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Watercraft and Vessel Safety

THE NEWSLETTER FROM THE U.S. COAST GUARD AUXILIARY DEPARTMENT OF BOATING

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FROM THE CHIEF

John Potts, DC-B

Well, at last spring is upon us, and warmer boating is very near even in the colder climates. I was fortunate here in Annapolis, Maryland (since the Severn River did not freeze as it often does), to go sailing at least one reasonably warm day each month this winter. There is nothing like being the only boat underway in this self-proclaimed "sailboat capital of the world"! Most other boats were high and dry on solid ground for the winter. Yes, even though I chose 50 degree days, the water temperature was in the mid-30s, so I made sure to dress warmly and wear my float coat. My cold water survival suit, left over from my water survival instructor days some 30 years ago, was at the ready. As water and air temperatures continue to warm for the season, it is time for Auxiliarists to think seriously about safe boating activities.

The Auxiliary continues to evolve to keep pace with the re-organization strategies of our parent organization; so we are including timely articles in this issue of WAVES to help us better educate our targeted boating population. It is not only our public education instructors who educate the boaters in our communities: education also takes place through vessel examiners during vessel safety checks (VSCs), through the RBS program visitors who distribute educational material to local marinas and dealerships, through those who staff RBS exhibits, through the boat crews who get out on the water and educate by example – and yes, even through the "behind the scenes" staff who order educational materials or provide other critical support functions to allow the front-line educational efforts to continue. Look for articles on National Safe Boating Week (17-23 May), new developments with our partner organizations, and the wealth of RBS information available electronically.

Speaking of electronic data, the Boating Department recently fleshed out the "Recreational

Boating Safety" category on the Auxiliary Knowledge Base website. You will find a wealth of answers to interesting questions posed through this site. If you don't find the information you need, you can also submit your own questions. Click on this site: <http://kb.cgaux.info/>

Expand your knowledge and horizons – go surfing – web surfing, that is!



USCG Commandant, Adm. Thad W. Allen, made time in his busy schedule to visit the CG Auxiliary National Marketing Group's life jacket exhibit at the January 2008 Auxiliary National Training Conference (N-Train) in St. Louis, MO. Standing with Admiral Allen in front of the Boating Safety Division's Wear Your Life Jacket display is Marketing Special Events Coordinator Stu Soffer, who designed and fabricated the exhibit.

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NSBC 50th ANNIVERSARY! HISTORY OF NSBC

condensed from NSBC draft

In honor of the National Safe Boating Campaign's fifth anniversary this year, we present a history of the National Safe Boating Campaign, a key project of the National Safe Boating Council (NSBC).

The origins of the National Safe Boating Campaign date back prior to the official founding of the NSBC. In 1954, the U.S. Coast Guard Auxiliary began observing a safe boating week on a limited and localized basis. The first large-scale observance of a National Safe Boating Week was sponsored in 1957 by the Auxiliary.

Also in 1957, the U.S. Coast Guard, through the efforts of the Chief Director of the Auxiliary, prepared a Resolution to establish a National Safe Boating Week by law. One year later, on June 4th, 1958, PL85-445 was passed, authorizing and requesting the President to proclaim annually the week including the 4th of July as National Safe Boating Week (NSBW).

That same year, the Coast Guard Office of Operations proposed a series of meetings to organize and promote NSBW. In the process, the Safe Boating Committee – the precursor of the National Safe Boating Council – was formed.



The National Safe Boating Week campaign encourages, reminds, and highlights the importance of life jacket wear and provides resources for vessel examiners and other educators.

As the Committee expanded throughout the United States, it looked for ways to strengthen and publicize its message of safe boating. In 1963, the NSBW Committee adopted "Flipper," a Walt Disney Production dolphin. Along with this new Committee mascot, the NSBW Committee also created the

"Flipper the Skipper" award in 1965, presented to the marine dealer who did the most to promote boating safety.

In 1973, the NSBW Committee recorded its Articles of Incorporation in Washington D.C.; the following year the NSBW Committee formally changed their name to the National Safe Boating Council.

In 1995, in order to more efficiently capture the attention of U.S. boaters, the NSBC moved National Safe Boating Week to the seven-day period immediately prior to Memorial Day weekend. In 2000, Canada officially adopted the same week for their national safe boating observance. Reflecting its increased scope and new partnerships with the Canadian Safe Boating Council and the Canadian Coast Guard, the NSBC renamed the campaign the North America Safe Boating Campaign.

National Safe Boating Week now serves as the kickoff for the North American Safe Boating Campaign, a year-round campaign with special focus on the summer months of May through September.



In 2006, "Wear It!" became the campaign's official slogan. Over time, the campaign logo has changed to reflect a newer, more comfortable life jacket in conjunction with the current trends of boating. Although the logo has changed and the slogan has been altered – the message has always been clear – by boating safely and wearing your life jacket, boating can be a fun and safe activity

In addition to the change in logo and slogan, the campaign effort also selected the Delta region of Sacramento, California, to be the first specially targeted area to enforce the "Wear It!" message. After the 2007 campaign, life jacket wear rate increased in this area due to the intense marketing of the singly-messaged "Wear It!" and the efforts of the U.S. Coast Guard, the NSBC, BoatU.S.

Foundation, and the California Department of Boating and Waterways. Following this success, NSBC decided to continue with the targeted approach in 2008, this time adding Tennessee as well as continuing its campaign efforts in California and in a general campaign across the country.

The current-day NSBC works through both its membership and its member organizations to reach boaters across the United States. NSBC's recent focus on its member organizations for targeted outreach has helped spread its message of boating safety to a much larger, and less "boating safety-savvy" audience.

What began as a small, grassroots outreach program has evolved into a widespread media campaign. In concert with partner organizations including the National Association of State Boating Law Administrators (NASBLA), United States Coast Guard, United States Coast Guard Auxiliary, United States Power Squadrons, Canadian Safe Boating Council, and others, the North American Safe Boating Campaign promotes a message of boating safety, encourages boater education, and helps to save lives.

Through press releases, public service announcements (PSA's), informational campaign mailers, and other efforts, the Campaign is able to leverage its partner organizations and the media to reach a wide range of individuals with the message of boating safety.



Boaters of all types, including paddlers, are encouraged to "Wear It!" during the National Safe Boating Campaign.

The past fifty years of the campaign have seen change, advancements and, most of all, safer boating. The North American Safe Boating Campaign has come a long way, from modest beginnings to today's nationally recognized efforts. As we keep moving forward, the campaign will

continue to emphasize safe boating and the positive outcome of "Wear It!" – an accomplishment measured by all the lives saved due to the efforts of the partner organizations that work each year to promote National Safe Boating Week and the North American Safe Boating Campaign.

This year's National Safe Boating Week is set for 17-23 May 2008!

See online: <http://www.safeboatingcampaign.net/>



The 2008 ESPN Bassmasters Classic Expo was held in Greenville, SC, from 22 – 24 February, 2008. For the fifth consecutive year, the Boating Safety Division sponsored an exhibit at the Bassmasters Expo for outreach to an audience at high risk for boating fatalities – anglers in open outboard motor boats.

Auxiliarist Bill Riley, DCP 12, coordinated support for the exhibit. Fellow D7 Auxiliarists Jim Ruby, Ronny Merrit, and Ken Bruning joined him at the Expo to staff the exhibit. District Seven's Recreational Boating Safety Specialist, Bruce Wright, also lent a hand. His colorful "BAT-PAK" vehicle (see September 2007 WAVES) enabled expansion of the "Wear It!" effort to the boat launch area on both main tournament days. The truck attracted a lot of attention and stood out in the background during the event's extensive television coverage. Bruce distributed life jacket literature to the large crowd at the launch site.



The "Wear It" exhibit aimed to promote life jacket wear by displaying various new styles by category (i.e., Types I, II, III and V), and explaining the different types of automatic inflatable mechanisms and maintenance requirements for each. The exhibit centered around an 8'x8' flat wall-mounted life jacket display and elevated "working table"; both the display and working table featured hydrostatic and bobbin-activated tabletop demo models, along with re-arm kits for both. This arrangement permitted visitors to handle and try on life jackets. The table and demo models helped Auxiliarists

demonstrate how easily automatic and manual inflating life jackets work. Visitors asked questions at the display, then went to the table for hands-on experience with the demo models.

This year's exhibit drew a continuous stream of visitors, who hailed from at least 19 different states. Exhibit staffers wore USCG Auxiliary golf shirts; this "approachable" appearance seemed to attract more visitors than in previous years. Staffers worked hard to capitalize on the large number of visitors: they recruited several new Auxiliary members, and there was substantial interest in local boating safety courses.



Although the exhibit displayed numerous styles of life jackets, the majority of adult visitors went right to an automatic inflatable Type II model in dark red. When asked why, they told us they wanted one like it; had one like it and wanted to show someone else the type of life jacket they owned; or had seen one like it out on the water. Belt packs also received more interest than at previous events.

This year's Expo drew a large, diverse crowd. In addition to the usual devoted local Bass anglers, there were many young families with children; quite a few mature recreational boaters; and several paddlers. Most visitors wanted to learn more about adults' inflatable life jackets, but many parents also expressed interest in children's models, wanting to know how to properly fit their children with life jackets.

Exhibit staffers showed parents the proper method to fit their children with life jackets. Several

commented that local retail outlets did not contain a wide enough selection of Type II children's life jackets; so they were unable to have their child try on a variety of sizes and types in order to find the best-fitting life jacket to purchase for them. After the event, Auxiliary staffers shared that information with industry and major retailer contacts.

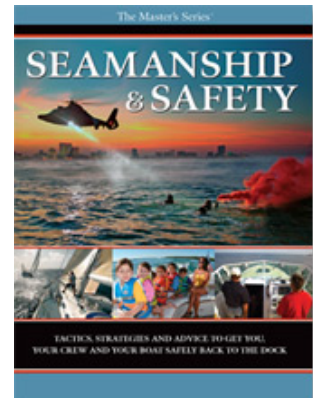
The "Wear It!" life jacket display used for this exhibit is designed for easy customization to serve anticipated visitor demographics. Based on the types of visitors seen at the Bassmasters Expo, the life jacket display selection is being adjusted to include more Type II children's and paddlers' models. Additionally, a "Coast Guard Auxiliary Educational Exhibit" sign is being added to reassure passers-by that the exhibit is not a commercial enterprise.

FREE BOOK:
SEAMANSHIP & SAFETY
Margaret Schulze, BC-BLP

Soundings RBS partner, *Soundings Magazine*, has come through again with a jam-packed book entitled Seamanship and Safety. This 81-page Master's Series book is available on-line as a FREE special edition for USCG Auxiliary members! The book is presented in an easy-to-read online "book" format, displaying facing pages simultaneously on your computer screen. It is also easy to download a copy onto your hard drive.

The first few pages of this informative book contain a welcome letter from NACO Steven Budar, followed by easy-to-understand explanations of the benefits and resources associated with Auxiliary membership.

Fantastic photos complement the chapters on *Coastal Cruising, Elements of Seamanship, Situational Awareness, Rough-water Boat Handling, Seaworthiness, Weather, Anchoring, VHF Comms, Safety Equipment, Life Jackets, Man Overboard Procedures, Survival Strategies*, and *Self-reliance*, plus six more up-to-date vital subjects.



To access your free USCG Auxiliary special digital edition of *Seamanship and Safety*, go to <http://shopauxiliary.com/>, click on Members Only and log in using your member number and AuxEdirectory password. Then click on the Soundings logo. From the Soundings Auxiliary member website, click on "Masters Series" - "USCG Auxiliary Edition of Seamanship & Safety". Enjoy and learn!

features two articles by Auxiliarists. This issue and back issues can be viewed free online. Readers may subscribe free of charge to a paper edition or download the magazine in pdf format online by going to www.uscg.mil/proceedings. This link is now posted on the Boating Department website.

**NEW RBS DEVICE AWARD
POINTS CALCULATOR**
B-dept staff

Amanda Armstrong, FSO-PA in Pensacola, FL, created a handy way to track your points over a two-year period to earn the RBS Device Award. All you have to do is enter your hours from each item and the Excel spread sheet totals them for you, indicating if you have enough points to earn the device.



For the calculator and basic instructions on earning the RBS Device Award, go to <http://auxbdept.org/documents.php> and track your statistics.

CHDIRAUX RETIRING
John Potts, DC-B

Capt. Barry P. Smith, Chief, Director of Auxiliary since April of 2004, is retiring effective 1 June 2008. A very warm and impressive advance retirement ceremony was conducted in late January, 2008, at N-Train in St. Louis in front of the force to which he is dedicated, the USCG Auxiliary.

The ceremony, while very formal, was not without many touches of humor and sentimentality, particularly during the review of Capt. Smith's Coast Guard career. Capt. Smith enlisted in the Coast Guard in 1979 and served as a quartermaster. In 1981, he graduated from Officer Candidate School and received a commission as an Ensign. His involvement with the Auxiliary will not terminate upon his retirement, as Capt. Smith is also an active boat crew-qualified Auxiliary member. *You will be missed, Captain Smith!*

**FREE COPIES of
PROCEEDINGS**
John Potts, DC-B

The Coast Guard Proceedings is "The Journal of Safety & Security at Sea". Each edition of *Proceedings* – typically 80 to 100 pages – features a specific theme and is championed by a Coast Guard office, assigned based on the command's



expertise in that area. Recent themes have included: National Maritime Center; International Ice Patrol; Environmental Crimes; Search and Rescue; and Homeland Security.

The Winter issue focuses on the Western Rivers Sectors and



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