

Watercraft and Vessel Safety

THE NEWSLETTER FROM THE U.S. COAST GUARD AUXILIARY RBS AFFAIRS DEPARTMENT

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From the Director

Your National Boating Department has had a major name change; while we are now called the RBS Affairs Department, our mission remains the same: implementing ways to promote recreational boating safety outreach. We remain ***"The Source for RBS Partnerships"***.

Explore our website at [RBS Affairs Department](#) and bookmark it in your "favorites" as a vital access to RBS resources.

We have added some new staff positions to help with our ever-increasing RBS outreach: Andy Navalance as Liaison to Safety Partners such as ORION and Mariners School; Robin Ouellette as Liaison to Youth Partners such as the Boy Scouts and Naval Sea Cadet Corps (see separate article); John Benson to supervise a smaller grouping of our State Liaisons; and Suzanne Tomlinson to modernize our communications for the State Liaison Program. Filling old position vacancies, we welcome Kelly Townsend as Liaison to Publication Partners such as *Soundings*, *Heartland*, and *Mad Mariner*, and Bruce White as Liaison to BoatU.S. Atul Uchil returns as Liaison to the Army Corps of Engineers and will head up the Liaison Division. Bruce Johnson was appointed Deputy Director of our department.



We're still "hiring"! If you have experience with the Naval Sea Cadet Corps (see article) and would like to be a part of our staff, send your questions and résumé to our Deputy Director, Bruce Johnson at bjoh@seascout.org. For more information, go to [Help Wanted](#).

It is snowing on the day I write this near Annapolis, Maryland...enjoy your winter and plan your strategy as you read the other articles to increase Recreational Boating Safety during 2010!

- John Potts

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“...through organization and cooperation with the Department of the Navy, to encourage and aid American youth to develop, train them in seagoing skills, and to teach them patriotism, courage, self-reliance and kindred virtues.”

- NSCC Charter - 36 USC 1541

In October 2009, a fresh Memorandum of Understanding (MOU) was signed between the Naval Sea Cadet Corps (NSCC) and the USCG Auxiliary! What does the average Auxiliarist know about the Sea Cadets? Hopefully, our knowledge base will take a sharp turn upward in 2010 as we seek ways to implement this landmark agreement.

Since 1958, the Naval Sea Cadet Corps has been committed to providing American youth with a drug and alcohol free environment where they can foster leadership abilities, broaden their horizons through hands-on training, and be guided through the process of becoming mature young adults.

Sea Cadet organizations exist in most of the maritime nations of the world. Just over sixty years ago, the US Department of the Navy, recognizing the value of such organizations in educating youth on maritime matters, requested the Navy League of the United States establish a similar program for American youth. The Navy League agreed to do so; formally establishing the Naval Sea Cadet Corps (NSCC) for Americans aged 11-17 in 1958. On September 10, 1962, Congress recognized the importance and benefits of the NSCC by federally incorporating it under Public Law 87-655 (36 USC 1541).

MCPOCG Vince Patton, USCG (Ret.)
Former Master Chief Petty Officer of the Coast Guard



Former Sea Cadet
JAMES M. HANNAN
Division, Detroit, MI

"By joining the Sea Cadets, I started on my road to career development as a citizen and as a leader. Although the Sea Cadet program provided me with an understanding of the sea services, it did a lot more in preparing me to understand words like honor, respect, commitment, courage, and devotion to duty. These words collectively make up the Coast Guard and Navy core values, something I have lived by and promoted."

Admiral Thad W. Allen, USCG, Commandant of the Coast Guard

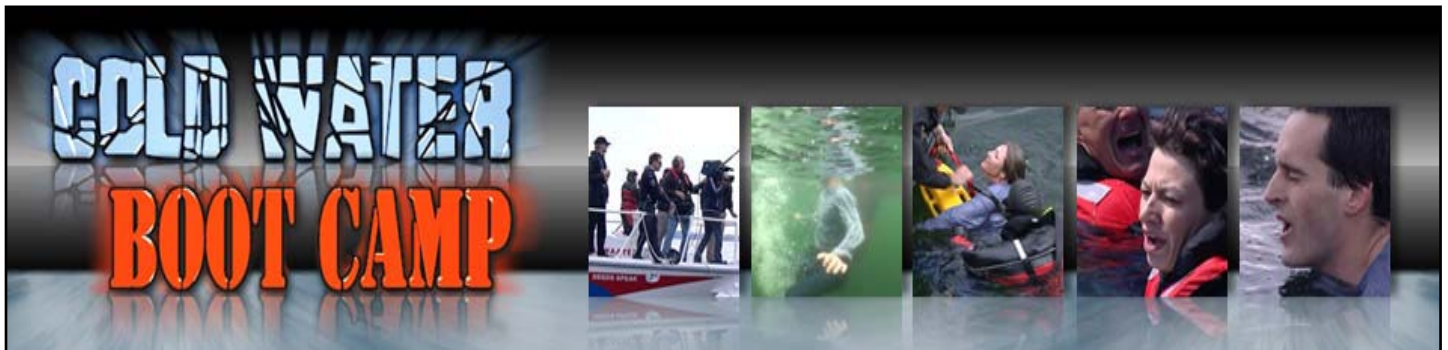


“The Coast Guard is proud to count you as ‘shipmates’ in the cooperative effort to develop meaningful and valuable leadership, seamanship, and military training to youth across the country.

This new agreement states, in part: “... *the purpose [of this agreement] is to define and establish procedures and practices for cooperation between the Auxiliary and the Naval Sea Cadet Corps to enhance their common goals of providing public education and application of maritime training to citizens of the United States of America. Specifically, the purpose of this MOU is to afford to the members of the NSCC training opportunities otherwise unavailable, which will be provided by members of the CGAUX, whether at facilities of the CGAUX, USCG, or at other facilities.*” The complete MOU can be found by clicking on [NSCC MOU](#).

HELP WANTED! Your National RBS Affairs Department is assembling a team to coordinate the implementation of this agreement. If you have experience with the Naval Sea Cadet Corps and are interested in being on staff in our

Youth Partners Liaison Branch, send your résumé and any questions to our Deputy Director for RBS Affairs Recruitment, Bruce Johnson, at bjoh@seascout.org. The full position ad can be found at [Help Wanted](#). Watch for implementation plans during the coming months. In the meantime, you can learn more about NSCC by exploring the [NSCC website](#).



Most areas of the country are in the throes of winter and cold water. Check out this new website, [Cold Water Boot Camp](#). Learn all about **1-10-1**:

1 – Cold Shock. An initial deep and sudden gasp, followed by hyperventilation. Cold shock will pass in about 1 minute. Concentrate on avoiding panic and getting control of breathing. Wearing a life jacket is imperative, as the first involuntary gasp can take water into the lungs.

10 – Cold Incapacitation. It only takes about ten minutes to lose effective use of one’s extremities. Focus on self-rescue.

1 – Hypothermia. Even in ice water, it can take up to one hour before becoming unconscious due to hypothermia. By learning more about the aspects of hypothermia, techniques of how to delay it, self-rescue and calling for help, chances of rescue and survival will be dramatically increased.

Check out this vital new link for the latest experience on dealing with cold water exposure. A great source of educational tools, including DVDs for use in the class room and other RBS educational opportunities such as Vessel Safety Checks! [Cold Water Boot Camp](#)



Attention,

Boat Show Exhibitors!

Division and Flotilla Commanders, please ensure that your coordinator for boat shows and other RBS exhibits has a copy of the latest Boating Safety Exhibit Guide in the [RBS Document Library](#). The Auxiliary is changing its approach from the “old-style” exhibits, with a long table across the front piled high with brochures and separating the staff from the public. The updated Guide also features new posters and techniques for engaging visitors.

The following are a few excerpts from the new approach to an old task:

Tips for Success:

- Open “L” shaped table
- Variety of life jackets on display
- Objects to touch & feel
- Posters on foamboard

- Design an open “L” shaped exhibit to draw visitors into the space, enabling you to engage them. **Exhibits SHOULD NOT have tables across the front; front tables are visitor barriers.** Exhibits with a front “barrier” table are outdated and should be avoided. An open front encourages visitor access. This may be a difficult concept change, but we need to stay flexible in order to promote boating safety to modern crowds. Use table cloths and table skirts to look professional. Paper products are available as a disposable alternative.

- A colorful display of actual life jackets should be the first thing people see; after all, encouraging boaters to wear life jackets is your primary objective! Display a variety of modern, attractive life jackets in bright colors, including automatic and manually inflatable, inherently buoyant, and children’s designs.

- Include a selection of actual safety equipment to touch and feel, such as (unloaded) flare guns or throwable Type IV cushions. To borrow a phrase, an object is worth a thousand pictures! Visitors will also be drawn into your exhibit by the temptation to handle safety items. They are also great conversation starters.



- Tape posters to foam boards or stronger materials for more durable free-standing tabletop displays. Your goal should be to look as professional as possible; you're competing with slick commercial displays.

Spread the word! These are just a few of the “tried and true” more effective ways to engage the boating public with new exhibit techniques, tested by Stu Soffer of the National Marketing Group.

Your exhibit coordinator can find all this and more at the [RBS Document Library](#).



Make Displays Enticing!

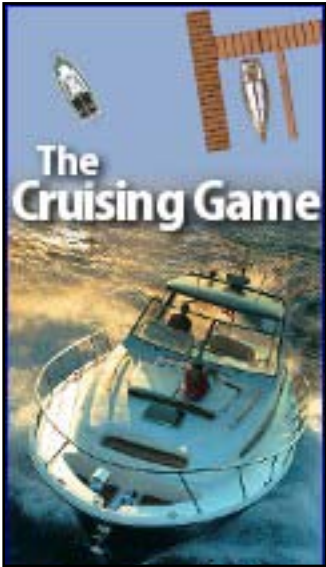
The ARK/LA/TX Water Festival held on the Louisiana Boardwalk in Bossier City, LA, in October featured a USCG “Wear It!” life jacket exhibit. Supported by both a Coastie and Life Jacket Panda, the colorful exhibit drew in many young children. Here, a future boater is enjoying his visit with Coastie.

Photos by Stu Soffer

Alert!

Many of our external partners have made agreements to provide discounts on great products just for Auxiliary members. They also have agreed to provide services to promote the Recreational Boating Safety mission of the Auxiliary. To access the links to these partners, go to <http://www.shopauxiliary.com/> and click on the Members Only link near the top, log in with your member number and E-directory password, and click on the logos of the following RBS Affairs Department partners:





Have you enrolled in your free online subscription to *Mad Mariner* yet? This is another benefit of your Auxiliary membership, arranged by the RBS Affairs Department.



Mad Mariner recently announced they have added two new features: **The Cruising Game** and *DIY Boat Owner*.

The Cruising Game, an online video game that challenges boaters to navigate through multiple levels to reach a destination, is the successor to *Mad Mariner's* wildly popular **Docking Game**. **The Docking Game** has been played more than 300,000 times and was licensed by BoatU.S., which enhanced the game for educational and instructional purposes.

Mad Mariner Launches Cruising Game!

"We are thrilled to offer boaters our latest online game," Glen Justice, founder of *Mad Mariner*, said in a statement. "**The Docking Game** has been wildly successful. We are confident that **The Cruising Game** will realize greater success while providing boaters a way to have some fun when they are trapped on land."

The Cruising Game offers six levels of play, with variable weather conditions and new obstacles, so no two sessions of play are alike. Players can encounter a swing bridge, a regatta, a ferry, and even a lock, along with plenty of commercial and recreational vessel traffic.

Built through a cooperative agreement between *Mad Mariner* and BoatU.S., **The Cruising Game** offers a choice of different boats, power and sail, all with bow thrusters. The game allows players to save high scores and compete against one another. It also features a chart plotter to assist with navigation.

Also, *Mad Mariner* has acquired *DIY Boat Owner*. *DIY* is a quarterly print magazine that offers expert advice on maintenance, repairs, and upgrades for just about every part of your boat, from engines and fiberglass to rigging, electronics and paint. Published since 1995, *DIY* employs some of the best marine writers in the industry, and it promotes the technical standards set by the American Boat and Yacht Council.



To obtain a free first-year online subscription to *Mad Mariner*, go to <http://www.shopauxiliary.com/>, click on the Members Only logo near the top, log in, and then click on the logo for *Mad Mariner*.

What is a "Force Multiplier" ?

In promoting our Auxiliary Recreational Boating Safety (RBS) State Liaison Program, we often use the term *force multiplier* to describe major benefits. What do we mean by that?

A dictionary gives us

Multiplication: a marked increase in number or amount

Multiplier: somebody or something that multiplies or increases

Force: natural strength: the power, strength, or energy that somebody possesses

- Effectiveness: the condition of being effective, valid, or applicable
- Group organized to fight: a body of military personnel, ships, or aircraft brought together to fight in a battle or war
- People working together: a group of people who work together for a particular purpose
- **In Force: Join forces to combine together, or combine with somebody else, for a joint effort.**

So, what is the specific definition of *force multiplier* as it relates to the Auxiliary/State Liaison Program mission of increasing Recreational Boating Safety?

Auxiliary/State Liaison ***Force Multiplier*** – **An asset that helps the Auxiliary accomplish exponentially more of the RBS mission through joint operations and pooling of resources.**

What would such a *force multiplier* look like in a state? Some are probably used to the force multipliers of state police or sheriffs and federal Fish and Wildlife officers working side-by-side with Auxiliarists to keep inland waterways safe, as pictured above. The Auxiliary State Liaison Officer (SLO) is specially trained to pursue such *force multiplication* efforts. The SLO's job may encompass a number of elements:

- Meeting with the District Commodore, State Boating Law Administrator, USCG Recreational Boating Safety Specialist, District Staff Officers, Sector Coordinators, division and flotilla staff to determine the needs and available assets of each component to increase *force multiplication* for RBS efforts within the state.
- Presenting combined Auxiliary and state RBS exhibits at state boat shows, boat ramps, and recreational areas.
- Encouraging the state to sign a proclamation in support of National Safe Boating Week.
- Performing Vessel Safety Checks (VSC) on all State-owned vessels.
- Staffing VSC stations at state boat ramps.
- Coordinating combined SAR training exercises with state boat crews.
- Arranging for state launch areas to be utilized by Auxiliary safety patrols.
- Integrating Auxiliary and state resources to promote boating safety courses.
- Sharing RBS visual aids, such as brochures and DVDs, and other training tools.

- Prioritizing where safety patrols are needed on sole state waters.

The list can go on and on!

Now that you understand the concept better, I encourage you to begin implementing RBS *force multiplication* in your area of operation! Your Auxiliary State Liaison Officer can assist you with this project. We are all working together to save lives on the water!

Ticketed for Wearing a Life Jacket?

Kids in central Nebraska have been getting tickets from Game and Parks law enforcement officers for a couple of years now. What have these young hooligans been doing to attract the attention of the conservation officers? Wearing life jackets, of all things!

According to the August-September issue of *Nebraskaland* magazine, central Nebraska kids have been issued a "ticket" - a card good for a free ice cream cone - when caught wearing a life jacket on the water. Three businesses in the central Nebraska area have donated the ice cream, making the program possible.

Whether you're a kid or an adult, wearing a life jacket always makes sense. Of course, a post-outing ice cream cone is always nice, too!



Distribution: All FCs & DCOs with email addresses in AUXDATA, plus NEXCOM, CG-542, CG-5422, and CG-54222 via direct email from Director RBS Affairs Department (DIR-PRR). Upon receipt, FCs are asked to forward the email or provide hard copies to flotilla members.