Nonprofit Organization Grants:
Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Grantee: American Canoe Association (ACA)
Grant Number: 3315FAN150202
Grant Title: Sustainable Paddlesport Education for Underserved Communities
Award Amount: $200,000.00

Synopsis:

The goal of the Sustainable Paddlesport Education for Underserved Communities grant project is to realize a five-year average in reduction of paddle sport related fatalities through direct outreach to a diverse demographic. This will be accomplished by providing on-land and on-water education and skills assessment credentialing for both adults and youth of underrepresented populations in twenty different locations, with ten being in an urban environment and ten being in a rural setting.
October 5, 2016

Office of Auxiliary and Boating Safety
United States Coast Guard STOP 7501
2703 Martin Luther King Jr. Avenue SE
Washington, D.C. 20593-7501

Final Report
USCG Grant 3315FAN1502.02
Sustainable Paddlesports Education for Underserved Communities
August 2015 – September 2016

Dear Sir or Madam,

The American Canoe Association (ACA) has continued completing the following activities and efforts for Grant 3315FAN1502.02, a project titled Sustainable Paddlesports Education for Underserved Communities. The ACA has completed the tasks outlined below in the Final Report from August 2015 through September 30, 2016.

The goal of this project will be to provide on-land and on-water skills awareness for both adults and youth of underrepresented populations in eighteen (18) different locations, with nine (9) being in an urban environment and nine (9) being in a rural setting. Each location will have the opportunity to complete one (1) Skills Course and one (1) Skills Assessment in one of the following disciplines: Stand Up Paddleboarding, Kayaking, or Canoeing. Each location will also have an opportunity to gain further understanding on other paddlecraft types and operations of these vessels, through this project.

As more individuals in the community obtain knowledge of paddlesports education, the force multiplier will begin as they start to help others in their community organizations to better understand safe boating laws and practices in Human-powered watercrafts. This in turn will also minimize the loss of life, personal injury, property damage and environmental impact associated with the use of recreational boats, through preventative means, in order to maximize safe use and enjoyment of U.S. waterways by the public.
The ACA has:

- Completed all of the paperwork associated with negotiating the revised budget with the U.S. Coast Guard
- Acquired the staff resources needed to conduct this project
- Continue efforts to set up programming in the eighteen (18) different locations, as specified by the grant
- Focused efforts on the creation of a Youth Paddlesports Booklet titled *Kid’s Go Paddling* with the underlying premise of a solid foundational understanding of the ‘Be a L.I.F.E.R’ acronym. This principle looks at Lifejacket Wear, Immersion, Following the Rules of the Road, Evaluation of the paddling Venue, and Returning Safely. We have partnered with Anzovin to create this youth booklet to better provide youth-appropriate educational resources, as outlined by the grant stipulations. Upon the completion of this booklet, each youth involved with this program will be able to have a copy of the booklet, in accordance with the grant stipulations for the Youth Educational Packets.

  - Below is one of the concept images for ‘Blueberry’, the female counterpart to the other animated character used in programs developed through Anzovin for the ACA and USCG animated projects.
  - The ACA was awarded 1st Place for ‘Booklet/Brochures’ Media for this project at the 2016 International Boating and Water Safety Summit.
At the close of the grant project, we had some additional financial resources. We printed and distributed another round of the *Kid’s Go Paddling* Booklets to the community organizations and site hosts at each location. In addition to these booklets, we printed and distributed SUP and Kayak Safety Placards that had previously been created by the ACA through another USCG Grant Project.

These placards, and the information therein, can be seen below:

These above items will help with further education and outreach opportunities in each of the specified areas as selected through this grant program.
Completed the establishment and implementation of each program in the eighteen (18) different locations, as specified by the grant:

- March 10, 16 & May 10, 2016 – Galveston, Texas
  - Sea Scout Base Galveston,
  - Odyssey School

- March, 18-19, 2016 – Anchorage, Alaska
  - Alaska Boating and Safety
  - Turnagain Kayaks
  - Greater Alaska Boy Scouts, Anchorage Chapters

- April 2-3, 2016 – Corpus Christi, Texas
  - Rockport Kayaks
  - Youth Council Programs

- April 30-May 1, 2016 – Miami, Florida
  - Spirit of Adventure Kayaks
  - Florida Wildlife Commission and the Everglades Youth Conservation Camp (EYCC)

  - Turnagain Kayaks
  - Above & Beyond Alaska/Alaska Boat and Kayak Center

- May 14-15, 2016 – San Diego, California
  - REI Outdoor Programs Manager San Diego
  - Outdoor Outreach

- May 18, 19, 20, & 27, 2016 – Charleston, South Carolina
  - Charleston County Park and Recreation Commission
  - James Island Middle School

- May 28-29, 2016 – San Francisco, California
  - REI Outdoor Programs & Outreach Market Manager San Francisco Bay Area
  - Sunrise Middle School

- June 4-5, 2016 – Seattle, Washington
  - REI Outdoor School Senior Instructor
  - Tahoma Middle School

- June 11-12, 2016 – Bellingham, Washington
  - Community Boating Center

- June 13-14, 2016 – Lansing, Michigan
  - Camp Highfields

- June 15-16, 2016 – Fort Myers, Florida
  - College of Life Foundation
  - New Horizons

Making the World a Better Place to Paddle! Since 1880.
The ACA actively obtained partners for this grant project throughout the eighteen (18) different locations agreed upon by the parameters of the grant. Through the existing ACA instructors in the specified areas of interest, we were able to make necessary contacts to ensure the success of the grant.
Below is a chart of the courses completed, with information pertaining to course location, course completion date, the number of participants participating in the skills courses and the assessment courses, as well as the number of adults that have passed the assessment portion of this program.

<table>
<thead>
<tr>
<th>Course Location</th>
<th>Course Completion Date</th>
<th>Participants: Skills Course</th>
<th>Participants: Assessment Course</th>
<th>Adult Participants Passed Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Galveston, TX</td>
<td>March 10, 16 &amp; May, 10, 2016</td>
<td>20 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>Anchorage, AK</td>
<td>March 18-19, 2016</td>
<td>15 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>Corpus Christi, TX</td>
<td>April 2-3, 2016</td>
<td>15 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>Miami, FL</td>
<td>April 30-May 1, 2016</td>
<td>23 Youth, 7 Adults</td>
<td>Seven (7)</td>
<td>Seven (7)</td>
</tr>
<tr>
<td>Juneau, AK</td>
<td>May 14-15, 2016</td>
<td>16 Youth, 3 Adults</td>
<td>Three (3)</td>
<td>Three (3)</td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>May 14-15, 2016</td>
<td>15 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>Charleston, SC</td>
<td>May 18,19,20, &amp; 27, 2016</td>
<td>35 Youth, 6 Adults</td>
<td>Six (6)</td>
<td>Zero (0)</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>May 28-29, 2016</td>
<td>15 Youth, 3 Adults</td>
<td>Three (3)</td>
<td>Three (3)</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>June 4-5, 2016</td>
<td>18 Youth, 3 Adults</td>
<td>Three (3)</td>
<td>Zero (0)</td>
</tr>
<tr>
<td>Bellingham, WA</td>
<td>June 11-12, 2016</td>
<td>9 Youth, 6 Adults</td>
<td>Six (6)</td>
<td>Six (6)</td>
</tr>
<tr>
<td>Lansing, MI</td>
<td>June 13-14, 2016</td>
<td>6 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>Fort Myers, FL</td>
<td>June 15-16, 2016</td>
<td>34 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Zero (0)</td>
</tr>
<tr>
<td>Muskegon, MI</td>
<td>June 16-17, 2016</td>
<td>11 Youth, 4 Adults</td>
<td>Four (4)</td>
<td>Four (4)</td>
</tr>
<tr>
<td>New York City, NY</td>
<td>June 29 &amp; August 9, 2016</td>
<td>14 Youth, 3 Adults</td>
<td>Seven (7)</td>
<td>Five (5)</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>July 29 &amp; August 2, 2016</td>
<td>6 Youth, 3 Adults</td>
<td>Three (3)</td>
<td>Three (3)</td>
</tr>
<tr>
<td>Tampa, FL</td>
<td>July 28-29, 2016</td>
<td>20 Youth, 3 Adults</td>
<td>Three (3)</td>
<td>Zero (0)</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>August 11-12, 2016</td>
<td>13 Youth, 6 Adults</td>
<td>Six (6)</td>
<td>One (1)</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>September 3-4, 2016</td>
<td>7 Youth, 5 Adults</td>
<td>Three (3)</td>
<td>Zero (0)</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>292 Youth, 76 Adults</strong></td>
<td><strong>78 Adults</strong></td>
<td><strong>52 Adults</strong></td>
</tr>
</tbody>
</table>

After eighteen (18) completed courses, we have had 292 youth participants focusing on skill development, 78 adults continuing working on skills development, and 78 adults take part in the skills assessment. Of those 78 adults, 52 of the adults passed the skills assessment at Level 1 in various disciplines.

Additional pertinent information:

One of the greatest challenges of this program was the perceived danger of the activity by the participants, or more correctly, by the participants’ parents and grandparents. Since we worked with individuals from underserved communities, most of these individuals, and their families, did not participate in water sports activities. Most of the youth, and even most of the adults that took this skills or assessment course, did not know how to swim. Even though every person always wore a properly fitted PFD (lifejacket), to get someone who is afraid of the water to feel comfortable in the water and trust the equipment, and the instructor, in a limited amount of time is a challenge. Then to expect the person to learn how to properly and efficiently navigate a paddlesport is another challenge. In most situations and circumstances, we were able to overcome these hurdles.
One of the main reasons why the grant did not meet the numbers previously specified is because of this ‘fear’ of water and parents unwillingness to allow their children to participate. The morning of most of the programs, I received a phone call from the community organization that some of the children participants would not be coming due to a myriad of reasons, but it all circled back to the parents did not feel comfortable having them participate in a watersports activity.

This is more of a systemic issue. If we can change the mindset and understanding for the parents of the youth, then more youth participation will be had in the future. The best way for this to occur is to keep offering similar programs and start with a grassroots effort in each location just to help the community members to understand more about lifejacket wear. Once they understand that they can be safe in the water, then we can add in the skills and other aspects necessary for the community members to learn paddlesports proficiency.

Financial Update:

As of September 29, 2016, $200,000 has been directly charged to the $200,000 in approved grant funds.

We have allocated all financial resources as of September 30, 2016 and have completed the grant program as specified. Through this program, we have been able to create a sizable impact on the underserved community groups in the specified areas of interest.

If you have any questions, please feel free to contact me at the ACA National Office. Thank you for your continued assistance throughout this important grant project.

Respectfully,

/T.J. Turner/          /Christopher Stec/
T.J. Turner                  Christopher Stec
Paddlesports Training Grant Coordinator Chief Operating Officer
503 Sophia Street, Ste. 100 503 Sophia Street, Ste. 100
Fredericksburg, VA 22401  Fredericksburg, VA 22401
540-907-4460 X 103 [w]   540-907-4460 x110 [w]
540-664-2178 [c]       828-329-3404 [c]
tjturner@americancanoe.org cstec@americancanoe.org