

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2016-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council

Grant Number: 3316FAN160218

Grant Title: Wear It! 2017 – A North American Safe Boating Campaign

Award Amount: \$370,000.00

Synopsis:

The North American Safe Boating Campaign (Campaign) will focus on changing recreational boater's behaviors by increasing life jacket wear and provide education and awareness of style and function options by building upon the solid foundation of approaches now used in the Campaign. The Campaign will utilize a variety of efforts including, but not limited to: advertising on both a national and local level through media, grassroots efforts, and less traditional approaches; collaborative partnerships to further introduce the campaign in both the professional world (including commercial, retail, and other organizations) and directly to recreational boaters; through one-on-one and face-to-face interactions with the boating community; and with a targeted approach to boating families using tools of social media. The National Safe Boating Council will continue to provide resources to boating partners to further saturate the Wear It! campaign and its messages to reduce the number of recreational boating fatalities and accidents.