

# US Army Corps of Engineers National Water Safety Program Update

**Pam Doty**

HQUSACE National Water  
Safety Program Manager

18 April 2017



®

US Army Corps of Engineers  
**BUILDING STRONG**®



# National Operations Center for Water Safety

- **Subject Matter Expert for public risk management**
- **Draft policies beneficial to program**
- **Conduct studies for leadership**
- **Trend analyses of public fatalities**
- **Produce promotional materials**
- **Networking and establish partnerships**
- **Water safety committee: grassroots initiative**
- **Bilingual subcommittee**



# National Water Safety Committee

## Division Representatives

LRD: Clark Baker

MVD: Renea Guin

NAD: Karen Hoey/Dylan Dickson

NWD: Amber Tilton

SAD: Carmen Boyette

SPD: Sylvia Guerrero

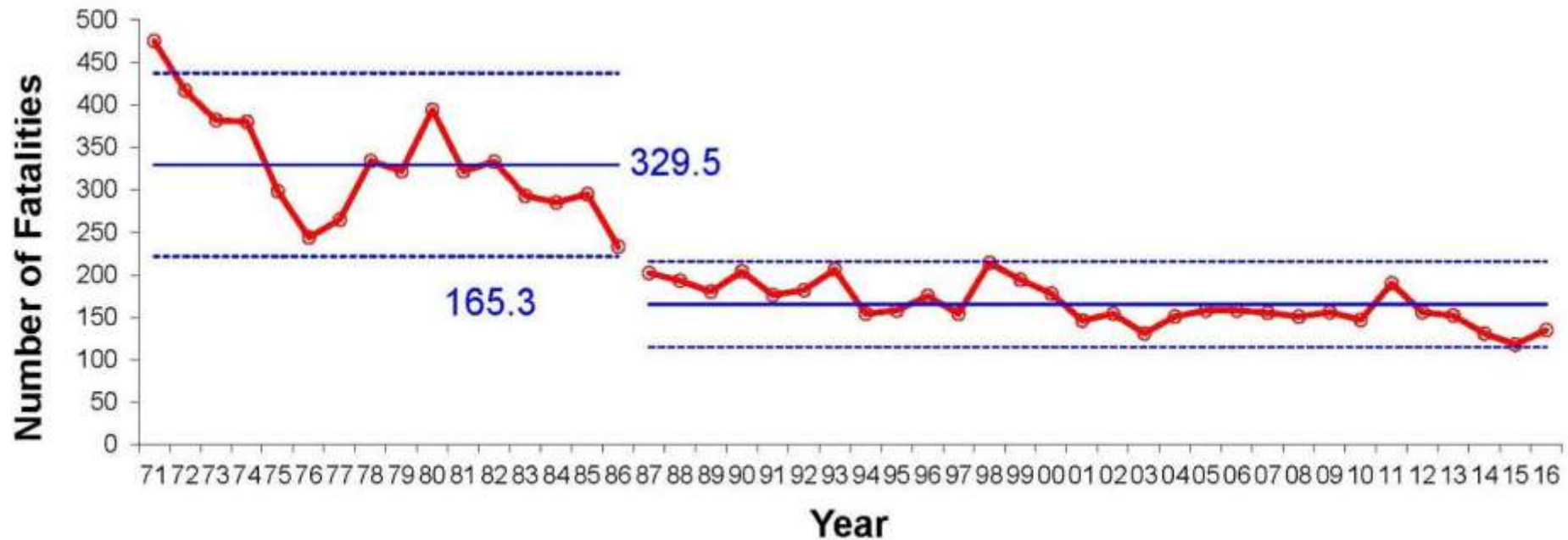
SWD: Tennille Hammonds



**BUILDING STRONG®**

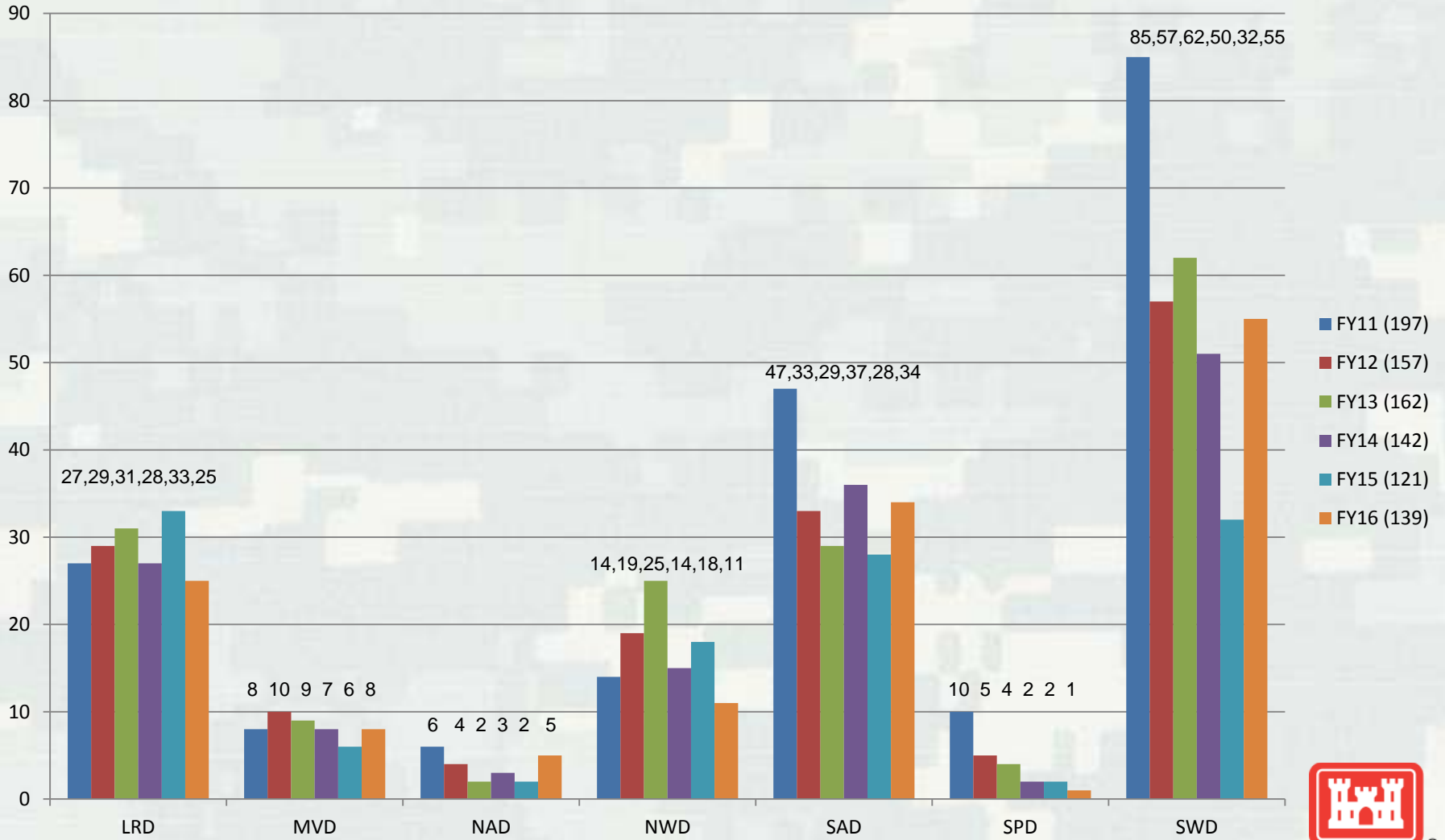
# The importance of educational outreach in risk management

## Corps of Engineers Public Water-related Fatalities



- Note:
- 1971 Enactment of the Federal Boat Safety Act, the U.S. Coast Guard and the States began working within the forum of NASBLA, (National Association of Boating Law Administrators).
  - 1986 The Corps began promoting water safety nationwide through an annual, unified safety - education campaign.
  - 1994 National Operations Center (NOC) for Water Safety established
  - 1998 NOC began quantifying public fatality data

# Public Recreation Fatalities Water and non-water related



# Public Recreation Fatalities To Date

FY16 and FY17 to date (1 Oct – 15 Apr)															
FY16								FY17 (Preliminary Numbers)							
USACE	LRD	MVD	NAD	NWD	SAD	SPD	SWD	USACE	LRD	MVD	NAD	NWD	SAD	SPD	SWD
32	5	0	0	3	8	0	16	21	3	0	0	2	8	1	7



# USACE Public Recreation Fatality Trends FY98-16

**Gender: Male (88%)**

**Ethnicity: Difficult to determine**

**Age: 18-35 (39%) 36-53 (24%)**

**Not Wearing a Life Jacket: 89%**

## **Activity:**

**Boating: 44%**

**Falls from boat: 12%**

**Swimming in association with: 10%**

**Capsized: 8%**

**Collision: 5%**

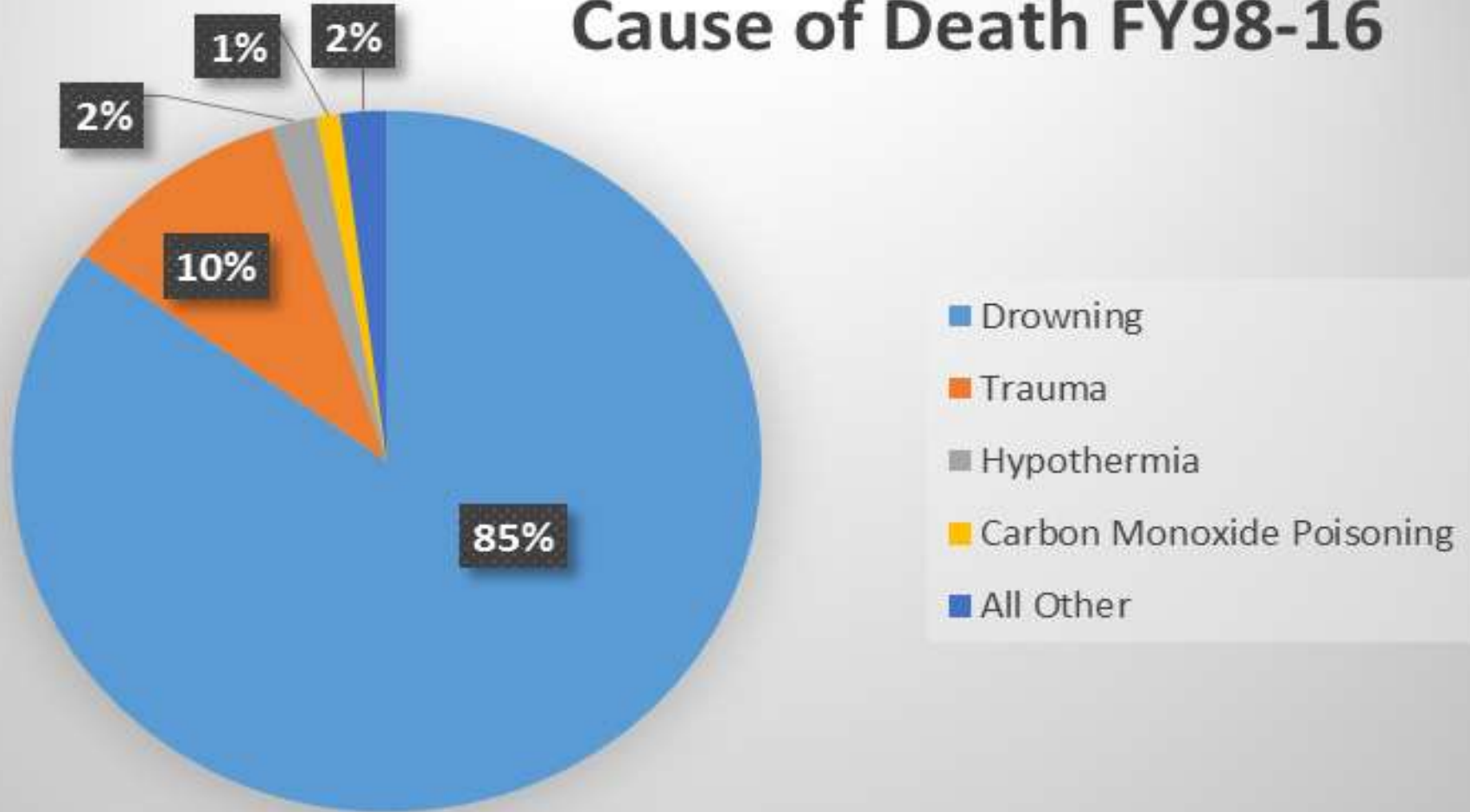
**Swimming: 46%**

**Undesignated area: 37%**

**Designated area: 9%**

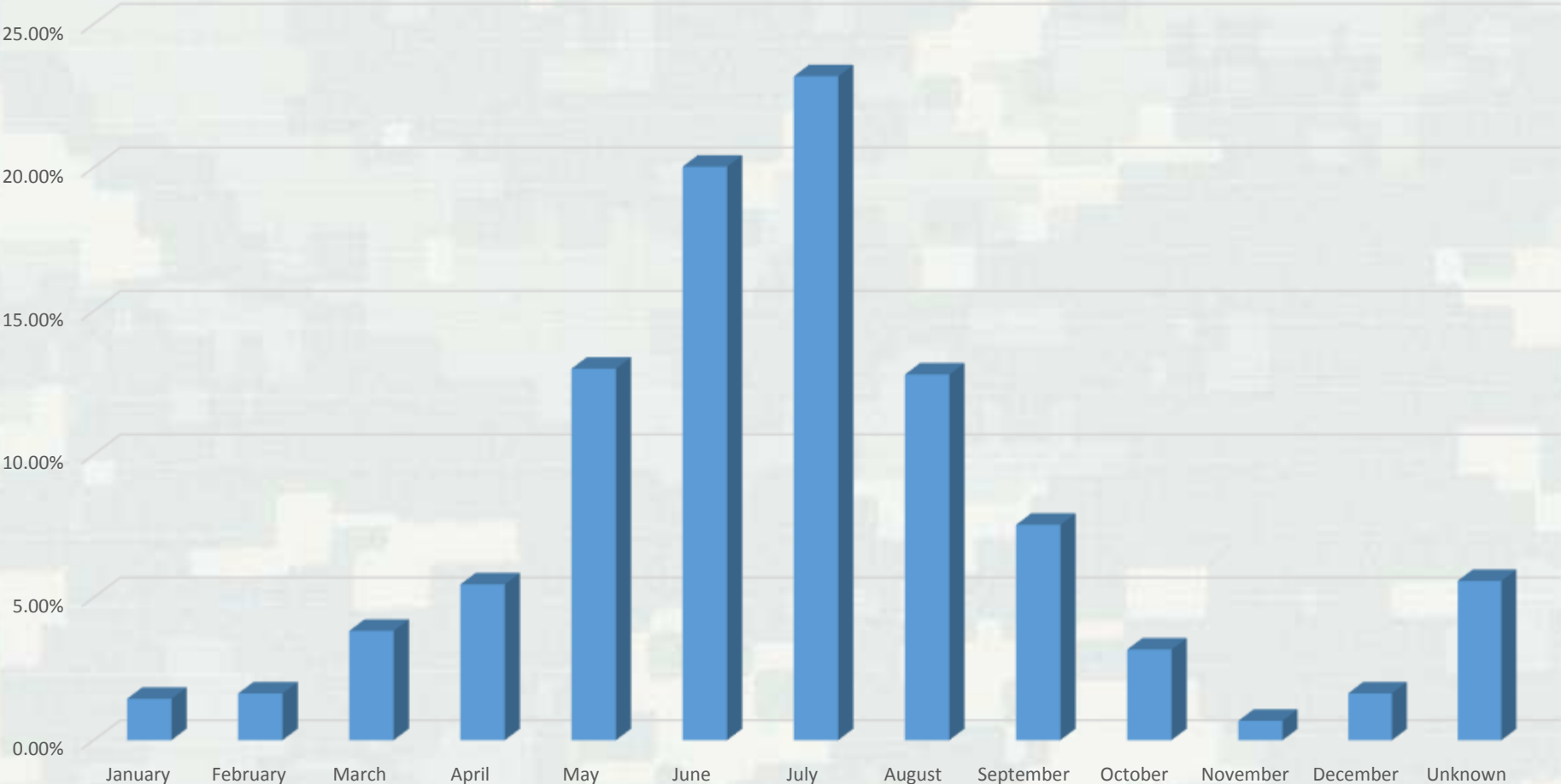


# Cause of Death FY98-16

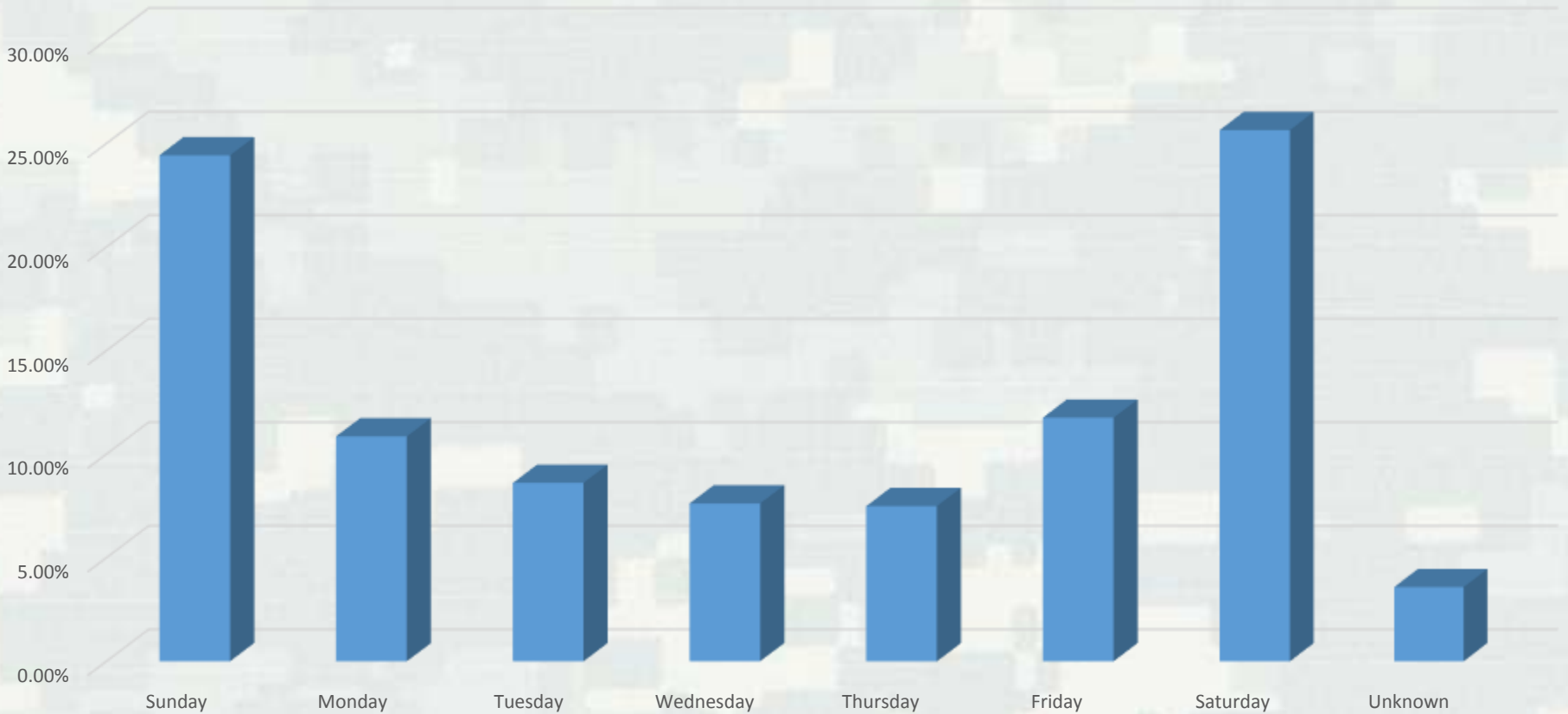




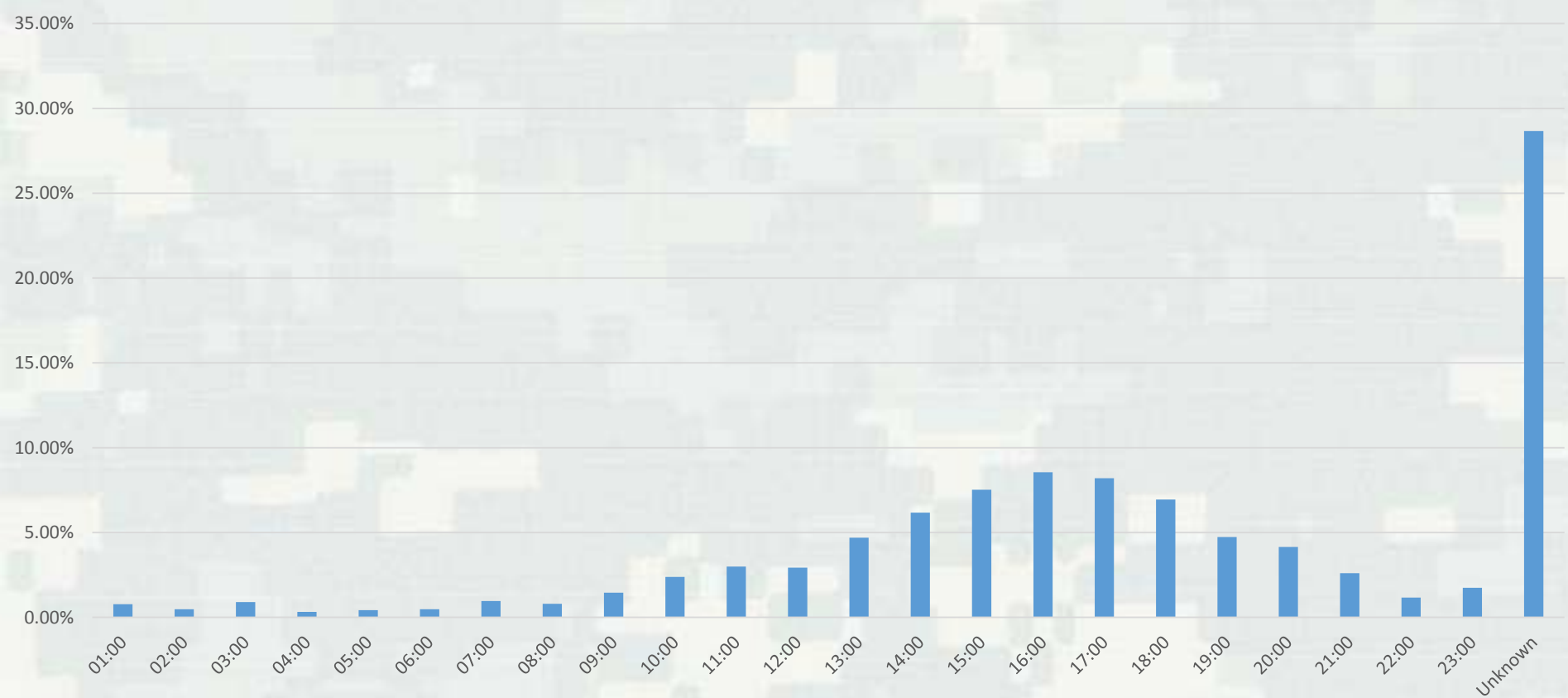
# FY98-16 Fatalities by Month



# FY98-16 Fatalities by Day



# FY98-16 Time of Fatalities





# Life Jacket Loaner Program Guidelines



National policy and guidelines available on the NRM Gateway Water Safety Section under Policies and Procedures



**BUILDING STRONG®**

# GSA Vehicle Public Safety Marking Guidance

- Signed 28 June 2013 by MG Semonite
- Provides clarification regarding authority to place messages that support USACE authorized public safety campaigns on GSA civil works vehicles



# Websites Managed by NOC

- [www.PleaseWearIt.com](http://www.PleaseWearIt.com)
- [www.Bobber.info](http://www.Bobber.info)
- NRM Gateway Water Safety Section  
<http://corpslakes.usace.army.mil/employees/watersafety/water.cfm>
- YouTube Channel  
[www.youtube.com/user/USACEwatersafety](http://www.youtube.com/user/USACEwatersafety)
- DVIDS Unit  
<https://www.dvidshub.net/unit/USACE-WS>

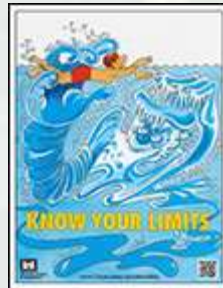


# NRM Gateway

## Water Safety Graphics Library



- ▶ Bobber Artwork
- ▶ Posters
- ▶ Billboard, Banner, Tailgate Wrap Artwork
- ▶ Logos, etc
- ▶ More will be added on an ongoing basis





# New Adult Water Safety Campaign

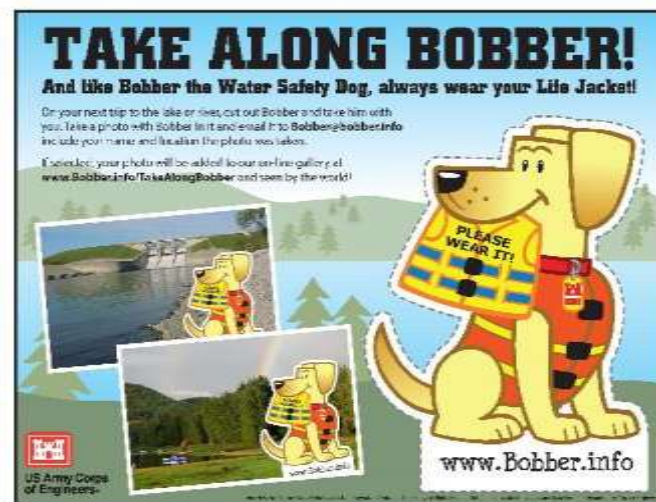
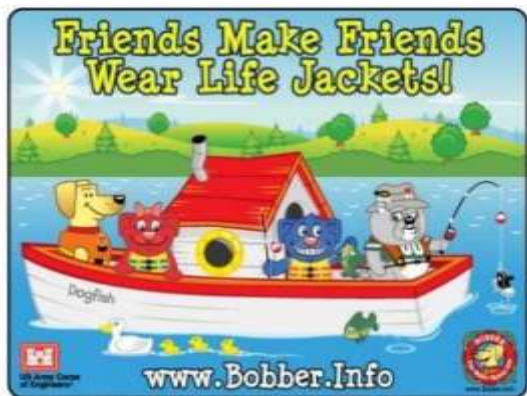


- Life Jackets Worn...Nobody Mourns
  - Developed in cooperation with the Corps of Engineers Natural Resources and Education Foundation
  - PleaseWearIt.com website
- 
- Logo, video PSAs, audio PSAs, posters, promotional products, artwork, and mobile game app have been developed.
  - Campaign Resource Guide is available on NRM Gateway Water Safety Section.
  - Learn more about this campaign and see new PSAs during the next breakout session.



# Bobber the Water Safety Dog

- Regular additions to website [www.Bobber.info](http://www.Bobber.info)
- Trading Cards and Game
- Take Along Bobber
- Included in Bass Pro Shops Family Summer Camp Water Safety Workshops
- Creating new Activity Book



# Take Along Bobber Pictures Needed



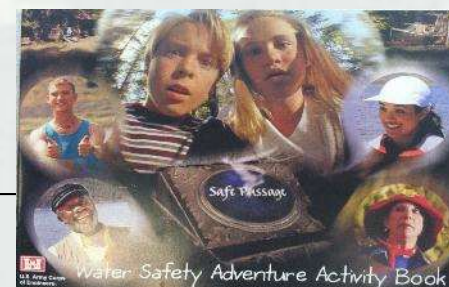
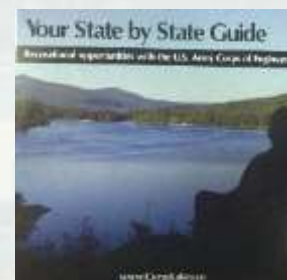
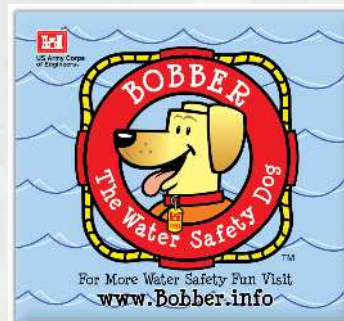
Email photos to [Bobber@bobber.info](mailto:Bobber@bobber.info)



**BUILDING STRONG®**

# National Promotional Products

- Status of Orders
  - One order per office
  - First-Come First-Serve
  - Supplements your water safety program
  - Adult campaign products are for adults only
  - Have people earn or provide them with a personal water safety message before giving them a product
- National Water Safety Product Catalog is distributed in December



# New Products



Activity/Coloring Sheet in pads of 100  
Partnership with Joshua Collingsworth Foundation

New Flying Ring Design



10"x7" Logo Decal



Cell Phone Pocket



Temporary Tattoo



New Floating Keychain Design



3'x8' Vinyl Banner  
Partnership with The Corps Foundation



# Bass Pro Partnership



June 5 – July 11  
(Tues, Thurs, Sat & Sun)

- **Water safety seminars in all Bass Pro Stores**
- **Presentations will be created will be sent to stores**
- **If a park ranger is not available to present seminar than a store associate with present seminar**
- **Props and hands-on activities**



# National Bilingual Subcommittee Meeting and Workshop

- Tentatively scheduled for sometime in August, location TBD
- Two day meeting and one day workshop
- Workshop will be conducted by the subcommittee to give USACE employees and partners tips on how to effectively communicate with Hispanic visitors



# Water Safety Roundtable Discussion

Wednesday, April 19<sup>th</sup>: Rooms D – F

Time: 5:30 – 7:00 p.m.

- Meet Your Division Representative
- Questionnaire Review
- 2016 Photo Contest Winners Announced
- Winners of Water Safety and Interpretation Resources Contest Announced
- Drawing for Inflatable Life Jacket  
(Must be present to win)

