

**Memorial/Drowning Identification Buoy  
Implementing Guidance**  
*(See Attached Diagram)*

**1. PURPOSE**

The purpose of these buoys is to increase public awareness of drownings that occur at Corps lakes within the South Atlantic Division. They will serve as a tool to heighten visitor's curiosity and interest, and provide increased opportunities for sharing water safety messages with the public. The buoys will also be an effective tool to persuade swimmers in non-designated swim areas to move to designated swimming areas, where they can enjoy a safer recreational experience.

**2. TARGET DATE FOR IMPLEMENTATION:** 27 May 2005 (Memorial Day Weekend)

**3. CRITERIA FOR PLACING BUOYS**

Buoys will be placed at or near the location where a drowning has occurred. Deviation is allowed in order to maximize visitor exposure. The time frame for which drownings to mark will be up to the discretion of each Operations Project Manager. For example, at projects where there have been very few fatalities, the decision may be made to mark the locations of fatalities that occurred several years ago in order to make the initiative effective.

a. Buoys will be placed at or near the site of drowning. However, buoys will **NOT** be placed:

- (1) Where they would be a navigation hazard.
- (2) Inside of designated swimming areas.
- (3) Where they could create an attractive nuisance.
- (4) In obscure, out of the way areas.
- (5) Near private residences.

b. Buoys will be placed near high visitation recreation areas, where they can be seen by the maximum number of visitors.

- (1) Near boat ramps.
- (2) Non-designated swimming areas within recreation areas.
- (3) Near courtesy docks.

c. Buoys will be inspected frequently to ensure they are in good condition and that their placement is constant.

#### **4. MEDIA AND PUBLIC EDUCATION INITIATIVES**

A media campaign and communication strategy is being developed in order to maximize awareness and to educate the public about the new buoys and what they mean. The strategy, to include a draft news release with photos, will be provided by the Public Affairs Community to all district PAOs and to the Water Safety PDT members no later than 19 May 2005. News releases may be localized by each district and distributed the week before Memorial Day.

To ensure our water safety message is clearly expressed, communication strategies must be developed and employed at each project. An educational program will be developed for use by the staff at each lake that explains the purpose and intent of the buoys.

##### **a. Recreation Areas**

(1) Posters explaining the memorial buoys will be displayed on bulletin boards.

(2) Information will be posted at boat ramps that will educate boaters about the new buoys and what they mean.

(3) Gate attendants/hosts will be provided with information and training about this initiative so they are informed and able to correctly answer questions by visitors.

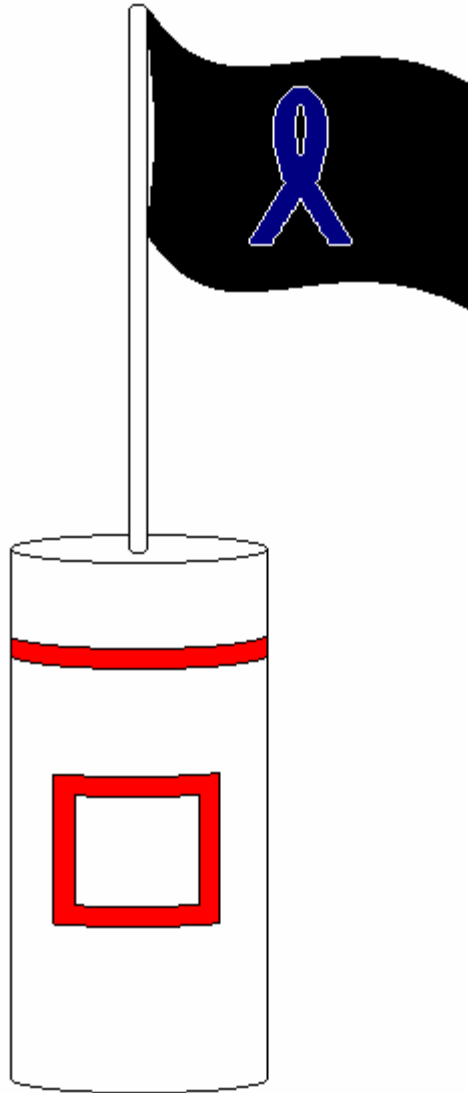
b. **Visitor Centers** - Interpretative displays will be developed for visitor centers.

##### **c. Outgranted Areas and Partnering Organizations & Agencies**

(1) Operators of outgranted areas will be provided with information about the new buoys and their purpose.

(2) Local and State entities will be provided with information about the new buoys and their purpose.

5. **Miscellaneous** - A flyer is being developed to mail to shoreline use permit holders to explain the new buoys and their purpose.



**Staff & Banner**