

2012 LRD Water Safety Program Summary

29 Nov 2012

Jeff DeFosse

LRD Natural Resources Program Manager

Operations Division



US Army Corps of Engineers
BUILDING STRONG



Annual Fatality Totals

Year	Corps Areas/ Open Water	Outgrant Areas	Total
2006	38 (79%)	10 (21%)	47*
2007	22 (71%)	9 (29%)	31
2008	18 (72%)	7 (28%)	25
2009	12 (52%)	11 (48%)	23
2010	18 (64%)	10 (36%)	28
2011	18 (67%)	9 (33%)	27
2012	19 (65%)	10 (35%)	29**

*Plus one additional non-water fatality

**Plus two additional non-water fatalities



Fatalities - District 2006 - 2012

District	2006	2007	2008	2009	2010	2011	2012
LRB	0	0	0	0	0	0	0
LRC	0	0	0	0	0	0	0
LRE	0	0	0	0	0	0	0
LRH	7	3	1	4	4	3	5
LRL	14	8	8	4	5	4	9 + 2 non water
LRN	20	18	13	13	15	19	10
LRP	7	2	3	2	4	1	5
Total	48 (10)	31 (9)	25 (7)	23 (11)	28 (10)	27 (9)	29 (10)

() Public Fatalities at Outgranted Areas
 6-year average = 27 fatalities



FY 2012 Fatality Observational Summary

STATISTICS	2012
% Increase/Decrease over previous year	+7%
% Corps/Open Water (vs. Outgranted)	65%
% During Peak Season (May-Sep)	89%
% Weekends/Holidays	44%
% Lakes (vs. Locks)	93%
% Tailwater/Dams	6%
Number Lakes/Locks with more than one fatality in FY	4*
Number Lakes/Locks with more than two fatalities in FY	2
% Male (vs. Female)	82%
% Male 18-35	58%
% Children (under 18)	10%
% Known Alcohol/Drugs Involvement (similar % for both swim vs. boat)	20%
% Swimming/Wading Activity (vs. Boating)	65%
% Wearing Life Jacket (Boating only)	10%
% Blunt Trauma	0%
% Fall Overboard	13%

*J. Percy Priest, Center Hill, Dale Hollow, and Caesar's Creek



LRD Water Safety Council Activities

- **Implemented LRD Water Safety Program**
- **On-site meeting at Ranger Workshop**
- **Periodic teleconferences and monthly In Progress Reports May thru Sep**
- **Developed LRD Water Safety Quick Reference Guide**
- **Worked with District Water Safety Committees**
- **Created Sharepoint Water Safety Repository**
- **Implemented LRD Water Safety Awards Program**
- **Completed Analysis of USACE Water Safety Campaign Plan**
- **Updated LRD Strategic Water Safety Plan (2012-2016)**
- **Prepared annual program reports & fatality analysis**
- **Fostered the dissemination of good ideas & successes**



Water Safety Contacts 2006 - 2012

Should be viewed as new baseline year with "new" definition

Dist.	2006	2007	2008	2009	2010	2011	**2012**
LRB	0	2,393	3,840	5,725	4,141	10,367	9,471
LRC	0	0	200	200	236	0	4200
LRE	0	0	17,060	30,812	22,117	30,162	120,142
LRH	20,353	29,751	91,873	147,659	237,669	252,315	167,082
LRL	16,080	69,742	163,422	212,833	224,496	285,951	293,596
LRN	10,155	7,806	35,607	98,144	86,516	77,974	218,527
LRP	1,861	10,523	29,061	126,470	141,064	206,025	64,768
Total	48,449	120,215	341,063	621,843	716,239	862,794	877,786*

* Definition for Contacts was further refined for 2012, emphasizing direct intentional contacts. This caused some district's contacts to be reduced for 2012 simply because of the change in definition.



Events On & Off-site 2006 - 2012

Dist.	2006	2007	2008	2009	2010	2011	2012
LRB	0	18	22	6	11	14	15
LRC	0	0	1	1	2	0	4
LRE	0	0	11	21	19	44	19
LRH	64	84	267	325	438	468	451
LRL	129	160	314	624	543	624	676
LRN	42	49	312	219	260	199	499
LRP	56	145	123	126	177	176	171
Total	291	456	1,050	1,322	1,450	1,525	1,835



Boat Patrol Days 2008 - 2012

Dist.	2008	2009	2010	2011	2012
LRB	0	0	0	0	0
LRC	0	0	0	0	0
LRE	0	0	0	0	0
LRH	429.0	414.5	444.5	390.5	455
LRL	382.0	478.0	456.0	390.5	447.5
LRN	410.0	338.5	342.5	278.5	621
LRP	398.0	265.0	306.5	252.0	223.5
Total	1,619.0	1,526.0	1,549.5	1,311.5	1,747



Distressed Boaters/Swimmers Assisted 2008 - 2012

District	2008	2009	2010	2011	2012
LRB	0	0	0	0	0
LRC	0	0	0	0	0
LRE	0	0	0	1	0
LRH	0	66	88	67	127
LRL	0	79	130	65	118
LRN	2	50	65	35	102
LRP	19	45	39	52	49
Total	21+ *	240	322	220	396**

*Distressed Boater Assistance not on Monthly IPR Sheets in 2008

**Swimmer Assists added 2012 (previously “distressed boater” only)

***6 Star of Life Awards for FY2012



2012 Program Highlights

❑ **29 Fatalities** – (7% Increase over FY11 - 27)

- - **65% Swim/Dive/Wading vs. 35% Boating (HIGH)**
- - **65% Corps/Open Water vs. 35% Outgranted (Normal)**

**Note: Hot and dry conditions persisted during the peak recreation season in the AOR. Low waters levels an impact at many projects. In addition, there were 2 non water-related fatalities in FY12*

- ❑ Direct Water Safety Contacts – **877,786** - Record by over 10k w/tighter definition
- ❑ Actual USACE Boat Patrol Days – **1,751** – Record by over 100
- ❑ Star of Life Award/Rescues – **6**
- ❑ Boater/Swimmer Assists – **396** – Highest recorded
- ❑ Lake Projects with at least one life jacket loaner station - **43**
- ❑ Water Safety Events – **1,835** - Record by over 300
- ❑ Vessel Inspections – **8,264** – New for 2012
- ❑ Enforcement Actions – **5,818*** - New for 2012

*Enforcement mostly verbal warnings/equipment deficiency identification

- ❑ Noticeably without fatalities – Old Hickory, Cumberland, & Barkley



Regional Implications

- ✓ Males 18-35 accounted for 58% of fatalities (overall Males accounted for 82% of fatalities) – this continues to be the most vulnerable segment of the visiting public
- ✓ Swimming/Cliff Jumping/Wading Activities at 65% - this is higher than normal and is typically closer to 50%
- ✓ Peak Season – Accounts for 89% of fatalities and is still the time period receiving the most resources, in the form of summer rangers, events, patrols, contacts
- ✓ Maintained consistently lower water related fatalities since high of 47 in 2006
- ✓ Low Water/Excessive Heat/Power Outages in AOR



**Nashville District
Provided the following FY12
Water Safety Summary/
Analysis**



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LRN Public Fatalities

- 1- Mon, 24 Oct, 1730: 49 y/o male fishing from canoe, outgrant area, no PFD.
- 2- Wed, 26 Oct, 1800: 70 y/o male fishing alone; boat found idling, outgrant area, no PFD.
- 3- Sun, 6 May, 1715: 15 y/o male swimming in outgrant swim area, no PFD.
- 4- Fri, 11 May, 2100, 35 y/o female, body found near boat, alcohol, no PFD.
- 5- Mon, 14 May, 1000, 30 y/o male, companion to above victim, body found 3 days later near above victim's location, alcohol, no PFD.
- 6- Sat, 30 Jun, 1330, 23 y/o male, cliff jumping, alcohol, no PFD.
- 7- Sat, 7 Jul, 1429, 10 y/o female, went into water while unsupervised after being told to stay on shore, no PFD.
- 8- Mon, 30 Jul, 1300, 19 y/o male, victim had been swimming back and forth to orange line in swim area, after 10 min went under, no PFD.
- 9- Mon, 25 June, 1215, 50 y/o male, swimming and went under, no PFD.
- 10-Tues, 7 Aug, 1200, 20 y/o male, cliff diving, others were present, victim was fully clothed including shoes and belongings in his pockets, outgrant area, no PFD. Law enforcement investigation ruled it accidental drowning.

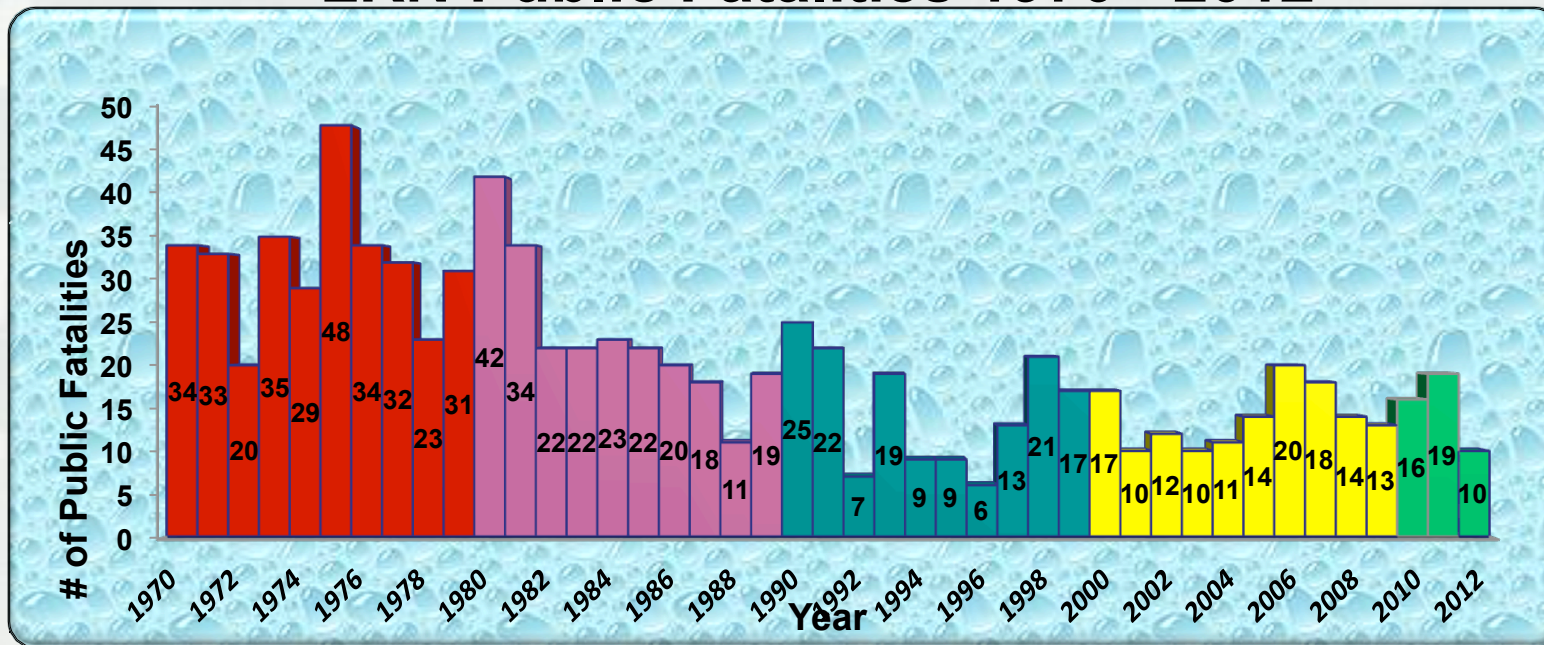


Analysis of LRN Public Fatalities

FY 2012 Fatalities: 10, 47% decrease from FY11

- 40% Boating 60% Swimming
- 80% Male - 20% Female
- 30% Alcohol involved
- Age range: 10 - 70; Average age= 32
- Fatalities Wearing Life Jackets: 0
- 70% Mon-Fri 30% Sat/Sun/Holiday
- Time of day:
 - 2 6:00 am-12 noon
 - 7 12:01-6 pm
 - 1 6:01pm -12 midnight
- Location: 4 in outgrant areas
6 in open water or Corps areas

LRN Public Fatalities 1970 - 2012



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LRN Significant Accomplishments

218,527	Contacts, 267% increase
499	Events, 147% increase
621	Boat Patrol Days, 119% increase
3	Rescues
172	Boater/Swimmer Assists
4,209	Vessel Inspections
1,798	Enforcement Actions
2	National Water Safety Congress Awards: <ul style="list-style-type: none">• Old Hickory Lake Park Rangers• Lake Barkley Park Rangers



LRN Rescues – Star of Life Awards

J. Percy Priest Park Ranger Matt Leftwich on 18 April 2012: 26 year-old man, swimming, exhausted and struggling to stay afloat; there was a strong undercurrent, he had been yelling to the other swimmer for help, but was not heard.

Old Hickory Lake Park Rangers Allen Earhart and Cody Britton on 28 July 2012: woman had been a passenger on a personal watercraft and had either jumped, fell or was pushed off of the vessel. When she hit the water her life jacket slipped off. She was struggling to hold on to a life jacket, was calling for help, and panicking.

Center Hill Lake Park Ranger Matt Simcox on 23 August 2012: Fisherman had been fishing on a gravel bar. When he noticed the water rising, it was too deep to cross back to shore and was located fighting the current in chest deep water.



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LRN Focus on Reaching the Target Audience



Recreation Area Exhibit

Multiple Events

LRN Outreach at Sporting Events



Football games



FLW Outdoor Expo – nation's largest fishing tournament organization at Lake Barkley



Sailboat Races



National Hockey League Predators



Nashville Sounds Baseball



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Increased Variety of LRN Outreach

“Celebrities” to draw attention



Miss Redbud Trails



Photo contest



Community Events
“Polar Plunge”



Exhibits in Recreation
Areas



Animal Planet's Turtleman



Project tours



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LRN Expanded Inflatable Life Jacket Education



- “Ready, Set, Wear It” events during Safe Boating Week
- Ongoing education & demonstration
- Inflatable Life Jacket Education kits purchased for all projects



LRN Media of All Kinds

Southern Woods & Waters
Southern Woods & Waters: TWRA and All Pro Rods 09:47

Southern Woods & Waters: Thomas Cauley & Brian... 07:53

Southern Woods & Waters: TWRA and All Pro Rods 09:47

Southern Woods & Waters: Dayton and Jimbo Blair 09:56

Southern Woods & Waters: Scotty Greene 09:11

Page 12 - The Middle Tennessee Times, Tuesday, May 13, 2008

Boat Smart Super Saturday sails for fun on area lakes

Volunteers have teamed up with the US Army Corps of Engineers at area lakes for Boat Smart Super Saturday on May 17. Super Saturday, the kickoff to National Safe Boating Week, May 17-23, is geared to promote boating and water safety while having fun at the lake. "Wear It," referring to life jackets, is the primary message for boaters to follow to arrive alive after a day on the lake.

The team will be ready to host groups around the lake on Super Saturday to greet visitors and remind them of tips to be safe on the water. With the warmer weather and summer approaching quickly, crowds are getting back out on the lake. A variety of volunteers are participating from boaters, park hosts, clubs, US Coast Guard Auxiliary, Scouts and more. Volunteers view it as a

nice way to take a few hours, great visitors, enjoy being around the lake, and feel good about knowing the information they provide may save a life.

"It's a great time of year to enjoy water sports," said Public Affairs Specialist Steve Fuchs. "Boat Smart Super Saturday tackles the job of recruiting people to have fun and yet to expect the unexpected. Prepare with the right gear for your boat, wear a life jacket, use courtesy and common sense, and don't drink and boat."

Some tips for boaters:
1) Expect the unexpected. Wear your life jacket.
2) Avoid drinking and operating a boat.
3) Keep a proper lookout - watch out for the "other guy"
4) Use courtesy and common sense.
5) Take a safe boating course.

"This is a great kickoff event to get folks started on every day being a boat smart day," said Randy Westrom, Staff Officer for Public Affairs of Division II 8, Eastern Region, US Coast Guard Auxiliary. "Throughout the year we offer boating courses. We'll be at Boat Pro Shops on Super Saturday promoting life jacket wear and demonstrating the comfort of inflatable life jackets."

Area lakes that will participate in Boat Smart Super Saturday include Bartles, Cheatham, Old Hickory, J. Percy Priest, Cordell Hull, Oyster Hill, Dale Hollow, and Lake Cumberland.



County Mayor Mike Foster recently signed a proclamation declaring May 17th through 23rd as Safe Boating Week in DeKalb County. This is being done in conjunction with the North American Safe Boating Campaign to raise awareness of boating safety on our waterways. Nationally, over 700 people die each year in boating-related accidents in the U.S., and nearly 70 percent of those fatalities are caused by drowning. A significant number of these people would be alive today if they had worn a life jacket. In signing this proclamation, Foster urged, "everyone to Boat Smart, Boat Safe and Wear their life jacket." Pictured with Foster is TWRA Officer Tony Cross and U.S. Army Corps of Engineers Park Ranger Jamie Summers.

facebook

Sign Up Facebook helps you connect and share with the people in your life.



Cheatham Lake Like

Government Organization · Ashland City, Tennessee



Wall Cheatham Lake · Everyone (Top Posts)

Share: Post Photo Video

Write something...

Cheatham Lake via Nashville District
Have a Super safe day! If you are at a Corps lake or other waterway please wear your life jacket. Here is the Corps of Engineers Water Safety website for more info.



National Water Safety Program
watersafety.usace.army.mil

Like · Comment · Sunday at 8:30am · 48

YouTube

We're changing our privacy policy. This stuff matters. [Learn more](#) [Dismiss](#)

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armyengineersnashville [Subscribe](#) 86 videos

Park Rangers
Kathryn Wall & Amy Redmond
U.S. Army Corps of Engineers



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LRN Partnerships



Examples:

- Digital billboards - Lamar
- Complimentary exhibit space: Nashville Boat Show, Predators game, Land & Wildlife Expo, etc.
- Scouts & other civic groups
- State & local partners



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LRN Staff - Facilities

- 10 Summer Park Rangers
- 2 Student Conservation Association interns provided by HQUSACE



- 32 Life Jacket Loaner Programs; 90% of projects have one or more
- 92 Ramps or courtesy floats with "Wear It" stencil
- Drowning signs: attention getting approach



LRN - What Went Well / Not Well

- Projects stepped up their efforts significantly
- Park Rangers were at the right place at the right time for rescues and other boater/swimmer assists
- Multiple approaches with multiple groups and individuals to promote water safety
- Good fortune: some close calls resulted in survival that in other years did not.
- Fatalities decreased 47%; still 10 more than wanted
- Pleased with decrease; unfortunately, do not have the magic answer to share for others to follow



LRN - The Way Ahead for FY 2013

- Expand “Are You Next” campaign
- Strategize and develop more ways to reach the 18-35 year old male target group
- Focus on effective contacts that result in people making safe choices
- Continue multiple approaches



Huntington District
Provided the following FY12
Water Safety Summary/
Analysis



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Huntington District Water Safety Program 2012

- **Analysis of Public Fatalities**

- ❑ Five public water related fatalities were recorded in 2012.
- ❑ Three swimming, one wading and one cliff jumping.
- ❑ All 5 were males between the ages of 21 and 31.
- ❑ The 3 swimming fatalities involved the victims swimming beyond their ability in deep water without PFDs.
- ❑ All 5 of these fatalities occurred on days of record or near record high temperatures.
- ❑ Three of the fatalities occurred on consecutive days during a severe regional power outage and during extended week long Independence Day activities.
- ❑ One occurred as a result of illegal activities.



LRH – FY 12 Fatalities

- Fri. 23 March: 28 y/o male attempted to swim across a cove in a closed recreation area at Summersville Lake.
- Sat. 7 July: 31 y/o male was wade fishing and got caught in swift water in the New River at Bluestone Lake.
- Sun. 8 July: 28 y/o male slipped and fell on a rock while cliff jumping at Grayson Lake. Alcohol was involved. Alcohol and cliff jumping are prohibited at Grayson.
- Mon. 9 July: 21 y/o male attempted to swim across a cove just outside the swim beach at Beech Fork Lake.
- Sun. 22 July: 26 y/o male attempted to swim across a cove at Yatesville Lake.
- PFD's were not worn by any victims and all fatalities occurred outside of developed swimming areas.



LRH Water Safety Program

- **Fatalities Conclusion:**

Given the high risk taking history of this target age and gender group during water related activities, we believe the additional factors (excessive heat, power outage, extended Independence Day activities, etc.), all causing a greater than normal draw to our lakes and rivers, played a major role in these fatalities.

Preventative Measures: Communicate to this age and gender group the risks involved with swimming and wading in deep or swift water without a flotation device or engaging in dangerous or illegal activities, such as alcohol consumption and/or cliff jumping.



LRH Water Safety Program

- **Significant Accomplishments:**

- ❑ Rangers/SCA Interns/Volunteers made 167K direct water safety contacts at 451 events in FY12.
- ❑ Rangers logged 455 days of boat patrol and in the process conducted 2,700 vessel inspections, engaged in nearly 1,700 enforcement actions, and provided 127 boater and swimmer assists.
- ❑ Use of billboards, painted or stenciled messages on embankments, docks, ramps, electronic signs, etc., have all resulted in thousands of indirect water safety contacts this year.



LRH Water Safety Program

- **Notable Events:**

- ❑ Participation in the Ohio and Kentucky State Fairs. Combined efforts of LRH and LRL personnel resulted in over 44,500 direct water safety contacts with the visiting public at these two events.
- ❑ Fishtrap Lake's Fireworks Spectacular and Water Safety Event. This partnering effort between the community and the Corps resulted in attendance of 4,000 spectators and over 2,000 direct water safety contacts.
- ❑ Safety on the Blue Water Festival (Bluestone Lake).
- ❑ "Ready, Set, Wear It Day" Ohio Lake Projects.
- ❑ Maritime Days (Ohio River) Point Pleasant, WV.
- ❑ Numerous county fairs, festivals and parades.



LRH Water Safety Program

- Analysis of additional facilities, patrols, or regulations in preventing these fatalities.
- The 4 swimming and wading fatalities could have been prevented with use of PFD's but mandatory wear may be difficult to justify (LRH will assess this issue further).
- Obtaining one developed swimming area per lake would be helpful.
- We have seen evidence that the LRH cliff jumping and alcohol restrictions have made positive impacts despite the one fatality at Grayson Lake.
- Additional ranger patrols may have prevented several of these fatalities, especially those that involved illegal activities or using a closed area.



LRH Water Safety Program

- Rescues and Swimmer/Boater Assists.
- LRH rangers provided 127 boater and swimmer assists during their boat patrol this past season.
- Most of the boater assist involved towing assistance or similar action, providing courtesy safety equipment , etc.
- Most swimmer assists involved visitors that were swimming too far from shore or within a boating lane.
- Two ranger at Sutton Lake, Thomas Nicholson and Clifton Long, were awarded with the LRD Star of Life Award for their part in rescuing a lake visitor on 13 July 2012.



Kentucky State Fair 2012 LRH/ LRL

Bobber with New Friends



Seamore at Work



LRH

Safety on the Blue - Water Festival

Many Activities Offered

Multiple Host Agencies



LRH

Fishtrap Lake Fireworks and Water Safety Event

Water Safety Activities prior to Fireworks Display



Fireworks Display



LRH

International Ready, Set, Wear It Day

Multiple Corps Lakes in Ohio organized this world wide event in their area.

Ohio children join in the state wide effort to break world record on PFD wear.



LRH

Maritime Days - Ohio River

Corps Work Barge being Prepared for Event



Sternwheelers Lineup -Event gives opportunity for water safety contacts



LRH

Participate in hundreds of fairs, festivals and other outreach events

Cory with Friends



Ranger with Water Safety Parade Float



LRH

Recreation Activity on the Increase

**Typical growing scene of
Kayaks on Grayson Lake**



**The rock cliff lined coves and
water falls provide an excellent
environment .**



LRH Team Attends 2012 IBWSS

Four rangers and one park manager from LRH attended the 2012 International Boating and Water Safety Summit, in order to gain new ideas and share them with co workers through out the district. One of the rangers also participated as a speaker at the Corps break out session where he shared some best management practices in water safety.



**Pittsburgh District
Provided the following FY12
Water Safety Summary/
Analysis**



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LRP TARGET: Reduce water-related fatalities by 50%

- **CHALLENGE:** Decrease fatalities with an annual visitation in LRP of 6 million under reductions in recreation funding and summer help.
- **RESULT:** LRP water-related fatalities **increased** 60% from FY11 to FY12.

LRP FATALITIES:

- Sun. May 20, 3pm: 24 y/o female rode her jet ski over Dashields Dam. PFD worn.
- Sun. May 20, 4pm: 23 y/o male's kayak capsized at Kinzua Dam. No PFD.
- Sat. June 16, 6pm: 22 y/o male attempted to swim across a cove to cool off after fishing all day at MJ Kirwan Dam. No PFD.
- Sat. July 7, 1pm: 26 y/o male attempted to swim to a sandbar caused by low water at Berlin Lake. No PFD
- Sat. July 7, 6pm: 21 y/o male jumped in the water to cool off after working on his boat at Mosquito Lake. No PFD.



LRP Near Drownings

Date	Location	Victims	Injuries	Details
29-May	East Branch	1 Male	None	Non-swimmer fell into water from private dock - Alcohol Involved
16-Jun	Loyalhanna	1 Female / 2 Males	None	Female fell into stilling basin, two males attempted rescue. All three required rescue
15-Sep	Loyalhanna	1 Male	Breathing Difficulties	Capsized boat


LRP Rescues / Assists

- PWC operator with sinking vessel rescued after he was found struggling in the water with no lifejacket on at MJ Kirwan Dam.
- East Branch Lake Rangers found swimmers attempting to swim across the width of the lake; took them aboard their vessel and returned them to shore.
- Emergency response to vessel taking on water with children on board at MJ Kirwan Dam.
- Most projects towed disabled vessels and/or loaned out PFD's to the public on the water.



Pittsburgh District Low Water

- Exposed sandbars, tree stumps and other submerged obstacles made boating hazardous at various locations.
- Berlin Lake, Mosquito Lake and MJ Kirwan Dam never reached summer pool.



– Boat Ramps Closed	17
– Swim Beaches Closed	3
– Marinas Closed	2
– Marinas Affected	2
– Low Water Boating Accident	1

LRP ANALYSIS

- Total of 5 recorded fatalities in FY12.
- 60% involved swimming in undesignated areas.
- 80% were not wearing a PFD.
- 90% were males in their 20's.
- All took place on Weekend days between 1pm-6pm.

LRP CONCLUSION

- FY12 hot, dry weather patterns brought about an increase of swimming in non-designated areas.
- Low water conditions contributed to at least two of the drowning incidents.
- Ranger to visitors ratio at the four lake projects where drownings occurred was 1:83,634. Visitation variations were determined to not be a factor.
- Target audience of young, adult males resulted in most casualties.
- All were preventable if a PFD had been worn (Dashields accident excluded).



LRP Prevention of Fatalities

- **What we did:**

- Hired 22 STEPS who underwent 16 hours of in- depth boat and water safety training
- Water safety education programs and events
- Increased emphasis in L/D safety
- Media outreach
- Low water education
- Constant Visibility
- Installation of Life Ring Boxes at Shenango Lake
- Outflow Warning System installed at Loyalhanna Lake
- Mock Drowning /Rescue Exercises held at Berlin and Mahoning Creek Lakes





LRP FY12 Breakdown

Boat Patrols

223 patrol days
1 rescue/49 assists

On/Off Site Programs/Events

170 w/ 64,612 contacts

Lifejacket Loaners
Dock/Ramp Stencils
Vessel Inspections

12 locations
45 locations
814 Inspections



Media/Social Media

16 interviews/interactions
90,546 contacts or views

Mass Marketing

5000 - 3x5 L/D safety lanyards
40,000 Shopping Bags
160,000 Views on transit buses
8,000 Campground Passes



LRP FY13 Program Emphasis

- Maintain Summer hire program to continue emphasis through boat patrols and visibility during critical timeframes that drownings typically occur.
- Continue effective emphasis on Lock & Dam safety.
- Utilize cutting edge promotions that will attract the attention of potential young male victims.
- Examine updating the District PFD policy to include swimming outside of designated areas. Stating, “a PFD is required to be worn whenever swimming from a boat or a shore that is not in a designated swimming area of the project.”



**Louisville District
Provided the following FY12
Water Safety Summary/
Analysis**



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LRL Public Fatalities:

- 1. May 25; Fri; 1030; 68 y/o; Male; Fell from boat fishing; No PFD.**
- 2. June 13; Wed; 1857; 20 y/o; Male; Swimming from shoreline; No PFD.**
- 3. June 16; Sat; 1730; 21 y/o; Male; Cliff jumping; No PFD.**
- 4. June 26; Tue; 1330; 27 y/o; Male; Swimming State Park Beach; No PFD.**
- 5. July 8; Sun; 1530; 2 y/o; Female; Playing/Swimming shoreline; No PFD.**
- 6. July 17; Tue; 0930; 68 y/o; Male; Boat capsized below nav structure (OH RV); No PFD.**
- 7. July 26; Thu; 1530; 20 y/o; Male; Swimming from shoreline; No PFD.**
- 8. July 31; Tue; 1700; 58 y/o; Male; Swimming outside of buoys State Park Beach; No PFD.**
- 9. September 17; Mon; 0753; 48 y/o; Female; Fell from boat; No PFD.**

DATA ANALYSIS:

- **Increase over the previous 3 FY's, with FY12 = 9 EA**
 - FY11 = 4 EA**
 - FY10 = 5 EA**
 - FY09 = 4 EA**
- **9 of 9 - no PFD.**
- **7 of 9 - male.**
- **3 of 7 - males older than the 18-35 y/o target group.**
- **7 of 9 - occurring in JUN-JUL.**
- **9 of 9 - occurring in primary water recreation season (MAY-SEP).**
- **5 of 9 - occurring on Outgranted.**
- **1 EA occurring on each day of the week except Tue which had 3 EA.**



LRL Contributing Factors

- Peer pressure
- Not knowing your limits
- Adrenaline of doing something risky
- Age – No Fear
- Swimming in a non-designated area

2012 Challenges

- Several lakes did not reach summer pool.
- Several beaches closed due to low pool.
- Record number of days with temps in the triple digits.
- Increase in swimming in non-designated areas.



LRL Reaching that Target Audience

- **Shocker Banners**



RESULTS: We were skeptical at first for fear of friend and family perception. The response from the family of the young man and the public has been very positive. Along with the banner we also increased our patrols and direct contact with individuals engaged in this risky behavior. We were direct and to the point that a young man died as a result of doing exactly what they are doing. We point out that just like them he had been at the location all day jumping and on that final jump it was truly his final jump. We then asked them is it worth the risk?

- **Shocker Billboards**



This shocker billboard was placed to make boaters aware of the Recipe for Disaster.
RESULTS: Increased boater awareness





Cont... Shocker banners like these have been placed at boat ramps, recreation area entrances, in campgrounds, at beaches, and at area business.

RESULTS: Have been positive. Businesses are now coming to us asking for these banners to be placed in their businesses.



Louisville Bats–Water Safety Day at the Ball Park

Louisville District staff promoted water safety at 3 Minor League baseball games.

- Louisville (KY) Bats
- Bowling Green (KY) Hot Rods
- Fort Wayne (IN) Tin Caps



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LRL Water Safety Goes to NASCAR

- This initiative began in 2011 and has continued in 2012.
- Louisville District awarded a new service contract for the procurement of exhibition space at 4 NASCAR Camping World Truck series events.
- A total of five Corps districts (Wilmington, Savannah, Ft. Worth, Jacksonville, and Louisville) participated.



Results:

- Mustang (Life Jacket Company) will be working with the USACE next year to help support this effort.
- Robotronics (company that makes Bobber) will be working with the USACE next year to help support this effort.
- Five public service announcements to promote water safety were filmed on June 27th with Park Rangers, Bobber the Water Safety Dog, and the Driver of the 07 Wear Your Gear Truck.



BUILDING STRONG®

Louisville District: Indiana – Ohio - Kentucky State Fairs

LRL Park Rangers, along with other LRD Park Rangers promoted water safety at the State Fairs in Indiana, Ohio, and Kentucky.

Visitors to the Corps Water Safety Booth had a chance to learn about auto-inflatable life jackets, how alcohol impacts your vision by wearing the fatal vision goggle and about the Corps role in promoting water safety.



Louisville Boat Show

In January 2012 LRL Park Rangers promoted water safety at the Louisville Boat Show. Visitors to the Corps Water Safety Booth had a chance to learn about auto-inflatable life jackets, how alcohol impacts your vision by wearing the fatal vision goggle and about the Corps role in promoting water safety.



BUILDING STRONG®

Water Safety Ads in Local Papers

Water safety ads like this one were placed in three local papers from May – September to promote water safety and water related events at the Project.

RESULTS: Visibility of water safety message

The Corps of Engineers at Rough River Lake wants *you* to play it safe when *you* are on the water.

Don't Wreck Your Summer, wear your life jacket!

Upcoming Activities and Events for May 2012 at Rough River Lake:

- May 2nd: *North Fork and Laurel Branch Campgrounds Open*
- May 2nd: *North Fork Beach Opens*
- May 19th: *Heritage Festival 9 AM to 5 PM*
Rough River Visitor Center Dedication at 1 PM
- May 23rd: *Cave Creek Campground Opens*

www.facebook.com/pages/Rough-River-Lake/194425466082 • (270)257-2061
14500 Falls of Rough Road, Falls of Rough, KY 40119-6313

US Army Corps of Engineers
Rough River Lake

BUILDING STRONG®

Social Media

Utilizing social media as a tool not only to share relative lake information but also to promote water safety.

RESULTS:

- Followers have started sharing their near miss stories.
- Followers have started helping us promote water safety by supporting our messages and sharing their own.



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Louisville District LRD Star of Life Award

Randy Robertson; Luther Helland; Jeremy Jones; Jeremy Wallace; Jack Anderson; Jackie Lee Anderson; Susanna Duncan; Marshall Hunerkoch. Locks and Dam 52.

3 November 2011, while performing duties at Ohio River Locks and Dam 52, rescue of capsized boater – no PFD, that had attempted to maneuver outside the navigation channel pass heading downstream.

LRD Water Safety Award - USACE Team Category

Upper Wabash Water Safety Team

- Increased contacts by 1,283%.
- First time Corps at Indiana State Fair.
- Partnered with 32 different external entities and 5 different internal entities.



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LRL National Water Safety Congress Awards

Award of Merit

- Green River Area
- Diane Stratton

LRL Thoughts/Plans for 2013

- Explore new partnerships with other organizations having water safety missions.
- Develop public safety communication efforts to target high-risk visitors.
- Evaluate increased use of citations for stricter enforcement of boating and swimming violations, restrictions, and unsafe acts.



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LRL 2013 Goals

- Decrease in the number of recordable drownings.
- Seek innovative ways to effectively reach more individuals within the 18-35 year old male target group.

LRL Conclusion

- We realize we can not reach everyone that visits our lakes and locks, but we are going to try.



Chicago District
Provided the following FY12
Water Safety Summary/
Analysis



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Water Safety Analysis – Chicago District FY12

Highlights of FY 12

- *0 fatalities due to the nature of the projects.
- Distributed water safety material at approximately 10 events.

Thoughts/plans for FY13-14

- Continue to engage youth with general water safety messages.
- Utilize Chicago Harbor Lock in FY13 to distribute water safety materials.
- Leverage social media to directly engage recreation users with safety information and tools.



**Buffalo District
Provided the following FY12
Water Safety Summary/
Analysis**



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LRB

- There were 0 fatalities at Corps-managed recreation areas within the Buffalo District. There was a drowning (non-recordable) at a Navigation project (Wilson Harbor, NY) but this was not related to funding, staffing, etc. The unusually hot weather may have been a contributing factor but was not the primary cause.
- Added water safety message to Mount Morris Dam tours; added 3840 on-site contacts
- NEW interpretive water safety exhibit at Mount Morris Dam Visitor Center
- 11 NEW events in FY12
- The LRB Water Safety Team reviewed the list of events from FY11 and decided not to participate in a few a events due to the limited applicability to water safety. In addition, two events that the Corps typically participates in were cancelled this year. This forced the team to investigate new opportunities and events in FY12. As a result, 11 of the 15 events that LRB personnel participated in were new for FY12.



**Detroit District
Provided the following FY12
Water Safety Summary/
Analysis**



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Detroit District Water Safety Notes:

- * Record number of Water Safety Contacts – **120,142**
- * **17** Events were held AOR where water safety material distributed
- * Nominated Daniel Clark for the **LRD FY12 Water Safety Award** – Individual Category
- * A Duluth Area Office employee has donated land to the “Kids Don’t Float,” drowning prevention program, which offers loaner life jackets at no charge to boaters, swimmers and anglers. Don “Curt” Goltz, a hydrographic surveyor and certified instructor for the Duluth Area Office, donated a patch of his property on Lake Nebagamon in northern Wisconsin and set up a loaner board sponsored by the Lake Nebagamon Lions Club. “So far we have not lost a single jacket and in fact have gained three,” Goltz said. Kids Don’t Float stations are set up on boat landings and stocked with personal flotation devices, PFDs, such as life jackets, Type IV throw able cushions or ring buoys. Each life jacket is silk-screened with “DNR LOANER LIFE JACKET” to help deter theft. See full article below....

Duluth Area Office employee supports life jacket loaner program

A Duluth Area Office employee has donated land to the “Kids Don’t Float,” drowning prevention program, which offers loaner life jackets at no charge to boaters, swimmers and anglers.

Don “Curt” Goltz, a hydrographic surveyor and certified instructor for the Duluth Area Office, donated a patch of his property on Lake Nebagamon in northern Wisconsin and set up a loaner board sponsored by the Lake Nebagamon Lions Club. “So far we have not lost a single jacket and in fact have gained three,” Goltz said.

Kids Don’t Float stations are set up on boat landings and stocked with personal flotation devices, PFDs, such as life jackets, Type IV throwable cushions or ring buoys. Each life jacket is silk-screened with “DNR LOANER LIFE JACKET” to help deter theft.

The Wisconsin Department of Natural Resources, U.S. Coast Guard and local sponsors support the program; pilot testing began on Memorial Day weekend 2012.

Loaner board stations were set up around the state, built and maintained by local civic groups, sports clubs, lake associations, governmental agencies and private citizens.

Chuck Horn, a spokesman for the Wisconsin Department of Natural Resources Boating Safety Program, said the DNR allotted \$15,000 from a U.S. Coast Guard grant to help pay for kiosk materials. As of mid-August about 16 stations had been constructed in Wisconsin. About 20 individuals or organizations are also on a waiting list to build Kids Don’t Float kiosks for the 2013 swimming/boating season.

“We have folks who expressed an interest in donating life jackets their kids outgrew or they otherwise didn’t have a use for anymore,” Horn said.



photo by Curt Goltz

Duluth Area Office employee Don “Curt” Goltz donated land for this Kids Don’t Float kiosk at Lake Nebagamon in northern Wisconsin.





Contact:

Jeff DeFosse (513) 684-3192