



US Army Corps  
of Engineers®

# A District-wide Approach to Water Safety



*One Team: Relevant, Ready, Responsive and Reliable*



# Boating & Water Safety Strategic Campaign Plan

Typical victim:

Middle-aged male who drowned while swimming in a non-designated area; no life jacket worn, alcohol/drugs NOT involved.

- ◆ Males = 89%
- ◆ Drowning = 86%
- ◆ No life jacket worn = 92%
- ◆ Non-designated area = 81% (known swimming incidents)
- ◆ Alcohol or drugs = 22%

# Key Messages for Children

---

- **Make sure adults are watching you**
- **Always swim with a buddy**
- **Learn to swim well**
- **Don't depend on inflatable toys**
- **Wearing a life jacket can be fun**
- **Never dive into water head first**
- **Know 4 signs of drowning victim**
- **Reach, throw, row, go for help**

# Key Messages for Teenagers/Adults

---

- Watch your children
- Know your limits
- Wear it (10 min. vs 60 sec.)
- File a float plan
- Beware of boater's hypnosis
- Know before you go
- Alcohol & water don't mix
- Your involuntary gasp reflex can kill
- Cold water immersion-HELP response
- Take a boating safety course
- Beware of CO poisoning risks
- Boat with consideration for others
- Steer clear of commercial vessels
- Inspect your equipment

# Campaign Plan Action Descriptions

---

- **Printed Materials**
- **Media**
- **Visitor Assistance**
- **Recreation Facility Management**
- **Professional Development**
- **Interpretation/Outreach/Education**
- **Special Events/Contests/Displays**
- **Partnerships**
- **Interagency Cooperation**
- **National Program Assistance**

# **St. Louis District Water Safety Team**

---

**Organized in 2001**

**Members:**

- **Operations Technical Branch**
- **Safety Office**
- **Public Affairs Office**
- **Office of Counsel**
- **All Six Field Offices**



# District Water Safety Slogan



US Army Corps  
of Engineers®

Boat = \$\$\$\$

Life Jacket = \$

Staying Alive = Priceless



***Wear Your Life Jacket!***



Good to GREAT  
in '08!  
Gateway  
"Gangbusters"



# Who is Ranger Willie B. Safe?

- Ranger Willie B. Safe 1997-Present
- Safety “Icon” Represents Spirit of Safety
- Activity Books
- Safety Songs
- Safety Graphics
- Safety Buttons

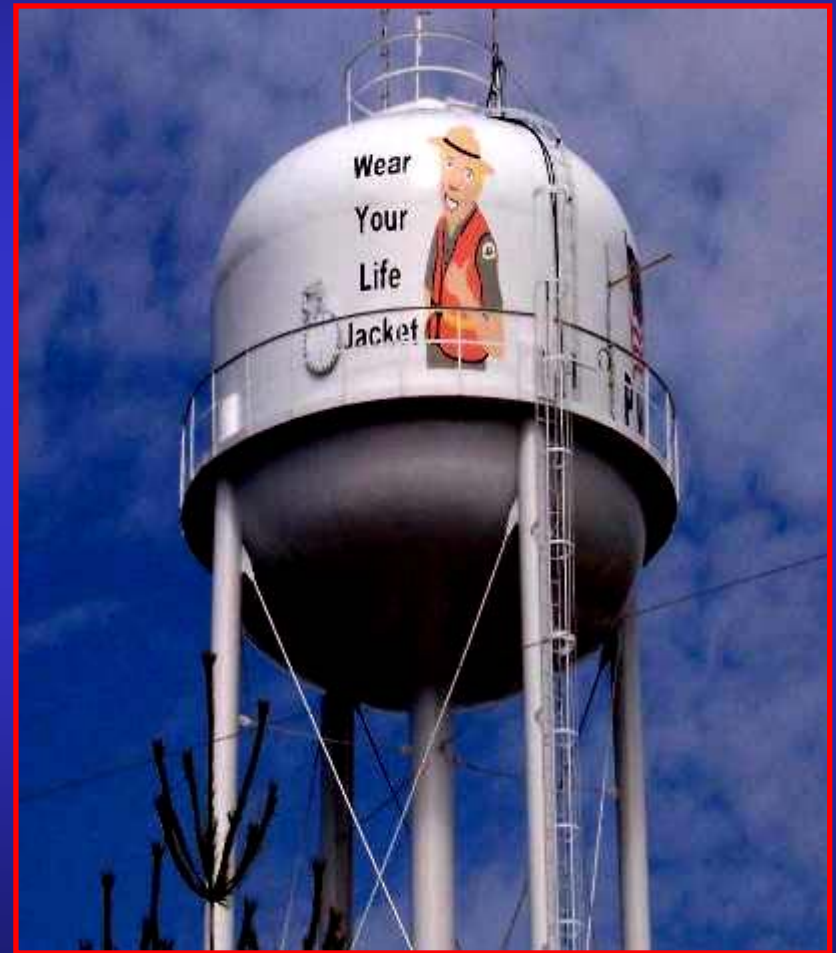
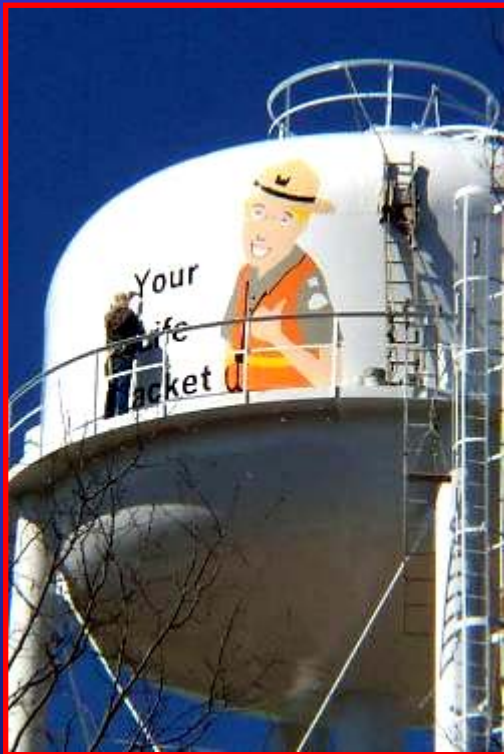




# Partners

## Wappapello Water District

- Water Towers

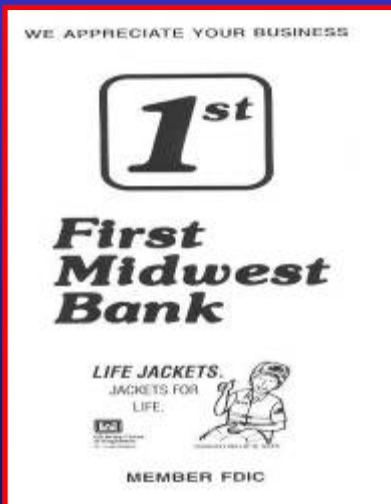


**Biggest Willie in the World**

# Partners

## Financial Institutions

- Plastic Bags
- Electronic Message Boards
- Rubber Self-Ink Stamps



# Partners

## Pizza Restaurants

- Safety Stickers

Any way you slice it...  
Make **SAFETY** a  
"**PIZZA**" your life.



**Buckle Up!**  
Life Jackets and Seat Belts  
**SAVE LIVES!**





# Partners

## St. Louis Cardinals Busch Stadium

- Safety Message on Scoreboard During Ball Game





# Partners

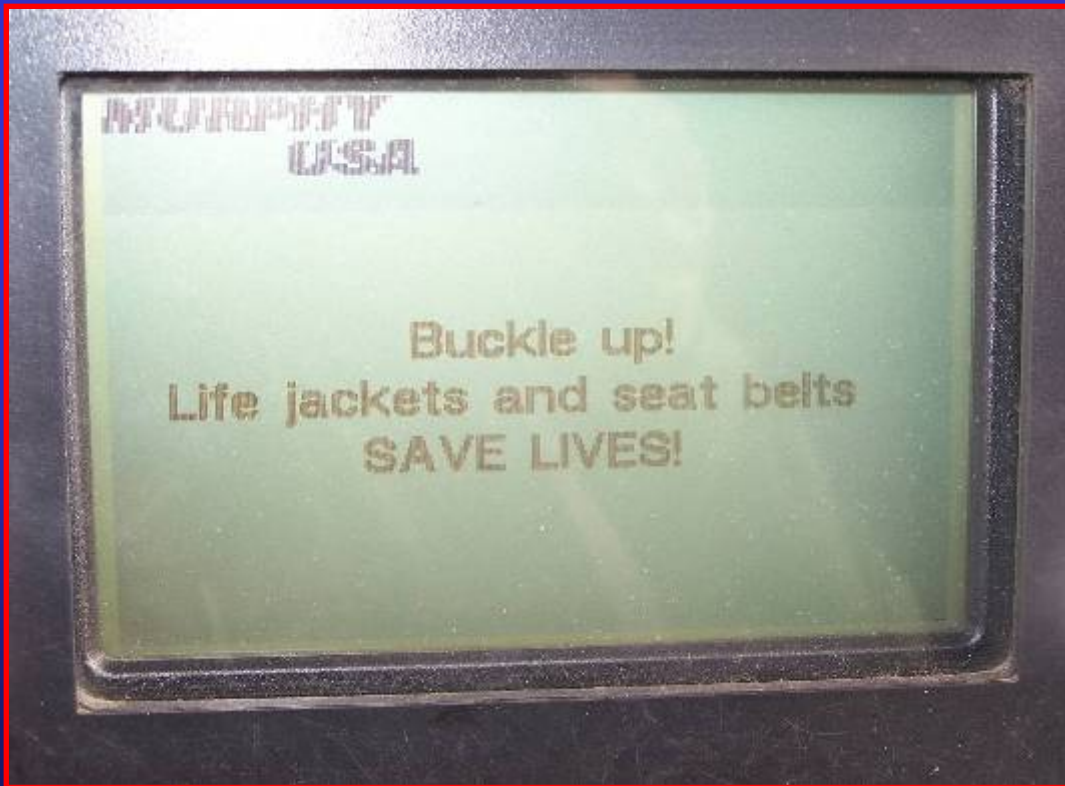
## US Senator Kit Bond from Missouri



# Partners

## Pop Murphy Oil Corporation

- Safety Message on Gas Pump



# Life Jacket Loaner Program





# Banners



# Partners

## Southeast Missouri Regional Water Safety Council

- Water Fest
- Life Jacket Loaner Program
- Double-Sided Bilingual Safety Banners





# Partners

## Wal-Mart Stores

- Safety Display Boards

**Buddy Up!**  
Always swim with a buddy.

**Buckle Up!**

Wear your properly fitted, Coast Guard approved life jacket.

A message from Ranger Willie B. Safe  
Wappapello Lake Project Office  
(573) 222-8562

US Army Corps of Engineers  
St. Louis District

**Arrive Alive.**  
**Don't Drink and Drive!**

**Buckle Up!**  
Life Jackets and Seat Belts  
SAVE LIVES!

A message from Ranger Willie B. Safe  
Wappapello Lake Project Office  
(573) 222-8562

US Army Corps of Engineers  
St. Louis District





# Partners

## Black River Coliseum

- Illuminated Safety Display



# Billboards

**BUCKLE UP!**  
**Life Jackets & Seat Belts**  
**Save Lives!**

Join Our Safety Team!

US Army Corps of Engineers  
Westford Fire Department  
Westford Police Department



Lifeguard Size them Right!

US Army Corps of Engineers

Wouldn't You Do It Differently Next Time

ZACHARY STUBER  
800 GARAGE  
MONTICELLO CITY  
H-I SCHOOLS

US Army Corps of Engineers



# Partners

## Grocery Stores

- Water Safety Messages for Shoppers



# Partners

## Kaskia-Kaw Rivers Conservancy

- Electronic Message Board
- Interpretive Signage
- Aqua-fest Water Safety Carnival



# Partners

## US Coast Guard Auxiliary

- Memorandum of Agreement





# Signs



**Boat Sober**



**Life Jacket: Get It On!**



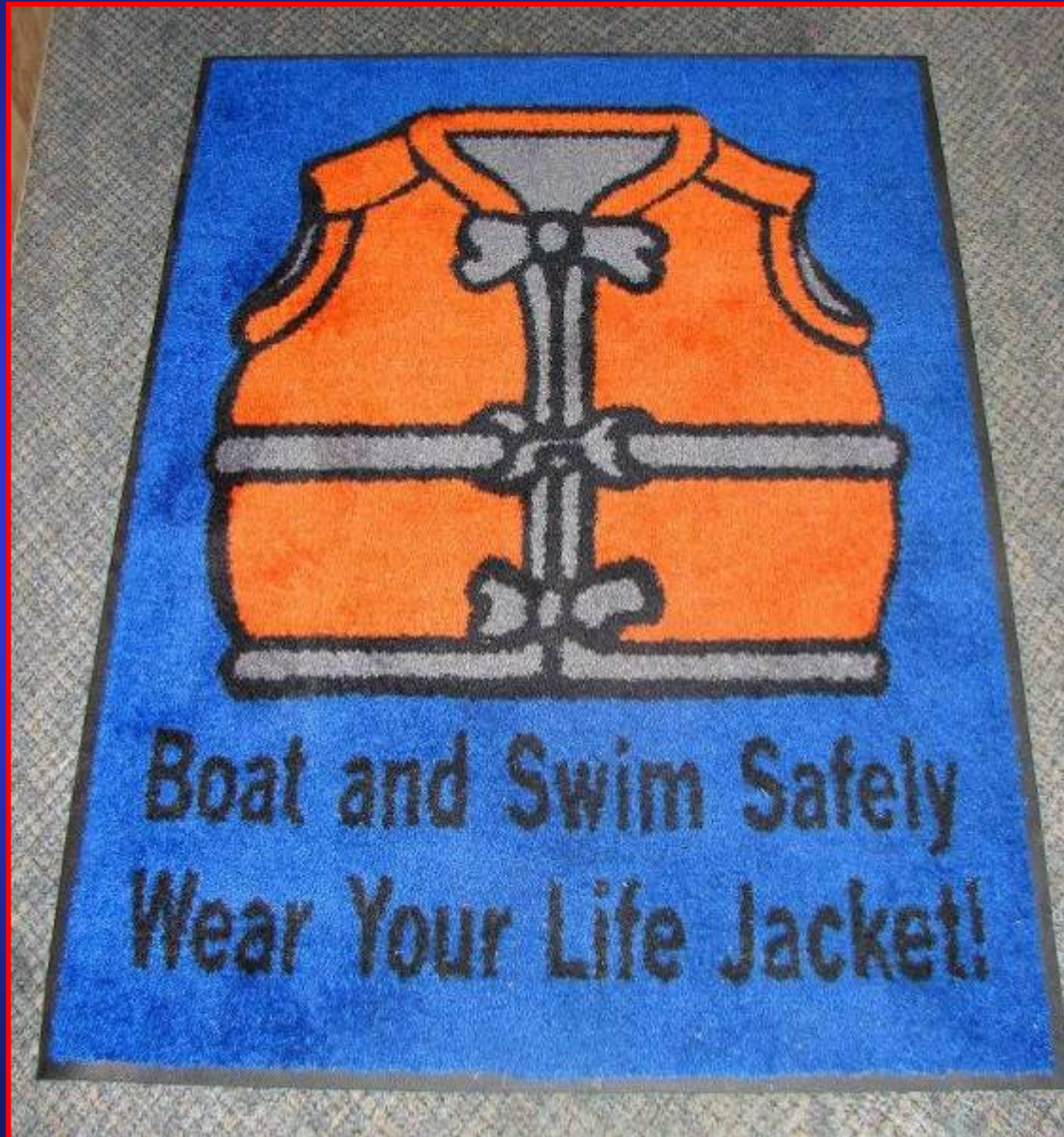
**Know Your Limits**



# Stencils



# Floor Mats



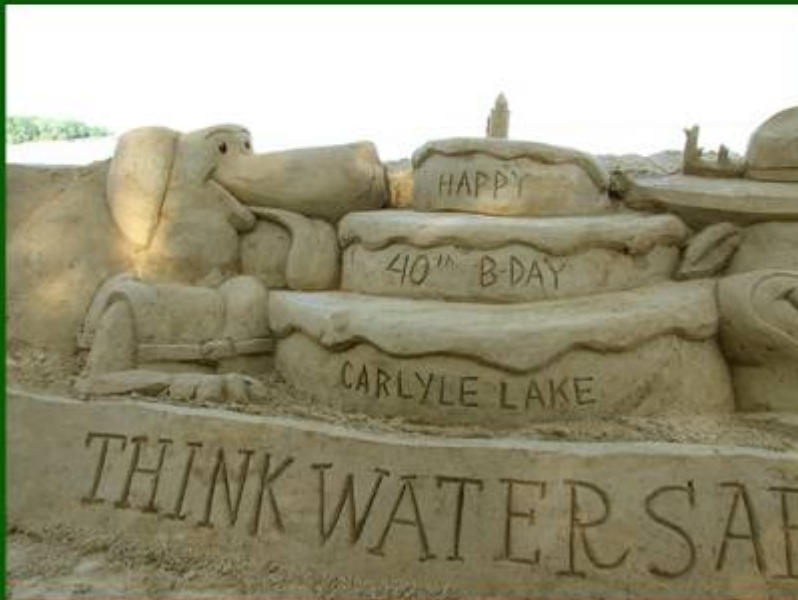
Boat and Swim Safely  
Wear Your Life Jacket!



# Sand Castles



[www.TeamSandtastic.com](http://www.TeamSandtastic.com)



# Props





# Parades



# Exhibits





# Games





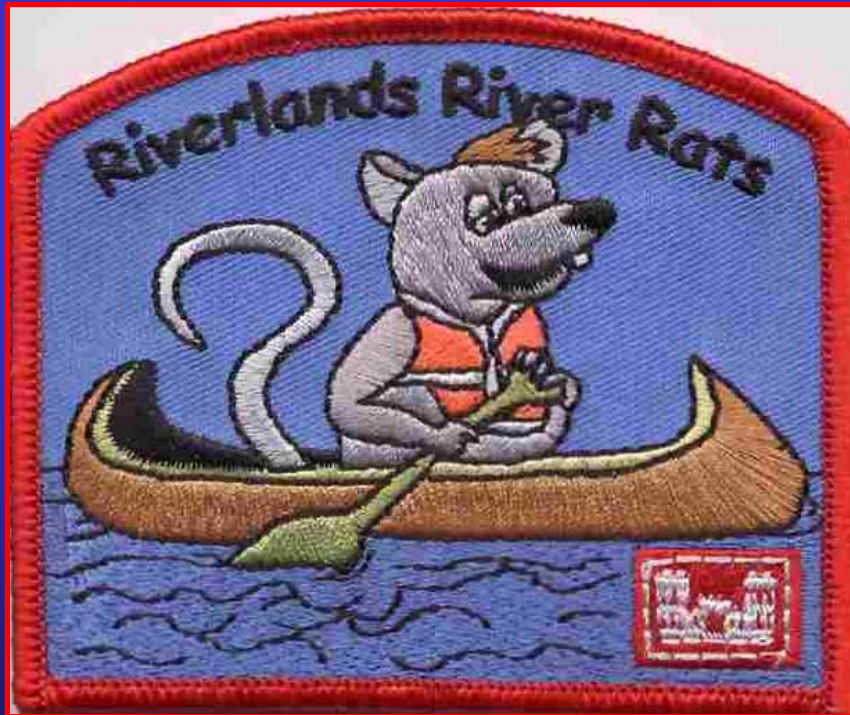
# Interpretive Programs





# River Rat Program

## Girl & Boy Scout Activities





# Robotic Units

## Corkey

### The Corps Key to Water Safety



# Robotic Units

## Seamoor Safety





# School Assemblies

## Seamoor Safety





# Utilize National Products



# District Products





# St. Louis Boat & Sports Show

- Staffed by St. Louis, Kansas City, and Little Rock District





# District Safety Awareness Day



# District-wide to Nation-wide

- Members on the National Water Safety Team
- Participate in National Events





If You Love Me...

Teach me to swim well.

Don't let me swim alone.

Watch me closely at all times when I'm near water.

Don't let me use inflatable toys.

Make sure you put a life jacket on me before I get near water.



**From Those Who Love You...**

**Think Before You Drink.**

**Swim only within beach boundaries.**

**Don't dive from bridges, cliffs, or other structures.**

**Wear a life jacket.**

***Risk taking can be hazardous to your life!***

# If You Love Me Campaign

- Posters
- Magnets
- Business Cards
- Stand-up Desk Cards
- Interpretive Programs
- Displays
- Etc.







## CD includes:

- This PowerPoint Presentation that includes information on initiatives and products in the notes section
- St. Louis District Boating & Water Safety Campaign Plan
- Willie B. Safe Campaign Information
- Seamoor Safety Program Scripts
- Partnership Information
- Songs and Much More



## Contact Information:

Rachel Garren, St. Louis District, CEMVS-OD-T  
1222 Spruce Street, St. Louis MO 63103  
(314) 331-8624 [Rachel.J.Garren@usace.army.mil](mailto:Rachel.J.Garren@usace.army.mil)

Andrew Jefferson and Kathy Dickson, Wappapello Lake  
10992 Highway T, Wappapello, MO 63103 (573) 222-8562  
[Andrew.Jefferson@usace.army.mil](mailto:Andrew.Jefferson@usace.army.mil)  
[Kathy.A.Dickson@usace.army.mil](mailto:Kathy.A.Dickson@usace.army.mil)

Pam Doty, Lake Shelbyville  
RR 4, Box 128B, Shelbyville, IL 62565  
(217) 774-3951 [Pamela.J.Doty@usace.army.mil](mailto:Pamela.J.Doty@usace.army.mil)