



## MEMORANDUM

16790

JUL 21 2011

From:   
M. D. Rizzo, CAPT  
CG-542

Reply to: CDR V. F. Welicka  
Attn of: (202) 372-1265

To: Assistant National Commodore Recreational Boating Safety (ANACO-RB)

Subj: BOATING SAFETY SIDEKICKS – NAVIGATION RULES

Ref: (a) Grant Proposal National Safe Boating Council Navigation Rules Child and Youth Education FY 2011 U.S. Coast Guard Non-Profit Grant proposal submitted January 2010  
(b) Agreement Between Department of Homeland Security United States Coast Guard and National Safe Boating Council Fiscal Year 2010 Agreement No. 1002.24  
(c) Auxiliary Manual, Commandant Instruction M16790.1 (series)

1. The National Safe Boating Council (NSBC) and the National Association of State Boating Law Administrators (NASBLA) submitted a grant proposal, reference (a) to create and administer an education initiative. This proposal was made in order to increase navigation rules compliance by training multigenerational boaters, specifically targeting children, youth, and young adults. That proposal was approved and supported through a grant from the Sport Fish Restoration and Boating Trust Fund, reference (b). The resulting: "Boating Safety Sidekicks", Navigation Rules activity book aimed at introducing children to boating navigation fundamentals, was reviewed and approved by the Recreational Boating Safety (RBS) Program Operations Branch (CG-54222). The final product has been distributed to boating safety partners including the Auxiliary National Supply Center (ANSC).

2. The following considerations are noted:

a. Per section 5.B.4 of reference (c), the Auxiliary is authorized to facilitate RBS missions through cooperative programs with commercial enterprises that involve the distribution of coupons for the purchase of boating safety equipment and/or services or promotions distributed in recognition of the actual observance of boating safety practices. Further, the Coast Guard and/or Auxiliary may distribute coupons and other such materials provided by corporations to Auxiliary units using official business mail. Distribution of "Sidekicks Navigation Rules" by Auxiliarists to support RBS public education initiatives would be consistent with the spirit of this policy.

b. The Boating Safety Sidekicks is a series of publications supported by a Web site ([www.boatingsidekicks.com](http://www.boatingsidekicks.com)) and is promoted by NSBC to introduce children to the world of boating with safety in mind. NSBC would garner considerable exposure to the Boating Safety Sidekicks Program, as well as savings in distribution costs by ANSC and Auxiliary distribution.

3. Given the above considerations, strict compliance and monitoring of this initiative by CG-54222, and recognition that these activity books serve to promote RBS, CG-542 authorizes distribution by ANSC and use by the Coast Guard Auxiliary.

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Copy: NACO, VNACO, DNACO-O, ANSC