall goal of this survey was twofold: (1) was the “Wear It!” message being delivered effectively and heard by the recreational boating public through the pledge and other outreach efforts and (2) was the “Wear It!” campaign changing recreational boaters *behaviors*? Were recreational boaters more likely to always wear their life jackets because of the “Wear It!” campaign?

As taken from the Executive Summary of the survey results, *the campaign significantly changed how participating boaters approached boating safety in several positive ways. Specifically:*

- ***Life jacket usage increased*** among those who signed the pledge immediately and continued at a higher level of compliance a year later. This was true for both recipients and non-recipients of free life jackets. However, recipients of free life jackets changed their behavior more immediately.
- 41% (Wave I) and 37% (Wave II) of participants say they changed their approach in some positive way because of signing the pledge. The corresponding improvement for those who also received a free life jacket was 54% (Wave I) and 57% (Wave II).
- Participants believe the campaign was effective, regardless if they received a free life jacket (95%, 92%) or not (85%, both waves).

The research also uncovered barriers to life jacket wear – most of which the research team believes that NSBC already knows.

- The main barriers to use continue to be boater over-confidence and uncomfortable life jacket design.

Their suggestions for increasing usage included several of the things NSBC is already doing:

- Educating the boating audience
- Advertising
- Encouraging improvements to the design of life jackets
- Giving them away
- Encouraging laws that promote safety

A copy of the full survey results can be found in a separate folder titled “Measurable Results-2012.”

The “Wear It!” campaign also conducted another type of survey to determine how the free campaign resources were being used during 2012. Over 1,400 individual orders were placed for free resources between March 1, 2012 and September 3, 2012. Each email address was recorded and sent a twelve-question survey asking a variety of questions about the free resources and how they were used. For the majority of the questions, a free response answer was required to ensure that valuable feedback was provided. A copy of the full survey results can be found in a separate folder titled “2012 Campaign Measureable Results.”

## **IV. Campaign Highlights**

### **IV.1. Press Kits**

The North American Safe Boating Campaign Press Kit is an important kit available to provide our campaign partners with useful information for their own campaign efforts, including additional resources such as templates and sample Public Service Announcements that are ready-made for distribution. To continue our “green” commitment to cut down on paper resources, the Press Kits were initially offered exclusively online and were only distributed when hard copies were requested.

#### **General Resource Kit Components:**

- Introduction to the 2012 Campaign
- Campaign Partners
- Overview Press Release
- Recreational Boating Safety Facts
- “Ready, Set, Inflate!”: Inflatable Life Jacket World Record Day
- Life Jacket Facts and Safe Boating Tips

#### **Additional Campaign Resources Component:**

- Customizable Media Advisory
- Customizable Media Release
- Customizable PSAs
- Full-Text PSA Scripts

#### **Additional Media Resources Component:**

- Media Contacts and Spokesperson Resources
- Coverage Ideas
- Image Resources
- PSA Scripts for National Safe Boating Week

### **IV.2. Public Service Announcements**

Public Service Announcements have been a proven method to reinforce the “Wear It!” message through frequency and consistency each year. PSAs allow for the optimization of the campaign message to be run through traditional media outlets – television and radio – not neglecting those boats that use these items daily. One of the more beneficial

aspects of using PSAs is that they can be used more than one year – a quality Public Service Announcement can get years of playtime on-air. Having a new and “fresh” PSA to offer both to the media and to the state agencies was an element of the 2012 campaign.

In 2012, the National Safe Boating Council worked with its public relations firm Paul Werth Associates to create the “Casting Off” theme (print, radio and video versions available). The tongue-in-cheek PSA shares the experience of three friends and a dog as they get ready to spend the day on the water and the significance of a simple reminder to wear a life jacket. The PSA was further utilized in a partnership with the American Power Boast Association to promote the PSA with their members, including readers of *Propeller Magazine*. The NSBC also provided resized print PSA artwork for *The San Francisco Gate*, PFDMA, and the National Watersports Foundation.

Each year, the “Wear It!” campaign strives to offer its public service messaging that will be well received by multiple groups: recreational boaters, state agencies, and even industry professionals. There are many times where a “boating safety message” may counteract the message of the *fun* of boating. With the release of “Casting Off,” the public service announcement has achieved both elements, as is apparent through the testimonial from Matt Gruhn, President of Marine Retailers Association of the Americas.

----- Forwarded message -----

From: **Matt Gruhn** <[matt@mraa.com](mailto:matt@mraa.com)>

Date: Fri, Aug 24, 2012 at 10:51 AM

Subject: Thank you

To: Fred Messman <[deputy@safeboatingcouncil.org](mailto:deputy@safeboatingcouncil.org)>, Virgil Chambers <[nsbcdirect@safeboatingcouncil.org](mailto:nsbcdirect@safeboatingcouncil.org)>, Sheila Chappell <[office@safeboatingcouncil.org](mailto:office@safeboatingcouncil.org)>

Fred, Virgil and Sheila--

Thank you for including us in the conversation over the last couple days. MRAA is thrilled to be a part of it.

Something I should have noted while we were in the meeting talking about this. The video PSA that you put together recently on life jackets (link below) resonated very well with our board, which is made up entirely of dealers. They passed it around and talked about how positive it was and how it took a different angle on the topic. I think if we can pull off something like that in our efforts, we'll definitely be on the right track.

Feel free to pass this along to the rest of the team if you'd like.

[http://www.youtube.com/user/outreachnsbc?feature=results\\_main](http://www.youtube.com/user/outreachnsbc?feature=results_main)

Talk to you soon.

Matt

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Matt Gruhn  
President  
Marine Retailers Association of the Americas  
[763-315-8043](tel:763-315-8043)

While the campaign continues to offer new and innovative public service announcements each year, previous years' PSAs as well as PSAs offered by state agencies across the country were all used for the national outreach. This way, the same message – “Wear It!” – was being delivered, seen, and heard, but never so much by one PSA that the message became stale. By using different PSAs throughout the summer, the message was reiterated time and again in many creative ways.

The campaign web site ([www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com)) continues to offer all of the National Safe Boating Council's PSAs as well as those from many state agencies so that anyone interested in using them for their own campaign purposes can get them directly from the Web site. This process not only saves time and money, but also allows for the immediate exchange of information.

### **IV.3. Social Media**

The National Safe Boating Council continues to be a leading force in the recreational boating industry with its social media presence on several popular social media sites, such as Facebook, Twitter, and YouTube. These platforms have increased in popularity and necessity for the "Wear It!" campaign and the NSBC as a whole. Without its social media presence, the NSBC would be a lesser known name throughout the United States and abroad. It is because of these social media web sites that new partnership and relationships have formed to help support the "Wear It!" campaign message.

Social media has two distinct advantages over other more traditional types of media. It allows for instantaneous communication on a simultaneous, interactive level. Social media allows the NSBC and its message to be delivered right to those that can help further spread its message, giving them the information that they need to do so. For example, the "Wear It!" campaign can post something on its Facebook and Twitter feeds and, within seconds, the message can be re-posted and forwarded along to countless other individuals.

At any given time, the "Wear It!" message can be broadcasted to over 2,500 people on Facebook and over 7,000 people on Twitter. The "Wear It!" Facebook page alone has over 1,100 "likes." This means that – at any one time – the campaign can send a message to nearly 10,000 people with the click of a mouse. Furthermore, the individuals that receive the message are able to pass it along to their own friends and followers, "paying it forward." One simple message, such as "Wear It!" can be broadcasted to thousands. Even more impressive is that these are *free* advertising and outreach efforts for the NSBC and "Wear It!" campaign.

Not only is social media one of, if not the most, cost effective way to deliver the "Wear It!" campaign message, it's also critical in strengthening partnerships that in the past had been more difficult to establish. Social media has become a priority of the "Wear It!" campaign in 2012 and will continue to develop with the campaign in future years.

### **IV.4. Safe Summer Campaign and Online Pledge**

With much consideration, the "Wear It!" campaign introduced the "Safe Summer" Story Contest in 2011 and continued the next wave of the contest in 2012. This contest actually had two components: the story submission and the "Safe Summer" Pledge to be signed and posted on a user's Facebook or Twitter to help share the word.

The contest was highly promoted using social media and an e-newsletter just prior to the July 4 holiday weekend. This allowed for an increased interest in the campaign as many people throughout North America plan recreational boating trips during this extended

holiday weekend. To further promote this contest, a press release was posted online as well as through the traditional media. There were also increased efforts placed on contacting key bloggers, such as “mommy and daddy” bloggers as well as those blogging about fishing, hunting, and recreational boating. These individuals further helped to promote the contest, but perhaps more importantly, the “Safe Summer” Pledge.

The “Safe Summer” Pledge was created to mirror the state pledge cards, taking out the specific state, but leaving in the important pledge information. When visitors went to the pledge page, they read:

**Take the pledge  
Make this summer safe.**

I pledge to boat safely each and every time I go out on the water, keeping myself, my family, my friends and fellow boaters from harm's way. I will always boat responsibly by:

- Wearing my life jacket and ensuring that everyone on board wears their life jacket (when in a small boat, or operating in rough water or threatening weather conditions)
- Remaining sober and alert - remembering that the use of alcohol contributes to accidents on the water
- Staying in control of my craft and respecting the right of others enjoying the waterways
- Knowing and obeying navigation rules, operating at a safe speed and maintaining a proper lookout

They “signed” the pledge by posting it to their personal Facebook and Twitter pages. Not only were these people interested in pledging to stay safe throughout the summer, but were making a personal plea for their friends and family to do the same.

Even though the “Safe Summer” Campaign and Pledge were introduced halfway through the campaign, the traffic going to the pages on [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com) was considered a great success. Unfortunately, there were less than a dozen safe summer stories entered for the 2012 campaign season. Although not as successful as the campaign had hoped, there is still proof through total impressions and web analytics that show that the “Safe Summer” campaign message was being heard throughout North America.

#### **IV.5. “Ready, Set, Wear It!” Life Jacket World Record Day**

“Wear It!” campaign partners continued the popular “Inflatable Life Jacket World Record Day” for the third year on May 19, 2012 and also placed greater emphasis on the second year of “Wear Your Life Jacket to Work” Day. The original concept was to get people across North America (and abroad) to all simultaneously inflate their life jackets. The goal of this event was to educate not only the boating public, but also *influencers*, many of whom had never inflated a life jacket.

In its second year, the committee that runs “Ready, Set, Inflate!” decided to include all life jacket types, not just inflatable life jackets, so that anyone unable to get inflatable life jackets or replacement cylinders or those with children could participate in the world record as well. Another change in its third year was to change “Ready, Set, Inflate!” to “Ready, Set, Wear It!”, helping to create a strong relationship between this one-day event and the year-round life jacket campaign.

Prior to the event, press releases in both the U.S. and Canada were sent out online and through print markets. A new web site, [www.ReadySetWearIt.com](http://www.ReadySetWearIt.com) was created to give the name change its own identity, including a newly designed logo. The web site included an entirely new user-friendly layout with all new information, resources, and news as it related to the event. Event organizers were encouraged to post their events on the interactive map; a press kit and different media materials were created for media outreach; and general information was available for people to learn more about “Ready, Set, Wear It!” and find an event in their area. Daily updates were provided on Twitter and Facebook for the third year. These social media sites gave “Ready, Set, Wear It!” the great opportunity to talk to those holding events or provide quick information easily and without having to do too much to the main web site.

In 2012, “Ready, Set, Wear It!” partners promoted its “Wear Your Life Jacket to Work” Day (held May 17, 2012) using social media. It was decided among the partners that this was an effective way to promote this event and also see how successful its social media efforts worked – if “Wear Your Life Jacket to Work Day” was a success, so too were its outreach efforts beforehand. On May 17, people throughout the world were encouraged to take pictures of themselves wearing their life jackets at work and post them to the “Ready, Set, Wear It!” Facebook page or send to NSBC’s Communications Director. There were 85 different photos from people all over the world including the U.S., Canada, Japan, and UK all wearing life jackets at work.

After months of planning, “Ready, Set, Wear It!” Life Jacket World Record Day was held on Saturday, May 19, 2012 in conjunction with the kick-off of National Safe Boating Week. In total, there were 3,993 participants throughout the United States and Canada as well as internationally in Mexico, Japan, Brazil, and Australia in nearly 130 locations. Just counting inflatable life jacket alone, the 2012 record nearly beat 2011’s overall record of 1,685 participants. By adding in inherently buoyant life jackets, there were an additional 2,901 participants.

The media presence before “Ready, Set, Wear It!” Life Jacket World Record Day was at its peak on a grassroots level. “Ready, Set, Wear It!” was getting picked up throughout North America and the life jacket message was being delivered as National Safe Boating Week was approaching. Successes were reporting throughout the day of the event as well – many event organizers reported news stations coming to their events, following up with them immediately afterwards to find out if the record had been beat, and spending time reporting on “Ready, Set, Wear It!” in the weeks following.

“Ready, Set, Wear It!” has proven to be a successful approach to educating and informing the recreational boating public about life jacket wear. There was much more public participation in 2012 than in 2011 and 2010 and more buy-in from retailers, companies, and life jacket manufacturers.

#### **IV.6. Life Jacket Wear Rate Tiger Team**

On August 20 – 21, 2012, the Life Jacket Wear Rate Tiger Team met at BoatU.S. Headquarters in Alexandria, VA. Thirty-one representatives from nonprofits, state agencies, for-profit companies, and the U.S. Coast Guard convened for the workshop. In accordance with the Strategic Plan of the Recreational Boating Safety Program 2012 – 2016, Strategy 4.2 – Continue the Life Jacket Wear Rate Tiger Team, this team meets annually to discuss the following:

1. Expand active partner involvement in the national “Wear It” Campaign and report on progress
2. Utilize BARD data provided by Objective 10 research to identify and track the at-risk recreational boating populations via activities, contributing factors, accident type, operation at the time of the accident, and demographic analysis (age, gender, operator experience, boating education and life jacket wear) that result in drowning fatalities in order to prioritize Tiger Team focus and recommendations for life jacket intervention
3. Identify and promote specific efforts which will (or are most likely to) result in successful education of the at-risk population(s) about life jacket wear and change boater behavior
4. Identify and document those people, programs and organizations most likely to influence a behavioral change by the identified at-risk population(s)
5. Engage a variety of influencers to participate in targeted efforts aimed at increasing life jacket wear within their sphere of influence; report the results

Once the workshop had concluded, the Wear Rate Tiger Team was tasked to make formal recommendations to implementing partners on how best to initiate programs and strategies aimed at increasing life jacket wear rates.

One of the main themes that kept resurfacing throughout the two-day workshop was the need for more joint efforts. The Life Jacket Wear Rate Tiger Team recommended that the United States Coast Guard and its implementing partners work more directly and collaboratively on common goals. It was recognized that we all have something different to offer, but that we’re all working towards the same goal – increasing the life jacket wear rate and, ultimately, saving lives. The U.S. Coast Guard and its implementing partners can provide research, resources, concepts, and insights, as well as work together during planning stages and at events and conferences to accomplish this goal.

The Life Jacket Wear Rate Tiger Team also recommended that the U.S. Coast Guard provides more of its data and statistics to help with more localized efforts. For example, if the tools and methodology for the JSI Life Jacket Observation Study were available to

state agencies and partner organizations, they could model that effort using their own resources. This would then allow others to do the study, helping to further validate the results each year.

It was suggested multiple times that the “Wear It!” campaign and general efforts to promote voluntary life jacket wear through positive messaging should “stay the course.” There were recommendations on how to enhance messaging, always keeping in mind that there is room for improvement in the joint efforts to promote life jacket wear and boating safety to the recreational boating public.

#### **IV.7. Collaborative Partnership Efforts**

Each year, the National Safe Boating Council works with partner organizations to promote the “Wear It!” method. Some key partnerships were identified and utilized in 2012, especially during National Safe Boating Week, but throughout the rest of the campaign period as well.

One of the key partnerships that proved to be mutually beneficial was with the U.S. Coast Guard. The NSBC and U.S. Coast Guard worked together to post multiple stories, including “Saved by the Jacket and “Wear It Wally!” to identify the importance of life jacket wear. Among its key findings, 2012 saw an **increase in impact and engagement** across our social media properties. Echoing last year’s success in **interactive Facebook posts**, the National Safe Boating Week campaign incorporated Facebook polls, questions, photo, video and link posts.

The “Wear It!” campaign partnered with National Watersports Foundation and Bonnier to deliver the “Wear It!” method through multiple outlets. The “Wear It!” web banner ran from May 1 to June 30, 2012 on ten marine web sites managed by Bonnier and resulted in 211,241 impressions. The campaign message also ran in twelve e-newsletters in May and June 2012 and resulted in 313,685 impressions. These two outreach efforts resulted in a total of 524,926 impressions due to the collaboration between the “Wear It!” campaign and Watersports Foundation and Bonnier.

The National Safe Boating Council worked with Discover Boating, a campaign run by the National Marine Manufacturers Association, to promote “Wear It!” towards the end of the 2012 campaign. Discover Boating put a “Wear It!” web banner on its homepage, Life Jacket Page, and Boating Safety page, all linking back to [www.SafeBoatingCampaign.com](http://www.SafeBoatingCampaign.com). Discover Boating also included messaging on its Facebook Timeline; when the “Wear It!” message is posted, it has the potential to be read by over 536,000 people who “Like” the Discover Boating page. The message was also tweeted to Discover Boating followers on Twitter, resulting in additional exposure having the potential to reach nearly 7,000 followers.

## V. Campaign Analysis

As the North American Safe Boating Campaign looks to further improve and advance these efforts for 2013, the following success factors need to be included:

- **Diversity of Media and Campaign Materials.** As the campaign continues to build its recognition and credibility, there were more opportunities for media placement and the potential to reach boaters face-to-face. The campaign not only focused creative efforts on the development of multiple media materials that utilized synergistic messaging in a variety of formats, but also created new, innovative materials that state agencies, organizations, and individual groups could use to reach the boating public. An example of these deliverables include: press releases, e-newsletters, brochures, print resources (signs, stencils, banners), as well as digital resources available exclusively as online educational and promotional items.

- **Key Partnerships and Coalition Efforts.** To date, **all 50** states across the country have adopted the “Wear It!” message and philosophy in some capacity. Furthermore, countries from around the world are also using the “Wear It!” message in their own educational and outreach efforts. Considering the great successes with partner organizations in the past, the NSBC continues to work with key groups such as the National Association of State Boating Law Administrators, the U.S. Army Corps of Engineers, the U.S. Coast Guard Auxiliary, and the United States Power Squadrons to not only create individualized campaigns that work for their specific areas, but to provide them with the materials and resources necessary to successfully promote the “Wear It!” message.

Industry, private companies, and other organizations have taken to using “Wear It!” and are doing their part to encourage life jacket wear. This year, the campaign has benefited from a continued surge of groups and individuals all promoting the same universal message – “Wear It!” With one message being used uniformly across the country, and spreading into other parts of the world, the campaign message is not battling conflicting messages and agendas the way it used to. In turn, the message carries a strong message and is making a larger impact than ever before.

- **Continuation of Grassroots Campaigns and Support.** The Grassroots campaign effort in twelve selected locations throughout the United States was an essential component for the overall “Wear It!” campaign. These grassroots efforts, as well as countless others that did not receive financial support from the National Safe Boating Council, are helping to set an example for all of the other states across the country.

- **“Survivor Testimonial” Stories.** The National Safe Boating Council has identified the importance of highlighting real people that have been involved in “Saved by the Jacket” stories. The campaign worked with state agencies and other groups on a grassroots level to find survivors to share their stories. As part of its social media efforts, the “Wear It!” campaign highlighted all the positive “Saved by the Jacket” stories on Facebook and Twitter, when available.

A real-life survivor allows for significant visibility, news pick-up, and the accessibility of relating to the general boating community. Recreational boaters respond favorably to other people that they feel they can relate to, i.e. – Joe Boater. When they hear these stories of survival, everything is brought down to a much more personal level, making boaters think twice about not wearing a life jacket while boating.

- **Continuation of a “Wear It!” Contest.** In 2012, the “Safe Summer” outreach campaign and contest have been critical in promoting the overall “Wear It!” initiative. This promotion creates a “publicity-driver” in that they provide partners with multiple opportunities to localize their stories, yet promote consistent messaging around life jacket use and “Wear It!”

Although the return of safe boating stories did not meet expectations, the overall buy-in from both influencers and the recreational public was impressive. The campaign will strive to think “outside the box” as to how to get more feedback from others and to create more interaction. There is very little cost involved in supporting a contest like the “Safe Summer Contest,” but the buzz that surrounds this sort of effort far outweighs any numbers of entries that are received.

- **Corporate and Local Sponsorships.** Sponsors were used to promote the national campaign effort via Sperry Top-Sider as well as grassroots efforts, helping to create partnerships that were invaluable. The “Ready, Set, Wear It!” Life Jacket World Record Day had two corporate partners – Cabela’s and West Marine – that provided great value and resources towards the one-day life jacket outreach and education event. These partnerships reap tremendous benefits to include: endowing the campaign with even more credibility, providing additional venues through which to reach boaters with the campaign message, and facilitating additional partnership opportunities with other related organizations and companies.

- **Continuation of “Ready, Set, Wear It!”** The third-annual “Ready, Set, Wear It!” Life Jacket World Record Day was more than just an attempt to establish a record. The event not only brought together groups, organizations, and volunteers around the world, but also brought attention to life jackets in a new, fun, and exciting way. More than anything, this event was set up in conjunction with National Safe Boating Week – organizers were able to really take advantage of this time to address all boating safety topics at the beginning of the boating season using this platform. The main focus was life jacket wear, but the event brought together so much more to really make an impact on boating safety.

## **2012 Campaign National Recognition/Awards**

The Communications Director of the National Safe Boating Council, with invaluable support of campaign partners, has placed great effort in ensuring that the campaign continues to grow and expanded exponentially. In 2012, the National Safe Boating Council’s “Wear It!” campaign has received four awards for its North American Safe Boating Campaign education and outreach efforts:

July 2012 – Bronze Anvil of Commendation – Public Relations Society of America  
 July 2012 – Platinum Hermes Award  
 July 2012 – Gold Hermes Award for its “Safety Dance”  
 September 2012 – Thoth Award – Public Relations Society of America

## VI. “Wear It!” Project Time Line

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Agreement signed by U.S.C.G.	Aug. 31	Controlled by U.S.C.G.
Meet with USCG Grant Manager /Tiger Team for National Campaign	Sept. 31	Discuss direction of campaign and receive approval for tentative plans with detailed follow up. Coordinate and set up meeting with Virgil Chambers, Jo Calkin, John Malatak
Meet with States and USCG for targeted effort to discuss previous campaign and upcoming direction	Oct. 15	Coordinate and set up meeting.
Start contracts for PR firm, fulfillment house, others if needed	Oct. 20	Contacts done for PR, Graphics, printing, fulfillment
Contracts due from vendor(s) Graphics and Printing Fulfillment Communications Firm	Nov. 30	Approval from USCG of chosen vendors.
Request sent for sample materials from member organizations	Nov. 30- Feb.1	Letter sent to organizations requesting samples
Reprint NSBC distribution materials for campaign	Nov. 30	Wear Your Life Jacket flyer, etc. Check inventory first.
Meet with Vendors Graphics & Printing – WithinReach Fulfillment- WithinReach Communications Firm – Paul Werth Associates	Date varies Nov. 30	Discuss contracts and plans with vendors. Date varies depending on availability.

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Vendor Contracts Finalized	Nov. 30	All contracts from vendors signed and returned.
Graphics and Printing	Nov. 30	
Fulfillment	Nov. 30	
Communications Firms		
<b>Project plan due to USCG</b>	Date varies Nov. 1	(45 days after signed agreement)
<b>Marketing plan due to USCG</b>	Date varies Nov. 1	(60 days after signed agreement)
<b>Quarterly Report due to USCG</b>	Nov. 1	October – December
Samples of material received to NSBC & USCG if new material	Nov. 1	Review and approval of all samples for campaign kits by NSBC
All Campaign Materials sent to USCG Samples Order Form Campaign Mailer	Dec. 1	All items will be sent at once for review and approval by the USCG – email if have electronic file
Begin writing grant for next year	Dec. 1	Grant submissions are due Jan. 2011
Submit grant to NSBC Exec. Board	Dec. 20	
Write text for 1 <sup>st</sup> postcard	Jan. 1	
Approve text and design for 1 <sup>st</sup> postcard	Jan. 31	
Draft NSBW Proclamation, send to USCG	Jan. 1	Send draft to Jo Calkin
Begin requesting mailing lists for each organization for campaign mailings (mailers, postcards, etc)	Jan. 5	

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Submit grant request to U.S.C.G. for next fiscal year	Jan. 10 (Date may vary)	For 2012 North American Safe Boating Campaign
Web site Edits Received	Jan. 15	Note: Only if incorporating significant changes to campaign site for following year
Proofs for mailers sent to NSBC – Review and edit	Jan. 15	Mailer is informational packet sent out to campaign participants
<b>Quarterly report due to USCG</b>	Feb. 1	January – March
All Campaign Materials sent to graphics/printing and fulfillment company	Feb. 1	
Anchorline Article submitted	Date varies	Submission dependent on request from publication coordinator
Development of PSA, VNR, etc with Communications Firm	Feb. 1	Dates will vary depending on contract
Fulfillment items arrive	Feb. 15	Final products of samples received by fulfillment company
Web site Design received	Feb. 15	
Shooting of PSA and VNR footage	Mar.1	Dates will vary each year depending on contract and securing celebrity spokesperson. More specific time schedule will be provided in Quarterly Report.
Campaign mailers mailed to USCG distribution center	Mar. 10	For 2011 – Kits will be mailed no later than the 15 <sup>th</sup> .
Editing of PSA and VNR to be reviewed by NSBC and USCG	Mar. 15	Dates may vary
Load Press Kit onto website and distribute to grassroots volunteers	Mar. 30	
Final PSA/VNR approved	Mar. 30	Ready for Distribution

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Compression of video for DVD, CD-ROM and website posting		
Bulk order fulfillment begins	Mar. 15	
Write, review and edit text and graphics for 2 <sup>nd</sup> postcard	April 15	Purpose is to promote NSBW
<b>Quarterly report due to USCG</b>	May 1	April - June
Continue filling of orders	May - Sept.	
Monitoring of television, print clipping	May - Sept.	
<b>North American Safe Boating Week</b>	<b>May 21-27</b>	Date varies (NSBW is always the first full week before the Memorial Day weekend, Sat. - Fri.)
Ship on demand orders, inventory control, reports	July - October	
<b>Quarterly report due to USCG</b>	Aug. 1	July - September
Write, review and edit text and graphics for 3 <sup>rd</sup> postcard	Aug. 1	Meant to solicit evaluations from campaign participants
Review and evaluation	Aug. 31	
Select Pillars of Support recipients	Sept. 1	Campaign Award given to states or organizations that excel in promoting the campaign message
Select Be a Survivor winners	Sept. 15	
Send out prizes to campaign evaluation participants	Sept. 30	
<b>Final report due to USCG</b>	Sept. 30	

## October 2011

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of October
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
  - Coordinated with state agencies to transfer state-specific web addresses into their state accounts, instead of the NSBC account
- ✓ Coordinated with WSIA on 2012 outreach messages
- ✓ Submitted 1<sup>st</sup> Request for Funding for 2012 “Wear It!” grant
- ✓ Chose the winner for the 2011 “Safe Summer” campaign contest
- ✓ Created draft 2012 Campaign Request for Resources/Funding application – distributed amongst Tiger Team for review and comments
- ✓ Continued edits to Campaign web site, Ready, Set, Inflate Web site, etc.
- ✓ Began working with PPG to create new NSBC web site with updated layout and new user-interface
- ✓ Attended web conferences for the National Outreach Work Group – was asked by the chair to take Minutes – distributed Minutes after conference calls
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Received Final Reports from states (MI, NY, WA) to include in national Final Report
- ✓ Coordinated with NASBLA on its online social media web site, Connected Community to garner other’s interest
  - Wrote several blogs to post on the Connected Community and other NSBC social media outlets
- ✓ Responded to numerous calls and e-mails regarding the campaign

## November 2011

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of November
- ✓ Worked on BoatOnCourse.com video segments – provided edits and comments
- ✓ Completed all tasks to ensure a smooth reveal of the new NSBC web site, including final edits to the web site, writing and submitting a press release, and the actual launch of the web site
- ✓ Submitted 2011 North American Safe Boating Campaign Final Report
- ✓ Coordinated with the U.S. Coast Guard to send out e-newsletter and social media alerts about the national Emergency Test
- ✓ Began coordinating with Within Reach on the new ReadySetWearIt.com web site; discussed the future of ReadySetInflate.com
- ✓ Wrote campaign-related and communications-related articles for Winter Anchorline
- ✓ Attended web conferences for the National Outreach Work Group – was asked by the chair to take Minutes – distributed Minutes after conference calls
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

## December 2011

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of December
- ✓ Edited the format of The Modern History of Recreational Boating Safety, went through the steps to get the book published as a digital e-book on Amazon
- ✓ Attended web conferences for the National Outreach Work Group – was asked by the chair to take Minutes – distributed Minutes after conference calls
- ✓ Wrote first version of 2012 North American Safe Boating Campaign Grant
- ✓ Wrote first version of 2012 Town Hall Meeting Grant
- ✓ Purchased new “Wear It!” bags for Inflatable Life Jacket Education Kits
- ✓ Sent out emails requesting donated resources for 2012 campaign
- ✓ Made contact with boating safety professional to add Suriname to list of international “Wear It!” supporters, continued communications with other international participants
- ✓ Coordinated with DiscoverBoating.com to get NSBC Boating Safety “Sidekicks” information corrected on their web site
- ✓ Submitted and received USCG Approval for 2012 “Wear It!” Request for Support/Funding Application
- ✓ Began working on separate grant opportunity to submit to Recreational Boating Foundation in January 2012
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

## January 2012

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of January
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Continued edits to Campaign web site
- ✓ Attended/Presented at NSBC Winter Board of Directors Meeting
- ✓ Completed writing/editing multiple grants for the NSBC, submitted grants to USCG for consideration
- ✓ Submitted Magnetic Postcard Concept to Within Reach
- ✓ Coordinated with Within Reach on mobile site for SafeBoatingCampaign.com
- ✓ Sent out 2012 “Wear It!” Grassroots Support Application through multiple outlets, promoted to garner interest
- ✓ Determined that ReadySetInflate.com will no longer exist and NSBC will create new web site, ReadySetWearIt.com
- ✓ Wrote, submitted 2012 National Safe Boating Week Proclamation to USCG
- ✓ Followed up with possible donors for 2012 Free Resources and coordinated to begin getting resources sent to Fulfillment House
- ✓ Attended web conferences for various campaign-related items, including calls with NASBLA, NOAA, RBFF, and Paul Werth Associates
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and e-mails regarding the campaign

## February 2012

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of February
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Approved proofs for “Wear Your Life Jacket” and “Choose to Boat Safely” and re-printed for NSBC Free Resource Warehouse
- ✓ Submitted “Almost a Perfect Day” and BoatOnCourse.com for consideration for NASBLA’s “Seal of Safe Boating”
- ✓ Began coordination, planning efforts with Paul Werth Associates on 2012 campaign and Public Service Announcement
- ✓ Submitted, received approval for 2012 Campaign Press Kit
- ✓ Coordinated with NWSC and Takashina on “A Day at the Beach: Implementing the Strategic Plan” to occur during 2012 IBWSS
- ✓ Sent out request for new “Ready, Set, Wear It!” logo – worked with committee to select new logo; began working on new “Ready, Set, Wear It!” web site
- ✓ Submitted Campaign’s First Quarter Report/Second Request for Funding to USCG
- ✓ Wrote, distributed BoatOnCourse.com press release
- ✓ Coordinated with contact in Mexico to get involved in “Wear It!” campaign and 2012 IBWSS
- ✓ Submitted 2012 Public Service Announcement scripts to USCG for approval
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

## March 2012

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of March
- ✓ Edited the format of The Modern History of Recreational Boating Safety, went through the steps to get the book published as a digital e-book on Amazon
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Attended, presented at 2012 IBWSS in San Diego, CA
- ✓ Presented during “A Day at the Beach: Implementing the Strategic Plan” on Objectives 2 and 4 of the Strategic Plan
- ✓ Did final edits to ReadySetWearIt.com and had it go live the first week of March
- ✓ Reported on the NSBC’s and Campaign’s progress of Objectives 2 and 4 to Objective leaders for upcoming NBSAC Meeting
- ✓ Made Free Resources Warehouse live beginning on March for 2012 campaign
- ✓ Began receiving “Ready, Set, Wear It!” and campaign event registrations, coordinated with hosts on their upcoming events
- ✓ Submitted all 2012 Press Release drafts to USCG for approval, received approval
- ✓ Wrote, submitted for USCG Approval the 2012 NSBC-NWS coordinated effort for NSBW
- ✓ Presented, attended Maryland DNR Conference in Ocean City, MD
- ✓ Created committee to review, select recipients of 2012 “Wear It!” Grassroots effort
  - Wrote Press Release, received USCG approval for recipients

- Began coordination efforts with 13 recipients on their “Wear It!” efforts
- ✓ Submitted 2012 Campaign Mailer proof to USCG for approval, received approval
- ✓ Reached out to each state agency and territory with 2012 campaign information
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **April 2012**

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of April
- ✓ Administered and managed “Ready, Set, Wear It!” components including: outreach and communication with each event coordinator; cylinder donation requests and submission of requests to cylinder companies; ReadySetWearIt.com edits and updates; “Wear Your Life Jacket to Work” Day; coordination between volunteers and Cabela’s/West Marine stores
- ✓ Finished draft of 2012 video and radio Public Service Announcements; submitted to USCG for approval
- ✓ Wrote, submitted articles for Spring Anchorline
- ✓ Began National Safe Boating Week coordination efforts with Sperry Top-Sider, including writing a press release and e-newsletter for distribution
- ✓ Coordinated with NOAA/NWS on Nick Schuyler sound bites to be available for NSBW
- ✓ Attended spring NBSAC meeting
- ✓ Sent out 2012 Campaign Mailer to campaign partners
- ✓ Purchased life jackets from Mustang Survival for education and outreach efforts
- ✓ Coordinated with “Wear It!” Grassroots recipients to provide resources for their NSBW kick-offs, summer-long grassroots outreach efforts
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Continued edits to Campaign web site
- ✓ Attended web conferences for various campaign-related endeavors
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **May 2012**

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of May
- ✓ Continued with NSBW coordination efforts with Sperry Top-Sider, including sending out the official press release, updating NSBC and campaign web sites, distributing e-newsletters, and promoting through social media
- ✓ Promoted the release of 2011 Accident Statistics, including updating 2012 Press Kit with information
- ✓ Promoted 2012 campaign with new Public Service Announcement during Indy 500
- ✓ Administered and managed “Ready, Set, Wear It!” components including: hosting the event on Saturday, May 19; outreach and communication with each event coordinator; cylinder delivery to each event coordinator; ReadySetWearIt.com edits

and updates; “Wear Your Life Jacket to Work” Day; post-event follow-up and announcement; submission of event to RecordSetter.com for consideration

- ✓ Discussed NSBC/Wear It! attendance at future ABYC event in Annapolis
- ✓ Continued coordinator efforts with “Wear It!” Grassroots recipients to ensure that have resources ready for their NSBW kick-off and summer-long outreach efforts
- ✓ Submitted, received approval from USCG for 2012 Print Ads
- ✓ Sent out Lenticular Postcard to campaign partners
- ✓ Attended, provided communication efforts during Congressional Reception
- ✓ Participated in multiple radio interviews for National Safe Boating Week
- ✓ Coordinated with NOAA/NWS on Nick Schuyler sound bites to be available for NSBW, made link to sound bites available on campaign web site, social media sites
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **June 2012**

- ✓ Set up Agenda, Minutes for “Ready, Set, Wear It!” and “Ready, Set, Wear It!” Kids Component conference calls for the month of June
- ✓ Participated in, and took Minutes for, OUPV conference calls during June 2012
- ✓ Worked with “Ready, Set, Wear It!” Kids Subcommittee to choose four coloring contest winners; sent out prize packages; sent out press release announcing winners
- ✓ Coordinated new “Wear It!” Kids Coloring and Writing contests to last throughout summer 2012 with partner Zaner-Bloser and Within Reach
- ✓ Coordinated with Grassroots recipients; created Midterm Report Template and sent to each contact to submit by July 2012 on their efforts
- ✓ Coordinated with contact at K38 Rescue to provide custom “Wear It K38Rescue” logos throughout the world
- ✓ Introduced NSBC staff to possible new online communication tool, Join.me
- ✓ Sent out “Save the Date” email for 2012 Life Jacket Wear Rate Tiger Team Workshop; followed-up with official invitation; began logistics for the upcoming workshop, occurring on August 20-21, 2012
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Participated in multiple radio interviews for general boating safety during summer outreach efforts
- ✓ Attended and presented at 2012 PFDMA Conference in FL
- ✓ Helped promote and educate about Operation Dry Water education and enforcement weekend, June 22-24, 2012
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **July 2012**

- ✓ Coordinated new “Wear It!” Kids Coloring and Writing contests to last throughout summer 2012 with partner Zaner-Bloser and Within Reach

- ✓ Coordinated with Grassroots recipients; requested Midterm Reports and follow-up information
- ✓ Conducted multiple radio interviews leading up to July 4 weekend, throughout the month
- ✓ Produced, sent out Application for Financial Support for attendees to attend 2012 Life Jacket Wear Rate Tiger Team Workshop
- ✓ Sent out invitation to attend Tiger Team Workshop, to be held September 20-21, 2012
- ✓ Wrote first draft of 2013 Contract between National Safe Boating Council and Within Reach
- ✓ Submitted 2012 Third Quarter Report to USCG
- ✓ Submitted Presenter Application to speak at 2013 IBWSS in San Antonio, TX
- ✓ Began working on 2012 Pledge Card Follow-up survey
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **August 2012**

- ✓ Coordinated new “Wear It!” Kids Coloring and Writing contests to last throughout summer 2012 with partner Zaner-Bloser and Within Reach
- ✓ Coordinated with Grassroots recipients
- ✓ Produced Agenda and coordinated event details for 2012 Life Jacket Wear Rate Tiger Team Workshop; administered 2-day workshop
- ✓ Attended and participated in NSBC’s Point of Sale meeting
- ✓ Conducted multiple radio interviews throughout the month
- ✓ Submitted article to be part of Classic Yacht Magazine
- ✓ Coordinated with NMMA to use NSBC’s Polling System for upcoming meeting
- ✓ Purchased life jackets from Revere Supply Company
- ✓ Had “Wear It!” guest blog featured on Boats.com
- ✓ Coordinated virtual meeting with NSBC Executive Board using new online platform
- ✓ Gathered resources for NSBC to exhibit at ABYC’s Boating Safety Clinic
- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign

### **September 2012**

- ✓ Coordinated new “Wear It!” Kids Coloring and Writing contests to last throughout summer 2012 with partner Zaner-Bloser and Within Reach
- ✓ Coordinated with Grassroots recipients; provided them with Final Report template
- ✓ Attended and exhibited at 2012 NASBLA Conference in Mobile, AL
- ✓ Removed Free Resources from campaign web site until March 2013
- ✓ Formatted The Modern History of Recreational Boating Safety to be sold on Barnes & Noble Nook e-reader

- ✓ Attended web conferences for multiple campaign-related endeavors
- ✓ Continued campaign outreach via social media (Twitter, Facebook, YouTube, etc.)
- ✓ Completed 2012 Pledge Card Follow-Up Survey
- ✓ Wrote, sent out email survey to over 1,400 email addresses to gather information on how they used 2012 Free Resources; received over 400 responses
- ✓ Began to compile reports from campaign partners for 2012 Final Report
- ✓ Wrote 2012 “Wear It!” campaign Final Report to be submitted to USCG
- ✓ Worked with other states to help them promote individual “Wear It!” campaigns
- ✓ Responded to numerous calls and e-mails regarding the campaign