

## **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: Water Sports Foundation (WSF)

Grant Number: 3316FAN160228

Grant Title: Boating Safety Outreach Campaign for Boaters with Limited English Proficiency

Award Amount: \$120,000.00

### **Synopsis:**

The Boating Safety Outreach Campaign for Boaters with Limited English Proficiency grant project is a national year-round safe boating public awareness outreach campaign designed to heighten public awareness of safe boating practices amongst Spanish speaking American. The WSF will work with the Hispanic Communications Network (HCN) to produce targeted messaging. The grant uses leading boating media publishers to distribute safe boating messages that include videos, banner ads, print ads, and articles to boaters through affinity publications and their related digital media. In addition to its own organic safety messages, the grant also works to promote the safety messages of other boating safety organizations.



## PROJECT ABSTRACT

3316FAN160228

Nonprofit U.S. Coast Guard Grant July 1, 2016 – September 30, 2017

The objective of the *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* grant is to heighten public awareness of boating safety among those that have limited English speaking proficiency. As a means to improve boating safety and to reduce boating accidents and casualties, the outreach effort focused on the area of *Increasing Life Jacket Wear Rates* among those that speak the Spanish language (second most popular language in America) pursuant to Executive Order 13166.

The strategy of *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* is to utilize Spanish Language Radio as the medium by which a variety of “Wear Your Life Jacket” safety messages were conveyed in Spanish.

The campaign utilized traditional and non-traditional media to increase the awareness of Life Jacket wear. This included contracting the Hispanic Communications Network (HCN) with headquarters in Washington, DC to create and distribute safe boating advertising and editorial messages.

Through HCN’s 162 affiliate radio stations, the *Boating Safety Outreach Campaign for Boaters with Limited English Proficiency* utilized a combination of outreach tools including producing three custom 60-second Spanish language radio segments distributed on four of HCN’s daily nationally syndicated radio programs between May 22 and May 30, 2017 airing 5,832 times. The campaign also included three live mentions by *Bienvenidos a America* radio talk show hosts, one in-program feature interview during *Bienvenidos a America* with Spanish proficient subject matter expert, U.S. Coast Guard auxilliary and Spanish language boating educator, Henry Cespedes, one in-program feature interview during the *Dra. Isabel Show* with, Henry Cespedes, one Spanish language boating safety article distributed in HCN’s print newspaper syndicate placed in 23 separate publications nationally, six social media posts on HCN’s Facebook page, five Tweets on Twitter, and posts on *La Red Hispana*, HCN’s Spanish language website.

The campaign produced a total of 13,615,200 radio impressions and an additional 837,287 newspaper print impressions. Social media and online audio PSA’s produced additional 100,612 and 104,173 impressions respectively. Recreational boating is safer as a result of the efforts provided by the non-profit grant Boating Safety Outreach Campaign for Boaters with Limited English Proficiency.

The U.S. Coast Guard will be able to post the three audio PSA’s and the newspaper article as referenced media produced by funding from the Sport Fish Restoration and Boating Trust Fund.



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