

MCCONNELL AIR FORCE BASE OPEN HOUSE/AIR SHOW
SWD WATER SAFETY TEAM EVENT
After Action Report for Sep 29 - 30, 2012

Background: The SWT/ NWK Kansas Water Smart Team took part in the Air Show, which is held every two years, for the first time in 2010. The event is open to the public but also draws a good deal of military personnel. The event coordinators use this event as a military support event and traditionally expect a large military (all branches) turnout. The estimated visitation numbers historically range from 40,000 - 70,000 per day and upwards to 140,000 for the event. The event receives a large marketing and publicity campaign through the base's Public Affairs Office. Details may be obtained on their website: <http://www.mcconnell.af.mil/>.

The footprint of the 2010 display was broke down into 5 separate stations. The focus of the display was our water safety quiz with related prize give-aways. The other stations utilized was the: Fatal Vision Boat console (to show the effects of boating under the influence), a general information area (supply answers to questions as well as brochures and other printed materials), SWT's penny pincher machine (with appropriate safety messages), and a life jacket fashion show (where visitors can see and try on different styles of PFD's) The event was a big success, with over 95,000 in attendance and was one of the largest venues that many had ever taken part in.

In FY 2011 we were challenged by our Commander to reduce the number of public fatalities by 50%. Although that did not happen, we still increased and improved our water safety efforts in FY11. For FY 12 the Commander set a new BHAG to sustain our record water safety contacts to educate, inform and safe lives! In an effort to meet and possibly exceed the challenge the SWT Water Safety PDT felt that the 2012 McConnell Air Show would be a great event for SWD to team with Kansas Water Smart Team to enable us to expand our display footprint (see attachment) at the 2012 McConnell Air Show.

Narrative:

Starting in June plans and coordination were underway for the event. Conference calls were conducted with team leaders to keep all coordination efforts on target. There was tremendous initiative along with a positive "can do/ will do" attitude all during the planning stages. Conference calls with all team players were conducted two weeks and one week prior to the event. Display maps and station descriptions, logistic and lodging locations were emailed to all 5 weeks prior to the event. This was all very beneficial, especially since this was a unique team made up of diverse professionals that did not know each other, much less have worked with each other and also had never participated in a venue with such a large diverse crowd with numerous stations. Pre-set up and inspection was completed on the Friday afternoon on Sept 28, 2012. We met as a group the evening prior to the event. Meet and greet along with discussion over station set up /duty assignments and what was expected from each, before during and after the event. Meeting was wrapped up with questions and answers.

The time had finally arrived!

Saturday, September 29 2012

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First and foremost the group gathered before departing for McConnell to go over the AHA for the event and any last minute details.

The day's event was fantastic! The visitor count was 60,000 for the day. The weather was gorgeous! Our stations were busy all day! A breakdown of our station were as follows:

Low-head Dam model with NRM/Interepretation

COE Lake Information- Corps Story, Penny Pincher souvenir machine

COE Emergency/Maintenance vessels to include, Patrol Boat, Air Boat and Work Barge

Children's Zone- Water Safety Table Size Coloring Sheet (finished sheets left to hang in MAFB Recreation Building

Bobber Mascot with Bobber dock back drop

Non-reader quiz to redeem a prize

Lifejacket Display - Live demonstration/interpretation of proper fit, style and type choices and importance of wearing it!

"Take a Quiz Win a Prize" Each participant takes the quiz and is graded and questions answered to assure that the participant is getting the right water safety information.

Fatal Vision Pedal Go Cart Course- This station gives the participant a better awareness to effects of alcohol use in boating/motorized vehicles.

First day, Team was tired, but spirits were high! All felt successful!

Sunday, Sept 30 2012

Team was ready to go again! High spirits continued throughout the Day! SWT Commander, Colonel Teague came to support our team and to help spread our all important water safety message to the visitors.

The total visitor count was 50,000. The weather was beautiful, what a terrific day!

To check out pictures of the event please see : ftp://ftp.usace.army.mil/usace/swl/Rec_Photos/

After action comments from numerous staff participants.

1)

Once again, thanks so much for the hospitality and all the effort to develop this event. It was probably the biggest and best water safety venue that I have participated in.

- As discussed at the show, only offer 1 color of a promo item. This saves the delayed time it takes for folks contemplating on the color they want...and coming back later to exchange for a different color.

- As discussed at the show, limit the choice of water safety promo items to hand out. Comment given in #1 is also relevant here.

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- It was a great idea to break out the non-reader kid quizzes to a separate area. It was also successful to only offer 1 promo item as their prize. This little quiz table needs to be at least 8' long with 2 people working it.
- Hearing protection. Promo idea for the next show that can be handed out at the entrance gate.
- Loved the little kid swimming pool with only a few ducks. The young kids loved to splash and play with the ducks while other family members were engaged taking quizzes, asking questions, etc...
- Boat display, fantastic!
- Low-head dam model. Fantastic display. Would suggest to have a pre-recorded explanation of the model so visitors could push the button and listen then ask follow up questions.
- Need paper weights for next time. Luckily it was not very windy this weekend. It would be nice to have some type of water related (like the aluminum dock cleats) paper weights available.
- We didn't really know when activities occurred or where certain booths were located at this event. It would have been nice to have an agenda and map of the area to answer questions.

2)

I just want to say that I was honored to be able to help with this event. It was a very effective outreach that allowed us to impact a diverse group of people with the water safety message.

I really enjoyed working at the water safety quiz booth. The quizzes were a great way to get people to really consider how important it is to be safe around water. Almost everyone had a very positive response and actually wanted to know what answers they got wrong and why. It gave us a great avenue to explain the importance of wearing a life jacket and the consequences of not wearing one.

The only suggestions that I would make would be where prizes are concerned. The prizes we offered were very nice and I thought that people really appreciated them. However, I would suggest that we offer only about two or three different prizes to choose from. If only two or three choices are given, it will cut down on the amount of time it takes for someone to choose their prize and will enable us to move people through the booth more quickly. I would also suggest that we offer only one color choice per prize. Not having to choose a color will also cut down on the time it takes for someone to choose their prize.

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Other than that, I thought that everything went very smoothly. We had so many people flock to the booth that it was extremely hard to keep track of contacts, however, I would estimate that I personally made about 250+ contacts per day. It was a great way to influence a lot of people from different age groups and backgrounds.

Thank you, again, for the opportunity to participate. It was a privilege to work with you and with everyone who made this event possible. I look forward to being able to help again in the future.

3)

All:

I wanted to take a second and let everyone know how great it was to work with all of you this weekend at the McConnell event. This event was one of the most successful water safety venues that I have been involved with in 22+ years. The organizational effort from Doug, Tallie, Gary, Ken and Eugene deserve recognition as well as the team work everyone provided throughout the event. I will say that my feet and knees are still feeling the effects of the tarmac though.

As Eugene discussed, we will be providing an AAR to SWD in the very near future so if you have any comments, suggestions or ideas, please provide to Eugene and cc Tallie, Doug and myself. Also, if someone has Ryan's email, please forward to him.

4)

I'm humbled and re-energized to have worked with such a great group. I have been reflecting on the event for the past couple of days and have the following to offer.

What went well (our program)

Good organization and coordination

Lots of variation of activities and materials - ie something for everyone.

Trailer was great help and allowed us to have a place to rest and refreshments.

We were exceptionally blessed with the weather!

We had plenty of give-aways and I concur with the 1 per customer engaged with our program to get a give-away.

Displays and booths looked very inviting and professional.

Great variety of give-aways with something for everyone.

PFD booth was very necessary, nearly everyone we spoke to was unfamiliar with the inflatables.

All team members were fully engaged and enthusiastic.

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I liked the use of the AHA and the pre-event meetings Friday night and each morning. It gave (me at least) an understanding of what to expect as well as it provided organization each day.

It was great that we had hearing protection, water, and sun screen available to us.

Good idea that we were all in uniform or USACE shirts so our "Brand" was present.

Operations, Safety, PAO, Volunteer, and Command participation

What can improve

It would be good if the base would give us emergency info - ie locations of lost and found, lost children, shelter in place location (in the event of a storm), emergency evacuation routes etc.

Don't know if the base has anyone at the gate with give-aways/programs, but it would be good if the base would offer hearing protection to the attendees.

Another person per station or 3-4 "rovers" to allow for morning and afternoon breaks

An additional "go-cart" as we always had a line and there were some people who were unwilling to wait in a long line.

5)

Thanks for including me on your team! I think I need to go back to Wichita. I lost my voice there and I still haven't found it!

It was truly awesome and one the biggest venues that I have ever worked. A true team effort for a totally successful event.

6)

Thanks again for the great ideas and the partnership! I had a wonderful time.

Being in the safety world, the only thing I would add to other feedback is, having a handrail be added to the stairs as the employees/public/volunteers enter and exit the boats.

7)

I'm going on the record to say" Each and every one of you are "AWESOME" individuals! This truly was an amazing event, a large part, due to your involvement. The whole staff had such a passionate spirit to promote water safety! It was amazing! Each of you hit the ground running each day and worked tirelessly repeating our message to thousands of people. All this was done with extreme professionalism, smiles and genuine care for the

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public's safety. I was absolutely amazed! I have had a few days to unwind now and reflect on the event and I can honestly say, this event and working with this team has been one of the most rewarding experiences of my career! My hats off to each of you and thanks so much from the bottom of my heart!!! Thanks again for all you do to promote water safety!

Conclusion:

This daunting event looked to be too much from some eyes, but the USACE Team stood this Water Safety Education activity up, moved forward and provided the second to none performance that could ever have been imagined. The Team planning and working the event provided to be one of the best mixtures of energy, expertise, professionalism and passion that not even a recipe could have duplicated. This venue was made highly successful due to the USACE staff and volunteers understanding the USACE Missions and Obligations to be met by everyone with the required and committed execution - right on target! The crowd was very appreciative of what information the USACE demonstrated and shared. This approach will continue to all the public lands and water resources to be a safer place for all customers.



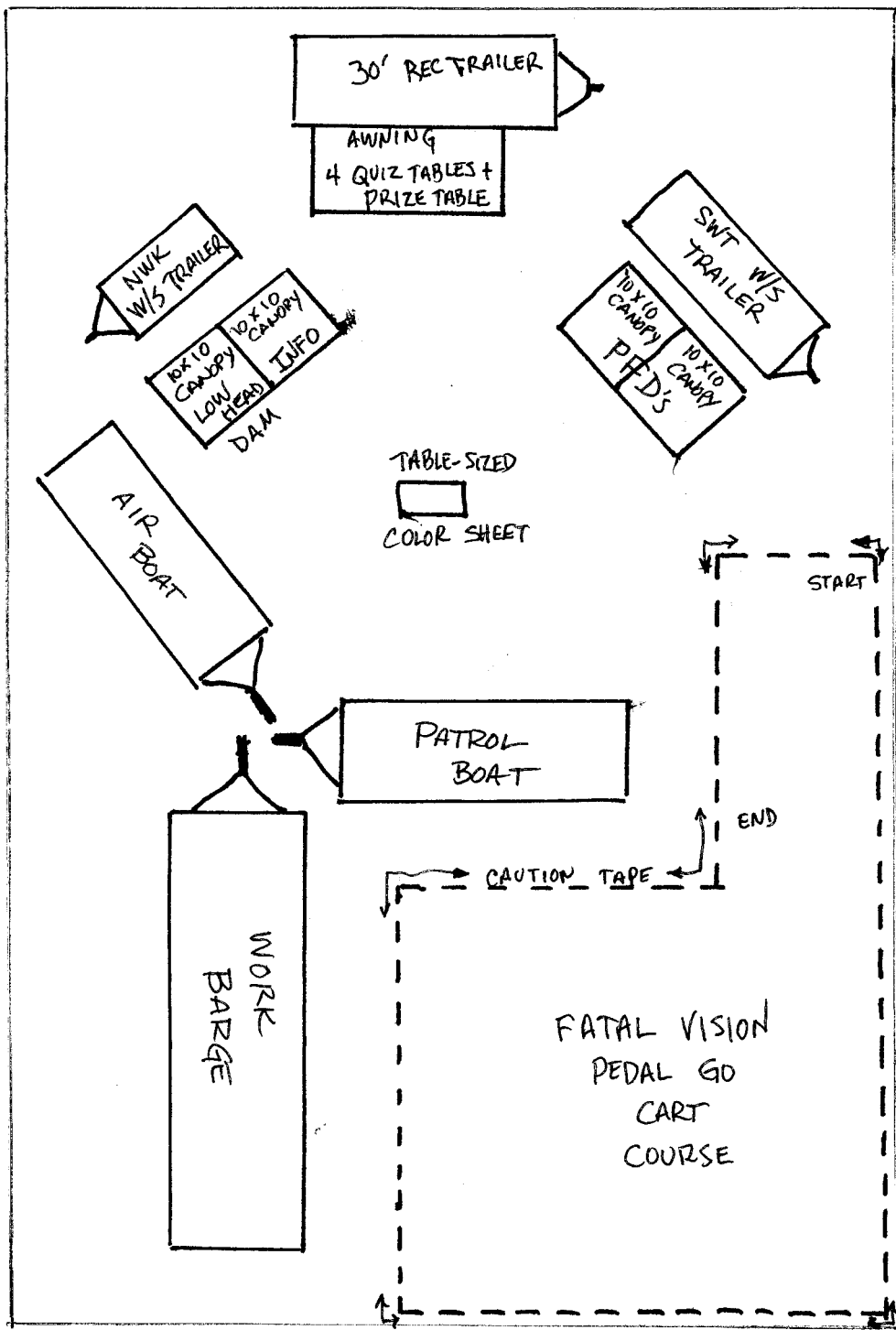
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100'



150'

McConnell AFB 2012
Open House & Air Show

Corps of Engineers Display Footprint




Scale: 1/2" = 10'

Don't just pack it



**US Army Corps
 of Engineers®**

BUILDING STRONG®

- In Kansas if you're aged 12-20 and want to operate a vessel unsupervised, you must:
 - take a good friend along and practice, practice, practice.
 - pass a safe boating course that is approved by the KS Dept. of Wildlife, Parks and Tourism.
 - join the Navy.
- If you can't swim, it's wise to:
 - wear a life jacket when near water.
 - take swimming lessons.
 - always wade with a buddy.
 - all of the above.
- Which life jacket fits right?
 - 
 - 
 - 
- If you get caught in a storm while on a boat, the captain of the boat may ask you to sit on the floor of the boat near its center. This is so
 - you won't get so wet from the waves.
 - you won't get 'sea sick'.
 - you will be safer and help to keep the boat stable.
- Are boat ramps a good place to swim?
 - No - boats are dangerous to people in the water and it's against the law.
 - Yes - concrete makes a smooth surface to walk and play on.
 - Yes - as long as you leave the water when a boat is in the area.
- If you forget your life jacket is there a place at the lake where you can get one without buying it?
 - No - just remember it the next time.
 - Go ahead, swim without your life jacket as long as you have a buddy with you.
 - Many Corps of Engineers lakes have free life jackets to borrow if you forget yours. They're located on the Life Jacket Loaner Boards.
- How many people drown in the USA each year?
 - 6,000
 - 600
 - 60
 - 6
- If someone has trouble while swimming or falls from a boat, what should you do?
 - Kick back, relax, read a book, they can save themselves.
 - Call for help, jump up and down, wave, swim out.
 - Reach, throw, row, don't go - call for help.
 - Tell them not to worry, leave the area and go find help.
- Which list should you take to the lake to make your stay a safe one?
 - Bowling ball, first aid kit, sunglasses & sunscreen
 - First aid kit, life jackets, sun screen & whistle
 - First aid kit, deck of cards, whistle & teddy bear
 - Whistle, fire extinguisher, deck of cards & arm floaties
- Swimming in a lake or river is different from a pool. At the pool, you know how deep the water is and can see the bottom. At a lake or river, you don't know the depth and can't see what's underneath the water.
 - True
 - False

Water Safety Links

www.Bobber.info

<http://watersafety.usace.army.mil/>

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 of Engineers®

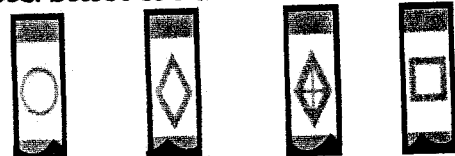
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1. Excluding Personal Watercraft users, what percentage of adults voluntarily wear their lifejacket?

- a. 60%
- b. 25%
- c. 8%
- d. 1%

6. Buoys on a lake or waterway are like traffic signs along a road. Do you know what they mean? Here are your choices. Select one answer for each buoy.

- a. Danger
- b. Information
- c. Boats Keep Out
- d. Controlled Area



(Slow No Wake) (Shallow Area) (Swim Area) (Public Pier)

2. In Kansas if you're aged 12-20 and want to operate a vessel unsupervised, you must:

- a. take a good friend along and practice, practice, practice.
- b. pass a safe boating course approved by the KS Dept. of Wildlife, Parks and Tourism.
- c. join the Navy.

7. It takes 1/3 the amount of alcohol to obtain the same effects while on the water as being legally intoxicated on land. This is due in part to exposure to wind, sun, wave action on the boat, etc.

- a. True
- b. False

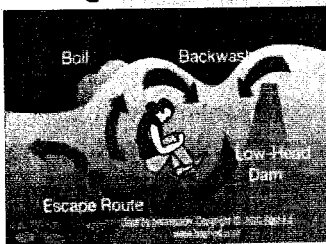
3. Two-thirds of the people who drown each year never intended to "get in the water" in the first place.

- a. True
- b. False

8. How many people drown in the USA each year?

- a. 6
- b. 60
- c. 600
- d. 6,000

4. Low head dams are found on many rivers. They are dangerous to boaters, swimmers and waders because:



- a. they're hard to see as you approach.
- b. water flowing over the dam can suck a boat or person down.
- c. the current below the dam actually flows back towards the dam.
- d. all of the above.

9. Inflatable life jackets can be purchased that inflate by the following method(s).

- a. Manual only.
- b. Only by mouth with the attached tube.
- c. Automatically upon entry into the water with a manual backup.
- d. A and C

5. Harmful non-native aquatic nuisance species are invading Kansas lakes and rivers.

- a. There's nothing we can do about it, it's a non-issue.
- b. There's nothing we can do about it now but don't worry, science will solve the problem in the future.
- c. Careless human behavior is infecting new waterways. If everyone would follow correct procedures, the invasion could be slowed or prevented.

10. While driving a vehicle you encounter water flowing across the road in front of you.

- a. Go slowly, drive in the middle of the road.
- b. Follow another vehicle, safety in numbers.
- c. If there's no current, it's safe to pass.
- d. Turn around. Most vehicles will float in 1' of water and 2' of moving water can carry off a pickup truck or SUV.

WEAR Life Jackets

Boating Safety Links
www.kdwp.state.ks.us/
www.safeboatingcouncil.org/