Educating the Paddler

The Next Water Safety Challenge for the Coast Guard Auxiliary
Why Paddlesports?

- A decade of explosive retail sales growth
- Projected sustained growth through 2020.
- USCG recreational boating projections for 2020:
  - 47 million paddlers
  - 92 million traditional boaters
More Paddlers
More Safety Issues
What the Statistics Show
2005 - 2009
Canoe and Kayak Fatalities Increase by Almost 70%
Why Are Paddlers Vulnerable?

- They lack boating knowledge
- Fail to wear or carry the proper safety gear
- Overestimate their personal skill levels
- Underestimate environmental conditions
- Sometimes paddle under the influence of alcohol or drugs
What We Know and May Not Know

▪ It is a well known fact that boating safety instruction can reduce the number of boating related injuries and fatalities.

▪ What is probably not so well known is that the paddlesports community wants safety training but does not know where to get it.
How the Auxiliary Can Help

- **Teach the Paddlesports America Course:**
  Did you know that 80% of the course content is the same as the Auxiliary ABS course? Instructors only need to become familiar with the content of Chapter One.
How the Auxiliary Can Help

- **Conduct Paddlecraft Vessel Safety Checks:** The size of these boats makes it possible to conduct several vessel safety checks at the same time in a seminar like setting.
How the Auxiliary Can Help

- Refocus Public Affairs Activities: Engage the media. Raise awareness of the inherent hazards of paddlesports recreation and promote the Paddlesports America Course.
How the Auxiliary Can Help

- **Program Visitors**: Establish a relationship with businesses and organizations that interact with the paddlesports community. Stock these facilities with paddlesports safety information and the new paddlecraft owner decals.
Auxiliary Paddlesports Resources

- Check the Public Education and Vessel Examination Departments websites
- Visit the new Paddlesports page on AuxBWiki:
  
  http://auxbdeptwiki.cgaux.org
Reaching Out to the Paddlesports Community

- Conventional Boat Shows
- Hunting, Fishing, Travel and RV Shows
- Paddling Events and Festivals
- Paddlesport Dealer “Demo” Days
- River or Shoreline Clean Up Events
- Paddlecraft launch sites
Need New Members?

Recruit Paddlers for the Coast Guard Auxiliary
Need more information

- AuxBWiki: http://auxbdeptwiki.cgaux.org
- RBS Affairs: http://bdept.cgaux.org
- Education: http://www.cgauxed.org
- VE/PV: http://safetyseal.net

- Thanks!

U.S. Coast Guard Auxiliary
Recreational Boating Safety Affairs