



US Army Corps
of Engineers®

USACE Adult Water Safety Campaign Resource Guide



02 May 2016

Enclosure 1
FY 2016 Water Safety Message to Commanders

USACE Adult Water Safety Campaign Resource Guide

I. Introduction

The HQUSACE National Operations Center (NOC) for Water Safety has launched a new adult water safety campaign. The slogan of the campaign is “Life Jackets Worn...Nobody Mourns” with a web site address of PleaseWearIt.com, which re-directs to the USACE public water safety website at www.CorpsLakes.us/watersafety. The campaign products and materials were and will continue to be developed to assist USACE employees in accomplishing the campaign goal through a unified nationwide approach. Success depends on every USACE employee being informed about the campaign and taking a personal role in promoting it through the various methods explained in this resource guide.

II. Target Audience

This campaign targets adult males. Over the past ten years (2006-2015) 88 percent of all USACE water-related public recreation fatalities were men and 63 percent were between the ages of 20 and 60. Also, 84 percent were not wearing life jackets and 27 percent of boating fatalities were from falls overboard. In addition to boating falls, the activity that caused the most water-related fatalities was swimming in undesignated areas.

Input from the target audience of adult males was used to develop this campaign. The input received identified how to more effectively communicate and attract the attention of adult males. Reaching this target audience with messages about the importance of wearing life jackets has been a challenge over the years. Part of the problem is that many are unaware that the new styles of life jackets are comfortable and easy to care for. Also, most do not perceive calm water as a risk and they are unaware of the reasons why even good swimmers can drown from falls overboard or how easy it is to overestimate their swimming abilities.

III. Background

This campaign was developed by the USACE in cooperation with the Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The Corps Foundation contracted with Parroco Productions Group, Inc. to develop a logo, public service announcements (PSAs), posters, and mobile game app.

The method used to develop this campaign involved the Corps Foundation Special Programs Director Rachel Garren, working in cooperation with the HQUSACE National Water Safety Program Manager Pam Doty, to conduct five focus group sessions with 39 adult male boaters between the ages of 20 and 60 at three different locations; Carlyle Lake in Illinois, Table Rock Lake in Missouri and Lewisville Lake in Texas. Participants were asked the same 10 questions and shown the same 10 PSAs.

Focus group feedback was essential to the decisions made regarding the direction of this campaign. During the focus group sessions it became apparent that many participants value the lives of loved ones, including their wives, partners, children, friends, and dogs, more than they value their own life. Therefore, the slogan was written to get men to think of those they might leave behind. Many of the focus group participants were unaware that there were so many new styles of comfortable life jackets such as fishing vests, float coats, as well as suspender and belt-pack style inflatable life jackets in manual and automatic varieties. The campaign materials all focus on creating an emotional connection in men to encourage them to wear life jackets.

The audio-visual products focus primarily on boating because the funding came from the U.S. Coast Guard grant and their focus is solely on boating. However, this campaign along with this resource guide addresses ways to prevent the majority of USACE water-related fatalities.

There is a phrase “you can’t fix stupid” that is sometimes used internally within USACE as an excuse for not being able to address the problem of public fatalities. The fact is that we have fixed “stupid” on numerous occasions through our water safety efforts and we will continue to do so. We are just not resourced to fix “stupid” all of the time. This campaign provides you with some resources that can be used to educate and inform adults about things they might not know regarding water safety. When the resources are used correctly, they should encourage adults to make more intelligent choices such as wearing a life jacket. Utilizing this campaign effectively has the potential to change behavior and save lives.

IV. Campaign Goal

The goal of this campaign is to reduce public recreational water-related fatalities on our nation’s waterways.

V. Primary Campaign Message and Sub-Messages

In order to accomplish the campaign goal we need adults to understand why they should always wear a life jacket and the reasons why even good swimmers can drown. The primary campaign slogan “**Life Jackets Worn...Nobody Mourns**” along with the **PleaseWearIt.com** web site address should be used with any products developed to promote water safety to adults. The following sub-messages are critical to share when promoting the campaign because they specifically explain the reasons why everyone should always wear a life jacket.

1. Wearing a life jacket helps ensure that you can survive a boating fall overboard.

Falls contribute to 27 percent of boating fatalities, so a life jacket worn increases your chances of being rescued. A fall into the water can be like hitting concrete if you’re moving fast and it’s easy to get the wind knocked out of you. It only takes an adult an average of 60 seconds to drown and an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. If you will not wear a life jacket for yourself, then wear it for those who love you so nobody mourns.

2. Wear a life jacket regardless of your swimming ability.

Regardless of how well you swim, you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming ability also decreases with age. Swimming in a lake or river is not like swimming in a pool, so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can’t swim as far as they think they can. Also, most people don’t have the strength or skill to get back into a small boat from the water without wearing a life jacket. A manual-style inflatable belt pack life jacket works great for swimmers because they can pull the cord to inflate it if they overestimate their swimming abilities.

3. Your gasp reflex can kill you if you don’t wear a life jacket.

Even strong swimmers can drown if they fall into cold water because it causes an involuntary gasp (or torso) reflex so a life jacket is the only thing that can save your life and give you time to be rescued. Some researchers believe water cold enough to cause a gasp reflex can be anything less than your body temperature. Your gasp reflex could be delayed when you are under the influence of alcohol or drugs, which can increase the chance of inhaling water into your lungs. Falls overboard contribute to 27% of all boating fatalities.

4. **Alcohol and water are a deadly combination so wearing a life jacket can save your life.** When underwater and under the influence of alcohol or drugs, you can become disoriented and not know which way is up. This is due to an inner ear condition called caloric labyrinthitis. Also, boaters can develop “boater’s hypnosis” a condition in response to sun, wind, noise, vibration and motion which causes fatigue and slows your reaction time. Combining that condition with alcohol or drugs further reduces your coordination, judgment and reaction time, so wearing a life jacket can prevent deadly consequences.
5. **Always wear a life jacket while swimming outside of a designated swim beach area.** Exceeding swimming abilities is the primary factor that people drown in USACE lakes and rivers. Several people have drown while swimming to a buoy or across a cove. In bodies of water that the water depth fluctuates you do not have any idea what lies under the water’s surface or what may be floating in the water. Therefore jumping and wading in those waters without wearing a life jacket greatly increases the chance that you might drown. Carbon Monoxide (CO) can lay on the water’s surface around boats so when swimming around boats only one breath of CO can kill you. To help ensure that you return home safely always wear a life jacket while on or near the water, even while swimming.
6. **All activities near water are risky so you should always wear a life jacket regardless of your swimming or boating abilities.** Most people don’t perceive calm water as a risk. The fact is, calm waters and nice weather is when most people drown. Obey posted restrictions around dams because even though the water may look calm there are currents circulating underneath the surface that can pull and hold you under the water causing you to drown.

VI. Campaign Resources

1. Campaign Promotional Products

The campaign logo, four video public service announcements (PSAs), three audio PSAs and two posters are available on the PleaseWearIt.com website. The PSAs are downloadable in high-quality television and radio formats, as well as online quick-to-view versions that are a few seconds longer. Also, the online versions of the PSAs are posted on the USACE National Water Safety Program’s DVIDS unit at <https://www.dvidshub.net/unit/USACE-WS> and YouTube channel <https://www.youtube.com/user/USACEwatersafety>. Campaign products DVDs that include the PSAs and posters are distributed to USACE projects and offices nationwide through the NOC for Water Safety annual product catalog and ordering process that takes place in December and January. Artwork for billboards, banners, vehicle tailgate wraps, publication ads and other things will be created by the NOC for Water Safety and added to the website. The “Lake Guard” mobile game app is available for free on Apple and Google Play app stores.

- a. Video PSAs: The “Man Overboard” 60-second video PSA gets the attention of all ages and genders. The “Life Jacket Debate” 30-second video PSA uses the recordings of focus group participants and it also appeals to all ages. The “Girl Overboard” 30-second video PSA shows how all boaters are encouraged to put on life jackets after a friend falls overboard and it was designed to appeal to younger adults. All of these videos have positive endings because the majority of focus group participants preferred that. The “Drowning in 60 Seconds” shows the negative consequences of a guy boating alone and drinking alcohol. This is a common scenario where someone wears a life jacket while underway then removes it while fishing and then falls overboard and drowns.

- b. Lake Guard Mobile Game App: This is a free game app available on Apple and Google Play app stores. It can be played on smart devices such as smartphones or tablets. It is not available on a CD. In order to share the game with visitors as an exhibit it will require downloading the game onto a compatible device with a touchscreen. When using the game as an exhibit, visitors should be provided with information about downloading the app on their own devices. Players can share their scores and communicate with a community of players on their own devices. One way to promote the game would be to hold competition events at visitor centers or during special events.
- c. Audio PSAs: The “Grandpa Overboard”, “Friends” and “Fisherman” audio PSAs are all based on actual incidents at USACE lakes. A child did actually save their grandfather after learning how to reach, throw, row but never go after someone struggling in the water from a USACE park ranger. This is a great example of the success that interpretive park rangers have on a regular basis in educating our visitors.

2. Campaign Giveaways

The NOC for Water Safety has produced products for distribution to USACE offices, such as a fisherman hand towel, multi-tool carbineer, floating key chain, rack card and plastic bag that serve to reinforce the primary campaign slogan and direct people to the PleaseWearIt.com website to learn more. The promotional products are for adults only and should not be given to children. They are best used when accompanied with an interpretive message that explains one or more of the reasons why everyone should always wear a life jacket, reinforcing the campaign message on the product. The products were purchased in large quantities that kept the prices of each product to less than one dollar to comply with the USACE policy described in VI. 10. of this guide. Campaign products that supplement this campaign are distributed on a first come first serve basis to USACE projects and offices nationwide through the NOC for Water Safety annual product catalog and ordering process that takes place in December and January.

3. News Releases

News releases associated with promoting this campaign will be distributed to public affairs offices and to project-level water safety program managers by division representatives on the National Water Safety Committee. A sample news release for you to modify, make your own and distribute is in Appendix A. Just prior to major holidays is a good time to provide water safety promotional news releases to media outlets in your area because that’s when several water-related fatalities happen. If you are interested in receiving news releases as they become available or obtaining other NOC products, contact your division representative on the National Water Safety Committee. These contacts can be found in the water safety section of the NRM Gateway at this link <http://corpslakes.usace.army.mil/employees/watersafety/members.cfm>.

4. Media Kit

A media kit is included in Appendix B. It includes a letter to send to your local media outlets. The letter introduces the campaign and explains where the media can go to download campaign materials. You can include the campaign products DVD with the letter to make it even easier for the media. The media kit also includes an interview fact sheet that includes information to use during media interviews.

5. Social Media Tips

A variety of messages are contained in Appendix C for USACE employees to use on social media outlets i.e. Facebook, Twitter, Instagram, Snapchat etc. Social media promotion of this campaign could have a positive impact on saving lives on our nation's waterways. Every USACE employee has the potential to become an ambassador for this campaign just by sharing campaign messages and videos on social media with their families and friends. This could have a tremendous impact in reducing fatalities.

6. Roving Interpretation Tips

Roving interpretation is a spontaneous, informal form of interpretation that requires some basic program preparation. Roving interpreters walk around in areas where people recreate looking for people to talk to. Water safety can be incorporated into any discussion. Roving interpreters do not present prepared programs. They simply greet and talk with people they encounter, keeping in mind important program messages they want to convey. The content and nature of each encounter is usually determined less by something the interpreter planned to say and more by what the visitors want to know or what they're doing at the time of the encounter. Roving interpretation tips are in Appendix D.

7. Boat Patrol

During boat patrol you are encouraged to promote water safety. You can utilize the campaign products to provoke adults into a conversation about water safety and the importance of wearing a life jacket. Another initiative that you could incorporate into your boat patrol activities is an "I got caught" campaign that provides incentives to adults caught wearing a life jacket that could include the "Life Jackets Worn...Nobody Mourns" logo. An incentive that you could offer are certificates for free camping and day use. Section 20. Safety Certificates in EC 1130-2-550, 30 Nov 2015 clarifies that free camping and day use certificates can be issued for the purpose of rewarding safety to potential users exhibiting a safety practice such as wearing a life jacket.

8. Interpretive Program

An outline for an interpretive program featuring the "Man Overboard" video PSA from this campaign and the "Lost on the Lake" video (that was created by the NOC for Water Safety in 2012) is located in Appendix E. This program can be used to conduct interpretive programs and for district and project safety meetings. Also, programs using this outline could be conducted off-site for community groups or at special events such as fishing tournaments, boat regattas, etc. The Fishing League Worldwide (FLW) host numerous fishing tournaments at USACE lake projects every year. The USACE has a National MOU in place with FLW and it includes providing water safety education. The MOU is available on the NRM Gateway at <http://corpslakes.usace.army.mil/employees/cecwon/pdfs/mou/13-flw.pdf>. FLW welcomes the USACE to attend pretournament meetings to address anglers and/or have a booth at the weigh-ins to interact with the general public. A list of FLW tournaments can be found at www.flwfishing.com. If you would like to promote water safety at any of the FLW tournaments contact information is in Appendix F.

9. Stakeholder Sample Letter

Local concessionaires, leaseholders, cooperating associations, businesses or other partners may be interested in assisting in promoting the campaign. A sample letter from the USACE to stakeholders is included in Appendix G. This letter focuses on locating partners that may be able to assist in promoting the campaign such as providing financial support for air time purchases for the PSAs on television and radio stations and in movie theaters.

10. Youth Program Tips

The “Man Overboard” video PSA and the “Grandpa Overboard” audio PSA can be incorporated into youth programs. These can be used in conjunction with the NOC for Water Safety’s Safe Passage video, which is specifically designed for children and includes kindergarten through sixth grade curriculum. Bobber the Water Safety Dog campaign materials at <http://www.Bobber.info> are great for children and the cartoons are appealing to adults as well. Children can be great ambassadors for encouraging adults to wear life jackets. The slogan “Life Jackets Worn...Nobody Mourns” is geared towards adults, so it will need to be explained to children. Most children will not know the meaning of the word mourn. This creates a good opportunity for parents and other adults to explain it to them and during their explanation hopefully realize that they should wear a life jacket so their children will not have to mourn the loss of someone they love.

11. USACE Water Safety Guidance and Policies

Policies such as the Public Safety Promotional Materials Policy and guidance such as the GSA Civil Works Vehicle Public Safety Marking Guidance Memo, Promotional Items and Government Ethics Standards Memo, and Life Jacket Loaner Program Guidelines explain some of the various authorities for water safety promotion to help you understand what can be done and the limitations. These policies must be followed and any variations must be brought to the attention of the National Water Safety Program Manager. They can all be viewed on the NRM Gateway at <http://corpsslakes.usace.army.mil/employees/policy.cfm?Id=watersafety&Code=All>.

VII. USACE Campaign Implementation Strategy

1. Special Events and Programs

Field offices hold a variety of special events and interpretive programs. Some of these events and programs deal with water safety themes, i.e. water safety carnivals, fishing fairs or family safety days. Projects should take advantage of any gatherings of large audiences to promote this water safety campaign. In addition to events that USACE directly organizes, projects are encouraged to become involved with events that other agencies organize to promote safety (e.g. fishing tournaments, mall displays, boat shows, hunting expos, adult clubs or group meetings, local business safety meetings, minor league baseball games and parades). A list of nationally recognized events that are ideal for promoting life jacket wear are listed in Appendix H.

2. Internal Customers

- a. USACE employees are encouraged to submit the following items to their Division Representative on the National Water Safety Committee in their USACE monthly/quarterly reports.
 - i. Lifeline Stories: These stories include people saved by a life jacket or the mandatory life jacket wear policy, proper rescue stories and stories of how NOC products have made a positive impact. Samples of these types of stories are included in Appendix I.
 - ii. Water safety initiatives including those utilizing the Life Jackets Worn...Nobody Mourns campaign.
- b. USACE employees are encouraged to conduct district and project-level safety meetings perhaps using the interpretive program outline to publicize this campaign and create more ambassadors for promoting this safety campaign.
- c. Information regarding this campaign should be shared with commanders and other leadership. Appendix J is a sample leadership executive summary that can be used to

inform leadership about this campaign. Sharing this resource guide with a memo is another way leadership can promote this campaign.

3. External Customers

a. Traditional Mass Media Outlet Tips

- i. Television Stations (College, Cable and Network). The television version of the video PSAs are online for the media to download or available from you on DVD. Local media contacts will need to be made aware of the availability. There is high demand for PSA air time on major networks for all types of social causes and locating free air time on local stations can be challenging. Making direct contact with the media in person, if you can, increases the chances of them airing the materials. College and cable television stations are more likely than major networks to air PSAs at no cost. In some cases, purchasing air time or space for water safety PSAs on television or radio, and even print media is often the only way to guarantee their use. Work with local television stations to develop newsworthy feature stories around Memorial Day and Fourth of July weekends and during high water events. Start planning discussions early and look for event opportunities as a hook to community interest. Look for stories that can be captured during the week, because reporter crews can be limited on the weekends. Offer to take a reporter out on the water and talk about water safety tips while you conduct the tour. It is recommended that projects in close proximity of each other combine their PSA efforts for acquiring air time to minimize costs. The USACE is authorized to use Operation and Maintenance (O&M) funds to purchase water safety educational products which are considered necessary expenses for the O&M of USACE projects that includes procurement of air time, printed material, and billboard space. Reference memorandums such as the one at this link <http://corpslakes.usace.army.mil/employees/cecwon/pdfs/13Nov26-NWSP.pdf>.
- ii. Local Radio Stations. In addition to sending the audio PSAs to radio stations in your area you are encouraged to interact with local radio personnel to ensure they are aware of the goal of this campaign and this can increase the chances of obtaining free air time of PSAs. Purchasing air time on radio stations, if necessary, can cost considerably less than television. Often stations invite community personalities to provide on-the-air interviews and informational programs for their listeners. Use these programs as an opportunity to educate the media and the public about recreational opportunities in your communities and to also include important water safety messages. Even if the program topic is something other than water safety, find clever ways to bring a safety message into any radio interview. It's best not to wait to be invited; visit with your local radio station manager and encourage the stations support of public safety initiatives.
- iii. Movie Theaters. Local or regional movie theaters can be very receptive to showing PSAs before movies start and this is a great way to promote water safety to the general public. You are encouraged to visit with the managers of the movie theaters in your area to let them know about the video PSAs and ask them if they would be willing to show them. Some theaters might charge for this service but they might also be willing to show them for free.

- iv. Telephone Hold Announcements. Another way to use the audio PSAs is to use them as telephone hold announcements on your office phones so when visitors call in and our put on hold they will hear a water safety message.
 - v. Printed Media (newspapers, magazines and corporate newsletters). The campaign logo and other artwork to use in promoting the campaign in print are available online at PleaseWearIt.com. Countless opportunities exist to promote the campaign using the logo and artwork in print media, including programs or publications for local community events (e.g. high school sports tournaments, fairs, fishing tournaments, etc.), newspapers, campsite receipts, local business newsletters and sales receipts, tourism magazines, etc. The NOC for Water Safety will be creating ¼, ½, and full page print ads and they will be available on PleaseWearIt.com.
 - vi. Billboards. The NOC for Water Safety will be developing billboard artwork to assist you in promoting the campaign that will be available on PleaseWearIt.com. Use water safety billboards along entrance roads to recreation areas or along highways/interstates near your project as a static way to deliver important messages to visitors entering your sites. Working with the Outdoor Advertising Association of America (OAAA) can minimize costs for posting messages on public billboards. Most states have an Outdoor Advertising Association (OAA) that is willing to assist non-profit and government organizations in developing billboards at minimal or no costs for the promotion of public safety along state highways and interstates. A list of state OAA contacts is provided in Appendix K. Another opportunity is to share the campaign slogan and website with local businesses and ask them to place it on their changeable billboards and marquees.
 - vii. Banners and Vinyl Tailgate Wraps. Another way to promote the campaign and water safety to adults is to place banners in key locations within recreation areas and place vinyl tailgate wraps on GSA vehicles. Authority to place vinyl wraps on GSA vehicles to promote public safety is explained in the GSA Civil Works Vehicle Public Safety Marking Guidance Memo that is located on the NRM Gateway Water Safety section under Policies and Procedures. The NOC for Water Safety will be developing banner and vinyl tailgate wrap artwork that will be available on PleaseWearIt.com.
- b. Social Media Tips.
- A good way to promote the campaign would be for every USACE employee to become an ambassador by sharing the PSAs, mobile game “Lake Guard” and key messages from this campaign with their families and friends through various social media outlets such as Facebook, Twitter, Instagram, Snapchat, etc. This can create a safety culture with families and communities and potentially save lives on our nation’s waterways. USACE employees are also encouraged to post the video PSAs on their district and project websites and YouTube channels as well as sharing information regarding the campaign on Facebook, Twitter, etc. Examples of social media messages are in Appendix C. The NOC for Water Safety will be developing social media ads that will be available on PleaseWearIt.com.

c. Stakeholders with Public Safety Interests

You are encouraged to share this campaign with your partners and stakeholders. There are many stakeholders that share our interests in saving lives and may wish to use the campaign materials if they are aware of how to obtain them. It is recommended that district and project offices in close proximity to each other work together to communicate this campaign to stakeholders in their areas that may be interested in working together to promote the campaign. Sample letters from the USACE to stakeholders are included as Appendix G. The following is a list of types of organizations and businesses that may be interested in assisting in promoting the campaign. State DNR and Boating Outreach Educators are good partners in promoting water safety because some states have funds to pay for airtime to run the PSAs on television, radio and in movie theaters, but they don't have the funds to conduct focus groups and create the PSAs. Contact list for State Boating and Water Safety Outreach Educators is Appendix L.

- i. Federal, State and local government organizations
- ii. Concessionaires and out-grantees: marinas, campgrounds, etc.
- iii. Non-profits partners: cooperating associations
- iv. Civic organizations: Rotary, Chambers of Commerce, Search and Rescue, etc.
- v. Tourism/Recreation organizations
- vi. Medical Industry: hospitals, doctor's offices
- vii. Local Businesses: restaurants, gas stations, bait shops, etc.
- viii. Colleges and Universities
- ix. Military bases: Moral, Welfare and Recreation (MWR) Programs and safety offices

VIII. Corps Foundation Campaign Implementation Strategy

The Corps of Engineers Natural Resources and Education Foundation, doing business as The Corps Foundation, who partnered with USACE to develop this campaign has distributed a special newsletter featuring this campaign to members, cooperating associations, corporate partners, marina concessionaires, and other non-profit safety partners. They will also feature the campaign on their website and Facebook page. Learn more about the Corps Foundation at <http://CorpsFoundation.org>.

IX. Campaign Evaluation

1. Public water-related fatality reports are distributed annually through the NOC for Water Safety (see Appendix M) and it is critical to look at fatality trends over a long period of time before making decisions about how to accomplish the campaign's goal. While annual fluctuations in the types and number of fatality incidents are interesting, it is imperative not to be tempted to make decisions about how to accomplish the goal based on individual occurrences.
2. A campaign user checklist is provided in Appendix N to assist you in implementing this campaign.

X. Summary and Conclusion

The USACE has known for years that our target audience of adult males has been a difficult one to reach. It has been challenging to produce a water safety campaign that is effective in provoking adult males to wear life jackets. The "Life Jackets Worn...Nobody Mourns" campaign, if used effectively, has the potential to capture the attention of the adult male audience and change their attitudes about wearing life jackets, resulting in saved lives. The

NOC for Water Safety encourages you to use this resource guide and the campaign materials to assist you in making effective face-to-face interpretive contacts with adult males. Please do not put the promotional products out on display for anyone to take or just hand someone a promotional product without discussing the importance of wearing a life jacket with them. The product by itself might not provoke someone to wear a life jacket but the message that you give them in conjunction with the product could provoke them to wear a life jacket and save their life. This campaign depends on you. What you do to promote water safety is very much appreciated, so go forth and do what you do best in helping to save lives on our nation's waterways.

Appendices

- A. Sample News Release
- B. Media Kit (sample letter and fact sheet)
- C. Social Media Messages
- D. Roving Interpretation Tips
- E. Interpretive Program Outline
- F. FLW Fishing Tournament Contact Information
- G. Stakeholder Sample Letters
- H. National Special Events
- I. Sample of Lifeline Stories
- J. Leadership Executive Summary
- K. State Outdoor Advertising Associations
- L. State Boating and Water Safety Outreach Educators Contact List
- M. USACE Public Recreation Fatality Summary Sheet
- N. Campaign User Checklist



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U.S. Army Corps of Engineers launches new water safety campaign -- “Life Jackets Worn...Nobody Mourns”

(DATELINE) — Every year thousands of people in the United States mourn the loss of loved ones who could have survived if they had been wearing a life jacket while spending time on or near our nation’s waters. To heighten awareness for the use of life jackets, the U.S. Army Corps of Engineers (USACE) launched a new water safety campaign titled “Life Jackets Worn...Nobody Mourns.” USACE, in cooperation with the Corps of Engineers Natural Resources and Education Foundation, a non-profit foundation established to support USACE natural resources and recreation programs, developed the campaign that targets adult males.

In the last 10 years, 88 percent of all USACE public water-related fatalities were men and 63 percent were between the ages of 20 and 60, according to data compiled by the USACE National Operations Center for Water Safety. The center also reports that 84 percent of all public water-related fatalities involved people not wearing life jackets and found that the greatest number of water-related fatalities involved people swimming in areas that are not designated for swimming. Also, 27 percent of boating fatalities involved people falling overboard.

The USACE National Operations Center for Water Safety offer these safety reminders when on or near the water:

- A person’s swimming ability generally decreases with age and regardless of how well you swim you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming in a lake or river is not like swimming in a pool so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or their boat that has drifted away because they cannot swim as far as they think they can. Also, most people do not have the strength or skill to get back into a small boat from the water without wearing a life jacket.
- Even if you think you are a strong swimmer you could drown if you fall into cold water because it causes an involuntary gasp (or torso) reflex, so a life jacket is the only thing that can help save your life and give you time to be rescued. Some researchers believe cold water is anything less than “normal” body temperature (98.6°F).
- While boating a person can develop “boater’s hypnosis,” which is a condition where sun, wind, noise, vibration and motion causes fatigue and slows a person’s reaction time much like the effects of alcohol. Combining this condition with the use of alcohol or drugs reduces a person’s coordination, judgment and reaction time even more. Additionally, if a person swims or falls underwater while under the influence of alcohol or drugs they can suffer from an inner ear condition that causes them to become disoriented and unaware of which direction is up or down.

Misjudging your swimming ability, gasp reflex, boater’s hypnosis, alcohol and drug usage and thinking nothing will happen to you are just a few of the reasons why even if you think you are a strong swimmer you should always wear a life jacket. The best way to lower your risk of drowning is to wear a life jacket, so please wear it for those who love you. Visit PleaseWearIt.com for more information on water safety and to download free campaign materials.

Appendix B Media Kit

“Life Jackets Worn...Nobody Mourns” Campaign Media Interview Fact Sheet

Drowning is one of the Nation’s leading causes of accidental death. According to U.S. Army Corps of Engineers (USACE) public recreation fatality statistics approximately 88% of people who drown are men and 84% were not wearing a life jacket. The vast majority of people who drown are swimming in undesignated swim areas like beyond the swim area buoys or out in the lake around a boat. Also, falls overboard contribute to 27% of boating fatalities. Total number of USACE public recreation fatalities for the past 10 years (2006-2015) is 1,546.

The USACE is the Nation’s leading provider of water-based recreation. We want everyone to wear a life jacket whenever on, in or around water to increase the chances that nobody will ever have to mourn the loss of someone they love. Many people think they can swim well enough to not need to wear a life jacket and a lot of times they’re not aware of the reasons why people drown. Knowing the reasons of why people drown may help save your life or the life of someone you love.

TIP: People overestimate their swimming ability and don’t realize it will likely decrease with age. You could have to fight for your life due to conditions such as waves, current, or exhaustion. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can’t swim as far as they think they can. Swimming in a lake or river is not like swimming in a pool, so wearing a life jacket is critical. A manual-style inflatable belt pack life jacket works great for swimmers because they can pull the cord to inflate it if they overestimate their swimming abilities.

TIP: A fall overboard can be like hitting concrete if you’re moving fast and it’s easy to get the wind knocked out of you. Also, a fall into cold water can cause an involuntary gasp reflex and it can take less than ½ cup of water in your lungs to drown. It takes an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. Most people don’t have the strength or skill to get back into a small boat from the water without wearing a life jacket. If you will not wear a life jacket for yourself then wear it for those who love you so nobody mourns.

TIP: Alcohol and water are a deadly combination. Boaters develop a condition called “boater’s hypnosis” in response to sun, wind, noise, vibration, and motion which causes fatigue and slows your reaction time. Combining that condition with alcohol or drugs reduces your coordination, judgment, and reaction time even more, so wearing a life jacket can prevent deadly consequences. Also, when underwater and under the influence of alcohol or drugs you can become disoriented due to alcohol’s effects creating an inner ear condition that prevents you from knowing which way is up.

TIP: All bodies of water are risky so you should always wear a life jacket regardless of your swimming or boating capabilities. It takes less than 60 seconds to drown. Most people don’t perceive calm water as a risk but the fact is that calm waters and nice weather is when most people drown. In lakes and rivers the water depth fluctuates and you don’t have any idea what lies under the water’s surface or what may be floating along in the water. Jumping or wading in natural waters without wearing a life jacket greatly increases the chances of being injured or even killed, so even if you don’t think anything will happen to you please wear a life jacket for those that love you.

TIP: Everyone should learn to recognize the 4 signs of a drowning victim (head back, mouth open, no sound, arms slapping water) and how to properly rescue (reach, throw, row but never go) someone struggling in the water because knowing these things can save lives. Too many times double-drownings occur when people underestimate the power of someone trying to survive. The person that is panicking and trying to survive will do anything to try and keep their head above water including grabbing onto you and holding your head under water. Unless you are a life guard trained in open-water rescue you should never try to rescue someone that is drowning. A solution to ensure that you never have to see someone you love drown is to make them wear a life jacket.

SUMMARY: Everyone needs to always wear a life jacket when boating or swimming outside of designated swimming area because of conditions like involuntary gasp reflex, boater’s hypnosis, alcohol’s effects on inner ear, and overestimating your swimming abilities. “Life jackets worn...nobody mourns.” Learn more at PleaseWearIt.com.

Appendix B continued
Letter to Media
(Place on USACE Letterhead)

[address]
[address]
[address]

Dear :

The U.S. Army Corps of Engineers (USACE) and their non-profit partner Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, have launched a new boating and water safety campaign targeting adults to reduce drownings on our Nation's waterways. Thousands of people mourn the loss of a loved one or a friend to drowning every year. Most of them would have survived if they had been wearing a life jacket. The new campaign slogan is "Life Jackets Worn...Nobody Mourns".

A DVD of campaign materials is enclosed and it includes four television-quality video public service announcements (PSAs), three radio-quality audio PSAs and two posters. The PSAs and more are also viewable and downloadable online at PleaseWearIt.com. These materials were made possible by a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

It would be very much appreciated if you would work with the USACE to develop ways to promote this campaign so more lives can be saved on our Nation's waterways.

Point of Contact at (lake/river project name) is (name, title, phone number, email address).

Sincerely,

(Project Manager's Signature Block)

Appendix C

Social Media Messages

Nearly 90 percent of the drownings that occur at U.S. Army Corps of Engineers managed lakes and waterways involve people not wearing a life jacket. These deaths more than likely could have been prevented if they would have only worn a life jacket. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com. (link to a Life Jackets Worn...Nobody Mourns PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Be prepared by wearing your life jackets at all times of the year to ensure you return home safely. Life jackets come in many styles; inflatable suspender and belt type, float coats, fishing vests, paddling vests and more. Choose the right one for you and wear it for those who love you. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com. (Link to the Life Jacket Debate video PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Getting back into a small boat from the water can be a very difficult thing to do. Before heading out to your favorite fishing hole or duck hunting adventure make sure you have a boat ladder and life jacket that both work for you. Most people don't have the strength or the skill to get back in a boat if they fall overboard even with some expensive ladders. A ladder that works for your abilities and a properly-fitted life jacket could save your life. Read this article to learn more www.boatus.org/findings/44/. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com.

Wear It Right: In order to make sure a life jacket fits you properly you should check the label to make sure it is Coast Guard approved and that it is the right size and appropriate for the activity you intend to use it. Make sure the life jacket is fully zipped and/or buckled and straps are pulled tight. Lift up on the shoulders of the life jacket to make sure it does not slip above your chin or ears. If it does, then tighten the straps more or get a smaller life jacket. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com. (Link to Wear It Right: Choosing and Fitting a Life Jacket video on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Always expect the unexpected while boating. While you may be a safe boater, others may not. It's always a good idea to wear a life jacket in case you are thrown from your boat into the water. Many drowning victims never intended to be in the water so ensure that you return home safely and wear a life jacket for the people that love you. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com. (Link to the Man Overboard, Girl Overboard or Drowning in 60 Seconds video PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Have a great (insert holiday) weekend and please play it safe while enjoying time on or near the water. Check out this outstanding video and always wear your life jacket because “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com. (link to a Life Jackets Worn...Nobody Mourns PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Carbon Monoxide (CO) can be dangerous to boaters especially anyone that swims around boats because it floats on the water's surface. CO symptoms are similar to seasickness or alcohol intoxication and can make you sick in seconds. Even one breath of CO can be deadly. To learn more visit <http://www.uscgboating.org/recreational-boaters/carbon-monoxide.php>. “Life Jackets Worn...Nobody Mourns.” Learn more at PleaseWearIt.com.

The “Life Jackets Worn...Nobody Mourns” campaign targets adult males. In the last ten years 88% of all U.S. Army Corps of Engineers public water-related fatalities were men and 63% were between the ages of 20 and 60. Also, 84% of all public water-related fatalities were people not wearing life jackets. The activity that causes the most water-related fatalities is swimming in areas that are not designated for swimming. Also, 27% of boating fatalities were from falls overboard. When life jackets are worn nobody mourns, so don't be afraid to take action because your actions can save lives. Visit PleaseWearIt.com for more information and to download free campaign materials.

Your swimming ability usually decreases with age and regardless of how well you swim you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming in a lake or river is not like swimming in a pool so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can't swim as far as they think they can. Also, most people don't have the strength or skill to get back into a small boat from the water without wearing a life jacket. "Life Jackets Worn...Nobody Mourns." Learn more at PleaseWearIt.com. (Link to the Friends audio PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Even if you think you are a strong swimmer you could drown if you fall into cold water because it causes an involuntary gasp (or torso) reflex so a life jacket is the only thing that can help save your life and give you time to be rescued. Some researchers believe cold water can be anything less than your body temperature. Learn more about cold water immersion at <http://coldwaterbootcampusa.org>. "Life Jackets Worn...Nobody Mourns." PleaseWearIt.com.

While boating you can develop "boater's hypnosis", which is a condition in response to sun, wind, noise, vibration and motion that causes fatigue and slows reaction time much like the effects of alcohol. Combining this condition with alcohol or drugs reduces coordination, judgment and reaction time even more. Also, if a person swims or falls underwater while under the influence of alcohol or drugs they can suffer from an inner ear condition that causes them to become disoriented and not know which way is up. View "Almost a Perfect Day" at <https://www.youtube.com/watch?v=-WKMyr16FZ8>. "Life Jackets Worn...Nobody Mourns" Learn more at PleaseWearIt.com.

A fall overboard can be like hitting concrete if you're moving fast and it's easy to get the wind knocked out of you. Also, a fall into cold water can cause an involuntary gasp reflex and it can take less than ½ cup of water in your lungs to drown. It takes an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. Also, most people don't have the strength or skill to get back into a small boat from the water without wearing a life jacket. If you will not wear a life jacket for yourself then wear it for those who love you so nobody mourns. "Life Jackets Worn...Nobody Mourns." Learn more at PleaseWearIt.com. (Link to the Life Jacket Debate video PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

All bodies of water are risky so you should always wear a life jacket regardless of your swimming or boating capabilities. It takes less than 60 seconds to drown. Most people don't perceive calm water as a risk but the fact is that calm waters and nice weather is when most people drown. In lakes and rivers the water depth fluctuates and you don't have any idea what lies under the water's surface or what may be floating along in the water. Also, jumping and wading in natural waters without wearing a life jacket greatly increases the chances of being injured or even killed, so even if you don't think anything will happen to you please wear a life jacket for those that love you. "Life Jackets Worn...Nobody Mourns." Learn more at PleaseWearIt.com. (Link to the Drowning in 60 Seconds video PSA or Fisherman audio PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

Everyone should learn to recognize the 4 signs of a drowning victim (head back, mouth open, no sound, arms slapping water) and how to properly rescue (reach, throw, row but never go) someone struggling in the water because knowing these things can save lives. Too many times double-drownings occur when people underestimate the power of someone trying to survive. The person that is panicking and trying to survive will do anything to keep their head above water including grabbing onto you and holding your head under water. Never go near anyone that is drowning unless you are a lifeguard trained in open-water rescue. A solution to ensure that you never have to see someone you love drown is to make them wear a life jacket. "Life Jackets Worn...Nobody Mourns." Learn more at PleaseWearIt.com. (Link to the Grandpa Overboard audio PSA, Man Overboard or Girl Overboard video PSA on YouTube channel <https://www.youtube.com/user/USACEwatersafety>)

All boaters should wear a life jacket and dress for the water temperature, not the air temperature. Cold-water immersion causes many boating-related fatalities. It follows four stages, starting with cold shock, followed by swimming failure, then hypothermia and finally post-rescue collapse. Most cold-water drowning fatalities are attributed to the first two stages. "Life Jackets Worn...Nobody Mourns." Learn more at PleaseWearIt.com.

After falling into cold water, if you can gain control of your breathing in the first minute, and still can't get out of the water in 10-minutes, the next step is to stop moving. Movement will deplete your energy and increase heat loss. When wearing a life jacket you can minimize heat loss by remaining as still as possible in the Heat Escape Lessening Position (HELP), where your knees are drawn to your chest with your arms grasping them together. You will have at least 1-hour before hypothermia causes unconsciousness giving you more time to be rescued. Learn more about cold water immersion at <http://coldwaterbootcampusa.org>. "Life Jackets Worn...Nobody Mourns." PleaseWearIt.com.

You should not attempt to remove clothing after falling overboard, especially in cold water. Clothes and your life jacket will help you retain body heat. Wet clothes will not weigh you down in the water as many people perceive, because water does not weigh more than water. Learn more about the "1-10-1 rule" and how to survive the stages of cold water immersion at <http://coldwaterbootcampusa.org>. "Life Jackets Worn...Nobody Mourns." PleaseWearIt.com.

If you fall overboard, in any season, you need to know cold water survival skills. Water temperatures even during the summer can run low enough to cause hypothermia. Wearing a life jacket increases your chances of survival in cold water if you use the H.E.L.P. position. Learn more about cold water immersion at <http://coldwaterbootcampusa.org>. "Life Jackets Worn...Nobody Mourns." PleaseWearIt.com.

Hypothermia is a condition in which the body loses heat faster than it can produce it. Violent shivering develops which may give way to confusion and eventually cardiac arrest or unconsciousness. Wearing a life jacket increases your chances of survival in cold water if you use the H.E.L.P. position. Learn more about cold water immersion at <http://coldwaterbootcampusa.org>. "Life Jackets Worn...Nobody Mourns." PleaseWearIt.com.

Appendix D

Roving Interpretation Tips

Roving interpretation is an effective interpretive activity that can be used to contact a lot of visitors using a minimal amount of props and supplies. As with all interpretive activities planning and preparation is necessary. Themes, goals, and objectives need to be used to make this activity effective.

Roving interpretation is usually carried out in parks, recreation areas, or other areas people visit for pleasure. As the term applies, roving interpreters walk around an area, looking for people to talk to. Although the interpreter must think ahead of time about important messages to communicate, roving interpreters do not present prepared programs so much as they simply greet and talk with different groups of people they encounter. The content and nature of each encounter is usually determined less by something the interpreter planned to say than by what the visitors want to know or what they're doing at the time of the encounter.

Aside from the obvious public relations value of encountering people face-to-face, the main advantage to roving interpretation is that it extends the benefit of personal contact to people who might not otherwise have it by attending talks, tours, or other kinds of personal presentations. Visitors tend to be more open and willing to communicate back and forth with the interpreter during roving interpretation than they do during other presentations. It also is a great opportunity to advertise for upcoming interpretive activities that the visitors might be interested in.

In addition, roving interpretation allows sudden or temporary events to be explained to people as those events occur, or before their effects disappear. In this sense, roving interpretation is opportunistic. Routes that roving interpreters travel can be changed in order to take advantage of temporary events and natural phenomena. Main rule of thumb is you want to rove through areas where the people are. The advantage to presenting roving interpretation is that it generally is not a scheduled event or activity so the interpreter has the ability to change areas, topics, and presentation times to whatever works the best for them and their visitors.

Following are some guidelines that might make your job as a roving interpreter not only easier, but more effective.

1. ***Smile as you introduce yourself.*** Take off sunglasses so that the people can see your eyes. Offer your hand when you introduce yourself. Above all else, appear genuinely happy to meet the people. Since a uniform is a symbol of authority, uniformed interpreters can easily and unknowingly intimidate a group. Be aware of this and always approach groups as a friend rather than just as an official.
2. ***Establish rapport immediately.*** In most cases, you might start by asking questions in order to learn about the person or group. How are they? Where are they from? How long have they been in the area? Have they seen a particular feature yet? The important thing is to appear interested in them as people rather than merely as visitors. Be sensitive in what and how much you ask. Some cultural groups may consider too many questions inappropriate or even rude.
3. ***Incorporate your planned messages into the discussion at opportune moments.*** Allow the conversation to take its own course. Don't worry about having to tell every group the same information unless it's related to their safety or well-being.
4. ***Save regulatory messages for the end of the conversation.*** Once you've made friends with the group, reminders, warnings, and even reprimands will seem much more acceptable and less threatening to them.
5. ***Carry a small bag or backpack containing interpretive aids.*** Your backpack could include inflatable life jackets (belt and suspender types), life jacket brochures and "Life Jackets Worn...Nobody Mourns" campaign promotional products. These are just a few of the things that can be used. The items don't have to be elaborate. They just have to either be something that grabs the attention of the people around

you or supports the message that you want to relay onto the visitors. It is always a good idea to take a first-aid kit along with you just in case you or a visitor may need it.

6. ***Try to answer every question as if it were the first time you had answered it, even though you may have answered it dozens of times before.*** Remember, in interpretation there's no such thing as a dumb question. If someone asks it, it must be important. If hundreds of people ask it, it must be extremely important.
7. ***Anticipate the most commonly asked questions and be prepared to answer them.*** Often people will want to know how big things are, how fast they are, how powerful they are, how old they are, or other facts that help them put what they're seeing into perspective. Develop examples, analogies, and comparisons that will help them do this.
8. ***Don't dominate the conversation.*** Let the visitors participate fully in the discussion, asking questions, making observations, etc. They may have a lot to say and ask. Be a good listener.
9. ***Don't stay too long.*** If the people really want you to stay they will let you know, but if you're overstaying your welcome it is doubtful they will say anything. Ordinarily five or ten minutes is sufficient, and many contacts take only two or three minutes. If they would like to continue the conversation but your time is limited, invite them to talk to you later at the information station or after your next interpretive activity.

Reference:

Sam H. Ham, 1992. *Environmental Interpretation – A Practical Guide for People with Big Ideas and Small Budgets.*

Ideas for Roving Interpretation

Topic(s)	Theme	Materials
Life Jackets	When life jackets are worn nobody mourns.	Any type of adult size life jackets, Water Safety Tips Rack Cards
Life Jackets	Avoid a possible life or death struggle – Make sure your life jacket fits you properly.	Adult size life jacket, Wear It Right Brochures
Inflatable Life Jackets	Life jackets are comfortable to wear, so wear it for those who love you.	Inflatable life jackets (belt type and suspender type), life jacket brochures
Cold Water Immersion	Cold water is anything less than body temperature.	Float Coat Life Jacket, Cold Water Immersion information/brochures
Overestimating Your Swimming Ability	Regardless of your swimming ability you could drown.	* Bench and stopwatch
Water and Concrete	Water can be like hitting concrete.	** Large tub of water, water resistant glove and adult life jacket
Alcohol and Boating	Alcohol and boating can be a deadly combination.	Any type of adult size life jackets, fatal vision goggles, explain boater's hypnosis and caloric labyrinthitis
4 Signs of a Drowning Victim, Proper Rescue Techniques and Life Jackets	Don't let the people you love watch you drown.	*** Something to throw such as a volleyball, throw ring/bag with rope attached, something to reach with such as a fishing pole, life jacket, handout/card

* Have a person lie down on the bench and simulate swimming (arms, legs, breathing) as fast as they can until they get tired. Explain that if they were in the water they would not be able to just stop to catch their breath and that most people drown while exceeding their swimming abilities.

** Have people slap the water as hard as they can, after that have them put on a glove and slap the water again, compare which hurt more and like slapping the water without a glove ask them to imagine what it would be like being thrown from a boat or tube not wearing a life jacket. They can be knocked unconscious if they hit the water and a properly fitted life jacket will ensure they float.

*** Handout or card could include the 4 signs of a drowning victim, proper rescue techniques (reach, throw, row, don't go) and a message such as if you love someone make them wear a life jacket and then this information will not be needed.

Materials Note: With any water safety roving interpretation geared towards adults try and incorporate the “Life Jackets Worn...Nobody Mourns” campaign slogan and PleaseWearIt.com website. Also, the “Life Jackets Worn...Nobody Mourns” promotional products produced by the National Water Safety Program can be used to grab an adult's attention. These products were produced to promote water safety to adults and should not be handed out to children. The products should not just be handed out to every adult that wants them unless they earn them in some way such as answering a question, try on a life jacket, let you see if there life jacket fits them properly or they allow you to take a few minutes of their time to let them know the importance of wearing a life jacket.

This is just a short list of possible roving interpretation ideas. Like all other interpretive activities roving interpretation takes some imagination and creativity. It is an art and you have the power to be an artist. Take these ideas and others and change them, adapt them, and make them your own. Roving interpretation can be a powerful experience for you and your visitors.

Appendix E

Interpretive Program Outline Lost on the Lake

TOPIC/SUBJECT: Life Jackets Worn...Nobody Mourns

TITLE: Lost on the Lake

FORMAT: Evening Campground Program

TARGET AUDIENCE/AGE LEVEL: Adults

LENGTH OF PROGRAM: 30-45 minutes

THEME: The people that love you do not want to lose you, so when life jackets are worn nobody mourns.

GOAL/PURPOSE:

The audience will understand why it is important to wear a life jacket even if you know how to swim.

OBJECTIVE(S):

1. The audience can identify at least 3 reasons why it is vital to wear a life jacket in, on or around the water.
2. The audience will feel provoked to always wear a life jacket and encourage others to do so as well.

DESCRIPTION:

Introduction: Name, agency, local announcements, and length of program. Tonight we are going to watch a short 7-minute video about a family's tragic loss and a 1-minute video PSA followed by a discussion on why it's so important to wear a life jacket. How many of you here are comfortable that your swimming ability could save you if you got thrown into the middle of the lake? Tonight I hope to give you a better understanding of why it is important even for strong swimmers to wear a life jacket so your friends or family never have to suffer or mourn your loss. The people that love you don't want to lose you, so when life jackets are worn nobody mourns.

Main Body:

Show "Lost on the Lake" and a video PSA possibly "Man Overboard." If you have mostly a younger adult audience you may want to show the "Girl Overboard" PSA instead.

Discussion Points:

A little known factor called your involuntary gasp reflex could have led to the Keese family tragedy. Most of you have probably experienced this even in the shower when the water turns suddenly cold. Even strong swimmers can drown if they fall into cold water because it causes an involuntary gasp (or torso) reflex so a life jacket is the only thing that can save your life and give you time to be rescued. Some researchers believe cold water can be anything less than normal body temperature (98.6°). It can take less than ½ cup of water in your lungs to drown.

Many people don't realize that swimming ability decreases with age and regardless of how well you swim you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming in a lake or river is not like swimming in a pool so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can't swim as far as they think they can. Also, most people don't have the strength and skill to get back into a small boat when they fall overboard without wearing a life jacket.

Falls from boats are one of the primary factors in 27% of boating fatalities at U.S. Army Corps of Engineers lakes. The primary factor that people drown at Corps of Engineers lakes is because they exceed their swimming abilities. People have drowned while swimming to a buoy or across a cove. To help ensure that the people you love do not lose you and you return home safely always wear a life jacket while on or near the water, even while swimming.

Interactive Audience Activities:

Ask your audience if they are attending your program with someone that they care about. If they are then ask them to look at that person and if they are not then ask them to think about someone they love. Then have them ask themselves what they would feel like if that person would happen to drown. Mention someone you love and what you would feel like if you lost them. Let your audience know that they can help ensure that the people they care about do not drown by making them wear a life jacket.

It only takes an adult an average of 60 seconds to drown and a child 20 seconds. Ask for a volunteer (preferably an adult) to put on a life jacket that is in the typical position of one stored (buckled etc.) on a boat and time them how long it takes to put it on while you pull up on the jacket simulating the pull of the water trying to float the life jacket. Explain the challenge in advance so the volunteer understands what you're doing. After the exercise explain that it takes an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. Encourage them to try putting on a life jacket in a safe area of a pool to find out exactly how difficult it is.

Discussion Points Continued:

We do know that alcohol was not involved in the Keese family tragedy but it is a factor in many water-related accidents and fatalities. Boaters can develop "boater's hypnosis" a condition in response to sun, wind, noise, vibration and motion which causes fatigue and slows your reaction time much like the effects of alcohol. Combining that condition with alcohol or drugs reduces your coordination, judgment and reaction time even more. Also, for those under the influence of alcohol or drugs that swim or fall underwater you can suffer from an inner ear condition that causes you to become disoriented and not know which way is up.

Explain that you have brought several styles of life jackets for your audience to look at and try on. You can ask for volunteers to try them on during your program if you have time and then let your audience know that everyone after the program can come up and try them on. You can view more short videos and learn more about life jackets and the "Life Jackets Worn...Nobody Mourns" campaign at PleaseWearIt.com. There is even a free mobile game app called "Lake Guard" that you can download and it's tons of fun. Distribute "Lake Guard" mobile game promotion cards.

CONCLUSION: So there are many reasons why even the strongest swimmers should always wear life jackets like gasp reflex, boater's hypnosis, and alcohol's effects on your inner ear. I hope you've learned enough about those things to know that you need to always wear a life jacket when boating or swimming. We want all of our visitors to have safe enjoyable times at the lake. Remember the people that love you don't want to lose you, so when life jackets are worn nobody mourns.

SUGGESTED MATERIALS & EQUIPMENT:

Various styles of comfortable life jackets such as fishing vest with mesh shoulder and suspender and belt pack inflatables and Lake Guard Mobile Game promotion cards. "Lost on the Lake" video and Life Jackets Worn...Nobody Mourns PSAs are downloadable from <https://www.dvidshub.net/unit/USACE-WS#.VrSpUTZf2Rs>. PSAs are also available on DVD you're your division representative on the National Water Safety Committee. Equipment needs include LCD projector, screen, and laptop.

Originator: HQUSACE National Water Safety Program

Year originated: 2015

Appendix F

FLW Fishing Tournament Contact Information

If you would like to promote water safety at a FLW tournament contact the following people.

College Fishing Tournaments:

Kevin Hunt - Tournament Director

270-252-1593 (office)

270-205-5155 (cell)

Kevin.Hunt@flwfishing.com

High School Fishing Tournaments:

Scott Ellison - Promotions Manager

270-252-1584 (office)

270-205-6864 (cell)

Scott.Ellison@flwfishing.com

All Other FLW Fishing Tournaments:

Scott Ellison - Promotions Manager

270-252-1584 (office)

270-205-6864 (cell)

Scott.Ellison@flwfishing.com

List of FLW Fishing Tournaments can be found at www.flwfishing.com.

Appendix G
Stakeholder Letters
Letter with Campaign DVD
(Place on USACE Letterhead)

[address]
[address]
[address]

Dear :

The U.S. Army Corps of Engineers (USACE) and their non-profit partner the Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, have launched a new boating and water safety campaign targeting adults to reduce drownings on our Nation's waterways. Thousands of people mourn the loss of a loved one or a friend to drowning every year. Most of them would have survived if they had been wearing a life jacket. The new campaign slogan is "Life Jackets Worn...Nobody Mourns".

A DVD of campaign materials is enclosed and it includes four television-quality video public service announcements (PSAs), three radio-quality audio PSAs and two posters. The PSAs and more are also viewable and downloadable online at PleaseWearIt.com. The campaign products also includes a free mobile game called "Lake Guard", which is downloadable from the Google Play and Apple app stores. These materials were made possible by a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

We invite you to partner with the USACE to develop ways to promote this campaign so more lives can be saved on our Nation's waterways.

Point of Contact at (lake/river project name) is (name, title, phone number, email address).

Sincerely,

(Project Manager's Signature Block)

Appendix G continued
Stakeholder Letters
Letter without Campaign DVD
(Place on USACE Letterhead)

[address]
[address]
[address]

Dear :

The U.S. Army Corps of Engineers (USACE) and their non-profit partner the Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, have launched a new boating and water safety campaign targeting adults to reduce drownings on our Nation's waterways. Thousands of people mourn the loss of a loved one or a friend to drowning every year. Most of them would have survived if they had been wearing a life jacket. The new campaign slogan is "Life Jackets Worn...Nobody Mourns".

Campaign materials include a logo, four television-quality video public service announcements (PSAs), three radio-quality audio PSAs, two posters and a free mobile game called "Lake Guard". The PSAs and more are viewable and downloadable online at PleaseWearIt.com. "Lake Guard" is downloadable from the Google Play and Apple app stores. These materials were made possible by a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

We invite you to partner with the USACE to develop ways to promote this campaign so more lives can be saved on our Nation's waterways.

Point of Contact at (lake/river project name) is (name, title, phone number, email address).

Sincerely,

(Project Manager's Signature Block)

Appendix H

National Events List

Every Kid In A Park: Year Round <https://everykidinapark.gov>

National Wildlife Week: 3rd week March www.nwf.org/National-Wildlife-Week.aspx

National Volunteer Week: 2nd week April www.pointsoflight.org/signature-events/national-volunteer-week

National Environmental Education Week: 2nd or 3rd week April <http://eeweek.org>

NASBLA Spring Aboard Take a Boating Education Course Week: 3rd week April www.nasbla.org/spring

Earth Day: April 22 www.earthday.org

National SAFE Kids Day: Last Sunday in April www.safekids.org/skd2015/

National Water Safety Month: May www.nationalwatersafetymonth.org/

National Travel and Tourism Week: 1st week May www.ustravel.org/marketing/national-travel-and-tourism-week

Kids to Parks Day: 3rd Saturday in May <http://parktrust.org/youthprograms/national-kids-to-parks-day>

Wear a Life Jacket to Work Day: Friday before National Safe Boating Week www.readysetwearit.com

Ready, Set, Wear It: First day of National Safe Boating Week www.readysetwearit.com

National Safe Boating Week: Week before Memorial Day www.safeboatingcouncil.org/wear-it-campaign

National Safety Month: June www.nsc.org/act/events/Pages/national-safety-month.aspx

Great Outdoors Month: June www.greatoutdoorsmonth.org

National Fishing & Boating Week: 1st week June <http://takemefishing.org/nfbw/>

Take a Kid Fishing Weekend (Free Fishing Weekend in many states): 1st weekend June

National Marina Day: 2nd Saturday June www.nationalmarinaday.org

World's Largest Swimming Lesson Day: mid-June www.worldslargestswimminglesson.org

National Get Outdoors Day: 2nd Saturday June www.nationalgetoutdoorsday.org

Operation Dry Water: Last weekend June www.operationdrywater.org

National Park and Recreation Month: July www.nrpa.org/july/

National Public Lands Day: Last Saturday September www.publiclandsday.org

Make a Difference Day: 4th Saturday October <http://makeadifferenceday.com>

Appendix I

Lifeline Success Story Examples

National Water Safety Program Provoke People to Play it Safe Story:

I just wanted to send kudos your way for the Bobber the Water Safety Dog program. My family was visiting Table Rock and stopped by the visitor center near the dam. The kids colored and watched a bit of the Bobber the Water Safety Dog cartoon. While I was waiting on them, I perused the signs and information posted about always wearing a life jacket. I'm a decent swimmer, and in the past didn't wear a life jacket when boating. The day after visiting the visitor center, we rented an inboard for some fishing. The kids (age 8 and 4) both asked my husband and I where our life jackets were, and when would we be putting them on. I thought about the signs I had seen at the visitor center, and realized that, even though I was a good swimmer, it wouldn't matter if I fell off and hit my head, rendering myself unconscious. Great job on the campaign! I probably wouldn't have worn it if I hadn't seen the display at the visitor center. Thankfully the trip was uneventful, but I'll be wearing my life jacket from now on.

Saved by the Life Jacket Stories:

At Lake Texoma at approximately 5:30 pm on Friday, March 27, 2015 a boat operated by a 35-year-old male from Caddo, OK and his 2 year old son, exploded throwing both occupants from the boat into the water. No one was injured and both were wearing life jackets. They were rescued from the water by another boater. The explosion occurred about 1/2 mile north of the Johnson Creek recreation area. The Oklahoma Highway Patrol (Lake Patrol Division) is currently investigating the cause of the accident.

A life jacket, keen knowledge of lake currents and rescue workers' night-vision equipment helped save a man who was stranded in Hartwell Lake late Monday when his kayak tipped over in a thunderstorm. A 56-year-old Anderson man, went missing Monday evening when strong winds pushed his kayak out into the lake near the Green Pond landing. His ocean-style open kayak overturned as the storm grew violent. He spent about four hours in the water. The man had about 50 hours of boating experience and did everything right — wearing a life jacket and carrying a whistle with him. "If he hadn't had the life jacket on, it wouldn't have been a happy ending," a first sergeant with the South Carolina Natural Resources Department said.

Saved by a Mandatory Wear Policy Stories:

Sardis Lake (MVK), Labor Day Weekend 2013: Of all the things that went right water safety wise at Sardis Lake, one thing stands out above everything else for two reasons. The life jacket mandate in place at the lake and all the effort that has been put forth to educate our visiting public about it paid off twice this weekend.

1. Group of four was in small aluminum boat, probably the maximum for this boat on a calm day. On Sunday morning the lake was choppy and the waves overtook this boat and caused it to capsize. All four people had on life jackets when they hit the water and other than a little shortness of breath, all were ok.

2. Monday afternoon, five individuals were thrown from their ski boat after it hit some rocks in shallow water. There were some injuries but no fatalities. The driver of the boat said that if it were not for the life jacket mandate they likely would not have been wearing their life jackets.

Proper Rescue (Reach, Throw, Row, Don't Go) Story:

On 21 August 2015 at 2130 hours, a pleasure craft boat went over the wicket dam at Lock and Dam 52 in LRL, all six occupants were ejected from the boat into the Ohio River. Under nighttime conditions Head Lockman Marty Jacobs and Lockman Jered Anderson were able to utilize a safety boat to locate and pull four of the six victims out of the river. Both Mr. Jacobs and Mr. Anderson initiated CPR on two of the four victims before transporting the victims to first responders that were waiting on shore.

Appendix J

Leadership Executive Summary

SUBJECT: Life Jackets Worn...Nobody Mourns Adult Water Safety Campaign

PURPOSE: Provide the reasons why this campaign has been developed and how the campaign can be used to promote water safety to adults.

DESIRED OUTCOME: Make decision to send out a memo with Tab A as memo attachment to support the use of this campaign throughout all commands so that it is used by all employees to promote water safety to adults to help reduce the overall number of public recreation fatalities.

BACKGROUND: The overall campaign goal of this campaign is to reduce the number of public recreation water-related fatalities on our nation's waterways. This campaign targets adult males. Input from the target audience of adult males during focus groups was used to develop this campaign. The input received identified how to more effectively communicate and attract the attention of adult males. Reaching this target audience with messages about the importance of wearing life jackets has been a challenge over the years. During the focus groups it became apparent that many participants value the lives of loved ones more than they value their own life. The campaign materials all focus on creating an emotional connection in men to encourage them to wear life jackets.

KEY ISSUES:

- An average of 166 water-related public recreation fatalities occur every year at USACE lake and river projects.
- Eighty-eight percent of all public recreation fatalities were men and sixty-three percent were between the ages of 20 and 60.
- Eighty-four percent were not wearing a life jacket and twenty-seven percent of boating fatalities are from falls overboard.
- In addition to boating falls, the activity that caused the most water-related fatalities was swimming in undesignated areas.

RECOMMENDED USACE POSITION ON ISSUES: Issue Adult Water Safety Campaign memo with Tab A as an attachment directing all Commanders and personnel to take action. Memo contains the following recommendations.

- Require unilateral support of the "Life Jackets Worn...Nobody Mourns" campaign from applicable directorates.
- Encourage all directorates and offices including but not limited to, Operations, Public Affairs, Safety, Security, Counsel and Real Estate Offices work together to develop effective ways to promote water safety to adults.
- Focus applicable water safety education and actions on adults just as much as they are on children.
- Expand and improve life jacket loaner program to include adult life jackets.
- Include positive safety actions regarding promoting water safety to adults as part of each district's CMR.
- Require proper reporting and follow-up of all public recreation fatalities.

ATTACHMENTS:

USACE Adult Water Safety Campaign Resource Guide Tab A

Appendix K

State Outdoor Advertising Associations

Most local OOA advertising companies have policies and procedures pertaining to the acceptance of a charitable organization's public service advertisement (PSA). Usually an organization must be non-profit and not paying for advertising in another medium. OOA companies donate the monthly ad space fee on a space available basis. In most cases OOA companies donate posting fees, but since this entails real labor costs, some do not. The public service recipient receives broad market exposure for 30 days or more.

Arkansas Outdoor Advertising Association
114 N. Sycamore Street, Harrison, AR 72601
www.arkansasoutdooradvertising.com
501-623-3181

Outdoor Advertising Association of Kentucky
302 Shelby Street, Frankfort, KY 40601
www.govplan.com
502-223-2180

California State Outdoor Advertising Association
1215 K Street, Suite 1500, Sacramento, CA 95814
www.csoaa.com
916-446-7843

Outdoor Advertising Association of Michigan
120 W Ottawa, Lansing, MI 48933
<http://oaam.org>
810-776-7736

Florida Outdoor Advertising Association
314 N. Gadsden Street, Suite 1, Tallahassee, FL 32301
www.foaa.org
850-224-5838

Missouri Outdoor Advertising Association
1910 E Burntwood Street, Springfield, MO 65803
www.missourioutdoor.org
417-833-4500

North Carolina Outdoor Advertising Association
PO Box 905, Raleigh, NC 27602
www.ncoaa.net
919-821-3211

Outdoor Advertising Association of Ohio
100 E. Gay Street, Suite 701, Columbus, OH 43215
www.gov-advantage.com
614-223-9580

Outdoor Advertising Association of Texas
919 Congress Ave, Suite 950, Austin, TX 78701
512-480-9384

Outdoor Advertising Association of South Carolina
PO Box 743, Duncan, SC 29334
www.oaa-sc.com
864-485-1869

Outdoor Advertising Association of Virginia
1495 Manakin Road, Manakin Sabot, VA 23103
www.oaav.org
804-784-0501

Outdoor Advertising Association of Wisconsin
10 East Doty, Suite 519, Madison, WI 53703
www.oaaw.org
608-286-0764

Outdoor Advertising Association of Illinois
PO Box 7224, Springfield, IL 62791
www.oaai.net
217-522-6224

Oregon Outdoor Advertising Association
PO Box 331, The Dalles, OR 97058
www.oregonoaa.com
541-296-9684

Outdoor Advertising Association of Indiana
One North Capital, Suite 430, Indianapolis, IN 46204
317-632-0852

Outdoor Advertising Association of Georgia
PO Box 631, Cumming, GA 30028
www.oaag.net
770-406-8467

Outdoor Advertising Association of Iowa
1915 Grand Avenue, Des Moines, IA 50390
515-245-9503
and
1690 Elm Street, Dubuque, IA 52004-0855
<http://outdooradvertisingiowa.org>
515-883-2796

Appendix L
State Boating and Water Safety Outreach Educators Contact List

Organization	Last Name	First Name	State	Email Address
AK Office of Boating Safety	McCullough	Joe	AK	joseph.mccullough@alaska.gov
AL Law Enforcement Agency-Marine Police Division	Shipman	Erica	AL	erica.shipman@alea.gov
AR Game & Fish Commission	Hinson	Alex	AR	alex.hinson@agfc.ar.gov
AZ Game & Fish Dept	Jackson	Kim	AZ	kjackson@azgfd.gov
CA State Parks, Div of Boating & Waterways	Peterson	Denise	CA	denise.peterson@parks.ca.gov
CO DNR, Parks & Wildlife	Sandy	Brian	CO	brian.sandy@state.co.us
CT Dept of Energy and Environmental Protection	Desmond	Jerry	CT	jerry.desmond@ct.gov
DC Metropolitan Police Dept	Nutter	David	DC	david.nutter@dc.gov
DE DNR & Environmental Control	McDerby	John	DE	john.mcderby@state.de.us
FL Fish & Wildlife Conservation Comm	Rehwinkel	Brian	FL	brian.rehwinkel@myfwc.com
GA DNR, Law Enforcement Div	England	Mike	GA	mike.england@dnr.ga.gov
HI Dept of Land & Natural Resources	Inn	Clifford	HI	clifford.g.inn@hawaii.gov
IA DNR, Conservation & Recreation Div	Stocker	Susan	IA	susan.stocker@dnr.iowa.gov
ID Dept of Parks & Recreation	Traska	Juelie	ID	juelie.traska@idpr.idaho.gov
IL DNR, Office of Law Enforcement	Hopkins	Jeff	IL	jeff.hopkins@illinois.gov
IN DNR, Law Enforcement Div	Morrison	Larry	IN	lmorrison@dnr.in.gov
KS Dept of Wildlife & Parks	Kaufman	Ron	KS	ron.kaufman@ksoutdoors.com
KY Div of Law Enforcement	Campbell	Zachary	KY	zachary.campbell@ky.gov
LA Dept of Wildlife & Fisheries	Marques	Clay	LA	cmarques@wlf.la.gov
MA Environmental Police	Walker	Merri	MA	merri.walker@state.ma.us
MD DNR, Natural Resources Police	Brown	Julie	MD	julie.brown@maryland.gov
ME Dept of Inland Fisheries & Wildlife	Sawyer	Mike	ME	michael.sawyer@maine.gov
ME Dept of Marine Resources	Cornish	Jonathan	ME	jon.cornish@maine.gov
MI DNR, Law Enforcement Div	Wanless	Tom	MI	wanlesst@michigan.gov
MN Dept of Natural Resources	Munson Badini	Debbie	MN	debbie.badini@state.mn.us
MO State Highway Patrol	Richerson	Mark	MO	Mark.Richerson@mshp.dps.mo.gov
MS Dept of Wildlife, Fisheries & Parks	Fulton	Calvin	MS	calvinf@mdwfp.state.ms.us
MT Fish, Wildlife & Parks	Lodman	Liz	MT	llodman@mt.gov
NC Wildlife Resources Comm	Huebner	Chris	NC	chris.huebner@ncwildlife.org
ND Game & Fish Dept	Schaffer	Brian	ND	bschaffer@nd.gov
NE Game & Parks Comm	Angell	Herb	NE	herb.angell@nebraska.gov
NH State Police Marine Patrol	Dunleavy	Tim	NH	timothy.dunleavy@dos.nh.gov
New Jersey State Police	Jones	Chris	NJ	lpp6456@gw.njsp.org
NM EMNRD, State Parks Div	Bolen	Chris	NM	chris.bolen@state.nm.us
NV Dept of Wildlife	Lyngar	Edwin	NV	elyngar@ndow.org
NY Office of Parks, Recreation & Historic Preservation	Gionet	Peter	NY	peter.gionet@parks.ny.gov
OH DNR, Div of Watercraft	Bellar	Cindy	OH	cindy.bellar@dnr.state.oh.us
OK Highway Patrol Marine Enforcement Section	Brown	Mark	OK	mbrown@dps.state.ok.us
OR State Marine Board	McKenzie	MariAnn	OR	mariann.mckenzie@state.or.us
PA Fish & Boat Comm	Richardson	Carl	PA	crichardso@pa.gov
RI Dept of Environmental Management	Ogren	Jennifer	RI	jennifer.ogren@dem.ri.gov
SC Div of Law Enforcement	Taylor	Alvin	SC	taylora@dnr.sc.gov
SD Dept of Game, Fish & Parks	Gust	Brandon	SD	brandon.gust@state.sd.us

Appendix L continued
 State Boating and Water Safety Outreach Educators Contact List

TN Wildlife Resources Agency	Woods	Betsy	TN	betsy.woods@tn.gov
TX Parks & Wildlife Dept	Spice	Tim	TX	tim.spice@tpwd.texas.gov
UT Div of Parks & Recreation	Hunter	Ty	UT	tyhunter@utah.gov
VA Dept of Game & Inland Fisheries	Guess	Tom	VA	tom.guess@dgif.virginia.gov
VT State Police Marine Division	Johnson	Jere	VT	Jere.Johnson@vermont.gov
WA State Parks & Recreation Comm, Boating Programs	VanDyke	Derek	WA	derek.vandyke@parks.wa.gov
WI DNR, Bureau of Law Enforcement	Dombrowski	April	WI	april.dombrowski.wisconsin.gov
WI DNR, Bureau of Law Enforcement	Zellmer	Roy	WI	roy.zellmer@wisconsin.gov
WV Div of Natural Resources	Goodson	"Ed"	WV	warren.e.goodson@wv.gov
WY Game & Fish Dept	Kerr	Aaron	WY	aaron.kerr@wyo.gov

USACE Public Recreation Fatality One-Page Summary FY06 - FY15

Activity Summary (Based on Codes)	Number	% of Total
Swimming Total	677	43.79%
Designated Area	124	8.02%
Undesignated Area	553	35.77%
Boating Total	696	45.02%
Swimming	174	11.25%
Collision	82	5.30%
PWC	35	2.26%
Capsized	122	7.89%
Falls from Boat	181	11.71%
*****Other Boating	102	6.60%
Other Falls	92	5.95%
Other Recr Total	81	5.24%
TOTAL	1546	100.0%

Total Undesignated Swimming Area	47.0%
Total Falls Boat, Dock, Shore, etc.	17.7%

Category Summary			
Gender		%	
173	Female	11.2%	
1357	Male	87.8%	
16	Unknown	1.0%	
1546	Total		
*Wearing PFD		%	
YES	78	5.0%	
NO	1298	84.0%	
Unknown	98	6.3%	
*N/A	72	4.7%	
1546			
Common Age Groupings			
13 and under	8%	124	
Age14-17	9%	136	
Age18-35	38%	590	
Age36-53	24%	371	
Age 54 & Over	18%	283	
1546			
**Alcohol/Drug		%	
YES	287	19%	
NO	494	32%	
SUSP	80	5%	#
Unk	685	44%	
1546			
**** Swimming Fatalities (incl boat&swim)			%
Designated Area	124	15%	
Undesignated Area	727	85%	
Total Swimming Only	851		
***Cause			
D = Drowning	1310	84.7%	
T = Trauma	154	10.0%	
DH = Hypothermia	13	0.8%	
M = Medical	14	0.9%	
*****CO = Carbon Monoxide	13	0.8%	
U = Unknown	42	2.7%	
1546 100%			

Note:

* Not applicable category in PFD section started in FY06

**FY06-combined alcohol/drugs together so we could summarize prior data, assumed that if no alcohol reported then no drugs were involved

***Started tracking in FY06 - carbon monoxide as new cause

**** All swimming-related drownings (intentionally entering water) including boating & swimming when location is known

*****BAC, BAE, BAM,BAS (Control/Speed, Electrical, Carbon Monoxide, Skiing/Towing)

Started tracking "Suspected" Alcohol in 2010

Started including all public recreation-related fatalities in FY11

Appendix N Campaign User Checklist

Completed	
	Distribute USACE Resource Guide for Adult Water Safety Campaign as widely as possible internally within USACE
	Become familiar with the "Life Jackets Worn...Nobody Mourns" campaign products on PleaseWearIt.com and distributed by the NOC for Water Safety
	Make leadership aware of the campaign and ask that they support the campaign by distributing an official email or memo encouraging that all USACE employees utilize the campaign as much as possible. (Utilize information in Appendix J)
	Coordinate campaign launch with USACE district office and field offices to establish media and stakeholder contact POCs to coordinate contacting the media and consolidate media time purchases.
	Come up with unique and inexpensive ways to distribute the campaign logo and slogan, for example on campground and local business receipts and newsletters, ask local businesses to post it on their changeable marquees, share campaign products with stakeholders and partners, etc.
	Utilize the campaign logo and slogan in your Division and District water safety programs, for example place on promotional products and initiatives that you create, include in interviews and newsletters, on business cards, signature blocks, etc.
	News release campaign launch. Reference sample in Appendix A.
	Social media launch e.g. web site, FaceBook etc. and continue throughout the year. Use ideas in Appendix C.
	News release "Lake Guard" app launch - possibly promote a competition event
	Campaign orientation safety meetings at field offices
	Campaign orientation safety meetings at district and division offices
	Letters to media sent. See Appendix B for samples.
	Letters to stakeholders sent. See Appendix G for samples.
	Contact your state boating and water safety outreach educator to make them aware of the campaign and to see if there are any opportunities to partner with each other to promote the campaign. (Reference Appendix L)
	Contact state Outdoor Advertising Association regarding purchasing billboard space in your area (Reference Appendix K)
	Submit water safety initiatives and lifeline stories to Division Representative on National Water Safety Committee on a monthly basis
	Contact local television and radio stations and newspapers in person to develop an ongoing rapport with them so the campaign can be promoted throughout the year. See sample letters in Appendix B
	Work with local high schools, colleges and universities to utilize the campaign products before students go on Spring Break. Present interpretive programs in schools if feasible. Reference program outline in Appendix E.
	Have campaign tailgate vinyl wraps placed on GSA vehicles, artwork provided by NOC for Water Safety
	Post campaign posters distributed by NOC for Water Safety on billboards at all offices, restrooms, etc.
	Post campaign banners at boat ramps and swim beaches, artwork provided by NOC for Water Safety
	Post campaign billboards at entrances to recreation areas, artwork provided by NOC for Water Safety
	Incorporate campaign into special events i.e. fishing tournaments, boat shows, paddle events, business safety meetings, local adult group meetings, etc. See Appendix H National Special Event List and Appendix F for FLW Fishing Tournament Contact Information
	Continue social media launch
	Present interpretive program on- and off-site and conduct roving interpretation on-site
	Distribute major holiday news releases