



REPLY TO
ATTENTION OF

CECW-CO

DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

NOV 25 2013

MEMORANDUM FOR CHIEFS, OPERATIONS AND NATURAL RESOURCES
MANAGEMENT DIVISIONS AND DISTRICTS AND OPERATIONS PROJECT
MANAGERS

SUBJECT: FY14 National Water Safety Program Catalog and Product Availability

1. The 2014 National Water Safety Products Catalog and order form will be distributed to all division, district and project NRM, Safety and Public Affairs offices via email by Division Representatives on the National Water Safety Committee on 05 December 2013. The products will be available on a first-come first-serve basis. Orders will be accepted until 31 January 2014.
2. National water safety products are designed to support your outstanding water safety activities and to encourage your continued participation in water safety through interpretive programs, educational materials and public service announcements. There will be a range of products available that will include *Bobber the Water Safety Dog* and *Are You Next: Expect the Unexpected* campaign materials. The *Bobber* campaign materials are fun and effective products targeted towards children. The *Are You Next: Expect the Unexpected* campaign materials target adults, primarily 18-35 year old males, which continues to be our target audience nationwide.
3. Operation and maintenance (O&M) funds are authorized to purchase water safety educational products which are considered necessary expenses for the O&M of Corps projects. Authorized products include, but are not limited to, posters, brochures, booklets, litter bags, flying rings, floating key chains and advertising through air time, printed material and billboard display space. Items of personal value such as t-shirts and towels are not authorized for purchase with O&M funds. However, these items can be donated by partners through Challenge Partnerships and/or Contributions programs and distributed under the Corps Water Safety Program.
4. Each division has a representative on the National Water Safety Committee and contact information can be found at <http://corpslakes.usace.army.mil/employees/watersafety/members.cfm>. Pam Doty is the committee chairperson and National Water Safety Program Manager, 817-886-1727 or Pamela.J.Doty@usace.army.mil.

JAMES R. HANNON
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Directorate of Civil Works