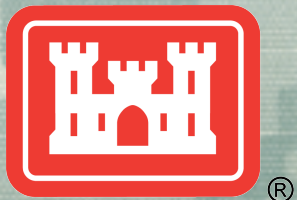


# Water Safety Partnerships

PROSPECT Partnerships  
in Natural Resources



US Army Corps of Engineers  
**BUILDING STRONG**®



# National Partnerships



**BUILDING STRONG®**

# Bass Pro Partnership



**May 17 – 27 (2 Weekends)**



**June 8 – July 14  
(Tues, Thurs, Sat & Sun)**

- Water safety seminars in all (54-56) Bass Pro Stores. 12,000 contacts
- The NOC for Water Safety worked with Bass Pro to create the presentations and sent promotional items that will be used during the seminars
- When a Corps employee was not available to present seminar, a store associate presented
- Props and hands-on activities



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# Wilderness Inquiry

## Urban Wilderness Canoe Adventures

[www.urbanwildernesscanoeadventures.org](http://www.urbanwildernesscanoeadventures.org)



- Provides youth with direct, hands-on experiences with nature
- Engages students in ways that motivates them to learn
- Builds an ethic of land stewardship
- Connects new audiences to public lands and agencies that care for them
- Introduces youth to employment, education and volunteer opportunities



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# Allstate/Oh Ranger!/CF



**Practice Safe, Fun Boating!**  US Army Corps of Engineers.

**WEAR IT**  
Everyone on your boat should wear a life jacket. Accidents can happen anytime.

**ALCOHOL & BOATING DON'T MIX**  
Alcohol reduces reaction time and can cause accidents.

**KNOW THE BASICS**  
Successfully complete a boating education course.

**KNOW BEFORE YOU GO**  
Check the weather forecast and file a float plan with family and friends.

**BOAT RESPONSIBLY**  
Know the weight capacity of your boat. Always be aware of your surroundings.

**MAINTAIN YOUR BOAT**  
Routinely check electrical, fuel and auxiliary power systems.



 LEARN MORE ABOUT BOATING SAFETY

Presented thanks to the support of  

- Allstate Insurance
- Oh Ranger! Park finder website and phone app [www.ohranger.com](http://www.ohranger.com)
- Corps of Engineers Natural Resource Education Foundation [www.corpsfoundation.com](http://www.corpsfoundation.com)

Boating safety interpretive panels were developed and sent to 100 Corps lakes to post in a highly visible area near a boat ramp.



# U.S. Coast Guard Auxiliary

- National MOU
- Boating Safety Classes
- Boat Patrol
- Vessel Safety Checks
- Brochures for Distribution
- Assistance with Special Events
- Monitor Marine Band Radio
- Find a USCGA Flotilla near you at [www.cgaux.org/units.php](http://www.cgaux.org/units.php)



# U.S. Coast Guard

- National MOU
- Free Brochures
- Free Photos in Photo Library
- TV & Radio PSAs
- Access to Boating Safety Articles, Statistics and Studies
- Assistance Provided during Life Jacket Mandate Study
- Website: [www.uscgboating.org](http://www.uscgboating.org)



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# U.S. Power Squadrons



Boating is fun...  
we'll show you how<sup>®</sup>

- National MOU
- America's Boating Course
  - On-line & classroom
- USCGA Vessel Safety Check Examiners
- Assistance with Special Events
- Find a squadron near you at [www.usps.org](http://www.usps.org)  
click "Locate Things"



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# Student Conservation Association

- Expense-paid internships
  - 3-12 months
  - All 50 states
- Public Safety Interns – Can be trained to become great water safety interpreters
- More information and training materials are available on the NRM Gateway
- Website: [www.thesca.org](http://www.thesca.org)
- SCA Contact:  
Ray Auger  
603-543-1700 ext 144  
rauger@theSCA.org



# Boat U.S. Foundation

- National MOU
  - Life Jacket Loaner Program
  - Grassroots Grants
  - Free Brochures
  - On-line Boating Simulator and Games
  - On-line Boater's Toolbox
  - [www.boatus.com/foundation](http://www.boatus.com/foundation)
- 





# Safe Kids USA

- National MOU
- Special Events
- Educational Tip Sheets
- Research Reports
- Find a Safe Kids Coalition near you  
[www.safekids.org](http://www.safekids.org)

**KIDS DON'T FLOAT!**  
 PFD Other signs  
 LIFE JACKET LOANER STATION

**SUPPLEMENTAL ACTIVITIES**  
 The sponsoring organization and participants may wish to schedule their own activities in conjunction with the Kids Don't Float program such as picnics, campouts, swimming, etc.

These activities are solely the responsibility of the sponsoring organization and participants. The U.S. Army Corps of Engineers, the North Dakota Game and Fish Department and the ND Safety Council, Inc. - Safe Kids will not be involved or responsible for any supplemental activities that are scheduled in conjunction with the Kids Don't Float program.

Additional information/handouts/water safety videos are available on request. Topics include: Hypothermia; general water safety for elementary age; drinking and boating for the young and reckless (rules of the road) for middle school/high school age kids.

**ADVERTISING AND PROMOTION**  
 The organization sponsoring the event will be responsible for promoting the event and recruiting participants.

**WHO'S SAFE**  
 U.S. Army Corps of Engineers  
 Safe Kids North Dakota

OFFERED BY  
 THE U.S. ARMY CORPS OF ENGINEERS  
 THE NORTH DAKOTA GAME AND FISH DEPARTMENT  
 ND SAFETY COUNCIL, INC. - SAFE KIDS COALITION

**KIDS DON'T FLOAT!**  
 PFD Other signs  
 LIFE JACKET LOANER STATION

**WHO IS THE KIDS DON'T FLOAT PROGRAM FOR?**  
 It is for youth 7 through 11 years of age. Parents or guardians are encouraged to attend, too.

**WHAT IS THE KIDS DON'T FLOAT PROGRAM?**  
 The program consists of a lecture where students learn about safe boating practices, basic legal requirements, rules of the road, hypothermia, rescue techniques and the most important piece of safety equipment on all boats - personal flotation devices, among other things. The session ends with youngsters operating small two-person electric motor powered boats. The on-the-water opportunity makes for an exciting learning experience.

**ARE THERE ANY COSTS INVOLVED?**  
 There is no charge to the participants. This program is coordinated by the U.S. Army Corps of Engineers, the North Dakota Game and Fish Department, the ND Safety Council, Inc. - Safe Kids Coalition to promote and encourage boat and water safety awareness throughout North Dakota. Any incidental costs incurred for promoting the event, such as transportation, meals or other expenses will be the responsibility of the sponsoring organization.

**HOW DO WE SCHEDULE A KIDS DON'T FLOAT PROGRAM?**  
 Any organization such as local safety committee, school, parent-teacher organization, YMCA, 4-H club, scouting group, wildlife club or other organization can sponsor a Kids Don't Float program anywhere in North Dakota.

Sponsors can contact the U.S. Army Corps of Engineers in their area to schedule a time and place for the event.

U.S. Army Corps of Engineers offices can be called at:

- Bismarck - 701-255-0035
- Jamestown - 701-252-7666
- Valley City - 701-845-2970
- Fargo - 701-232-1894
- Riverdale - 701-654-7411

Instructors from the U.S. Army Corps of Engineers, the North Dakota Game and Fish Department, and the ND Safety Council, Inc. - Safe Kids Coalition will be notified by the Corps when a date is set for a program.

Always wear your lifejacket

Be safe and learn the "Rules of the Road"

# Boy Scouts of America Sea Scouts

- National MOU with BSA, which includes Sea Scouts
- National Boy Scout Jamboree
- Co-ed BSA program for 14-20 year olds
- Ships similar to Troops form at lakes
- Can assist with events and programs
- [www.seascout.org](http://www.seascout.org)



# C.A.S.T. "Catch A Special Thrill" for Kids Foundation

[www.castforkids.org](http://www.castforkids.org)



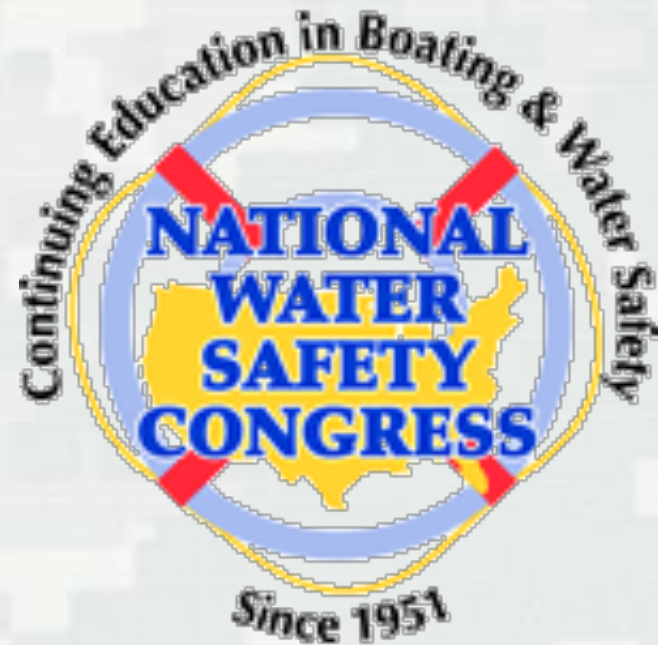
- National Interagency MOU
- Provides special needs populations the opportunity to enjoy a quality outdoor recreational experience
- Hosts over 50 events per year and expands the number of events every year



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# National Water Safety Congress

- International Boating and Water Safety Summit
- Grassroots Grants
- Awards Program
- Cold Water Boot Camp USA Programs
- USACE Employees serve on Board of Directors
  - Ernie Lentz – Executive President
  - Brian Westfall – Executive Vice President
  - Alan Bland – Executive Treasurer
  - Madeline Morgan – Executive Secretary
  - Pam Doty – Member At Large



[www.watersafetycongress.org](http://www.watersafetycongress.org)



**BUILDING STRONG®**

• **Inexperience**

• **Inattention**

• **Excessive Speed**



... **A Recipe for Disaster**  
**Boat Smart Nolin!**



Friends of Nolin Lake and USACE partnered to apply and received a grant to create water safety billboards



**BUILDING STRONG®**

# National Safe Boating Council

- Wear Your Life Jacket To Work Day
- Ready, Set, Wear It
- 2013 National Safe Boating Week
- Wear It Campaign
  - Free customized logos
  - Email: [sidekicks@boatingsidekicks.com](mailto:sidekicks@boatingsidekicks.com)
- Free Resources
- Grassroots Grants
- Awards Program



[www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)



**BUILDING STRONG®**



# National Carrier Truck Company



Keep them smiling. Keep them safe.



Kids wearing life jackets...  
a safe choice around water.



<http://watersafety.usace.army.mil/>  
WS-61

**BUILDING STRONG®**

# Possible New Partnerships



**SAVING LIVES**  
*Building Champions*

PROUD FOUNDER OF **MAKE A SPLASH**



## STAND UP PADDLEBOARDING



### INDIVIDUAL RESPONSIBILITIES

- |  |                                |
|--|--------------------------------|
| Be a competent swimmer   | Wear a lifejacket with whistle |
| Know how to self rescue  | Know local regulations         |
| Know when to wear a leash  | Protect your feet              |
| Know how to tow another board  | File a float plan              |
| Use the wind to your advantage   | Paddle with Aloha              |
| Understand the hazards of different venues: tidal, surf, moving & whitewater |                                |
| Match your abilities to the venue  |                                |

**OBTAIN THE KNOWLEDGE  
TAKE A CLASS!**



# Work with the Media



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# Use Your Volunteers

- Courtesy Vessel Safety Checks
- Water Safety Programs
- Roving Interpretation
- Boat Patrol Assistant



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# Cooperating Associations



# Water Safety Forums, Task Forces or Councils

- Bring local organizations together
- Discuss issues and trends
- Help establish policies
- Promote water safety together



# Mock Drowning Exercises



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# Special Event Forever 15

- Waco Lake, TX
- Mock drowning and recovery of middle-school student in view of peers
- Several community entities and agencies involved
- Major media exposure

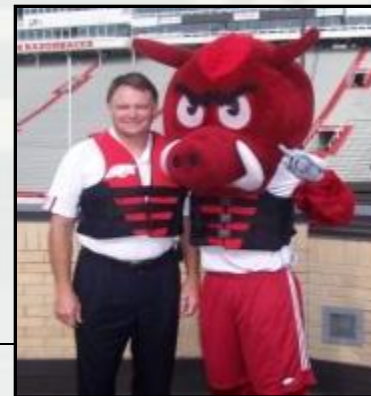
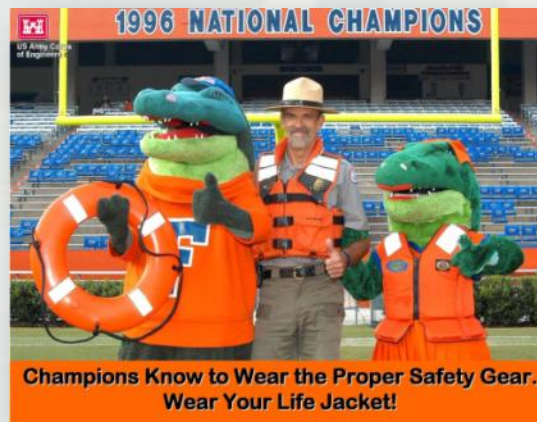




# Universities

- Use team mascots, players and coaches to promote water safety via printed material, coloring contests, bumper stickers, etc.

## “Wear the Gear”



# Restaurants

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




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




**If You Love Me...**





Teach me to swim well.  
 Children who know how to swim well are less likely to drown than non-swimmers.

Don't let me swim alone.  
 One of the leading causes of accidental death for children is drowning. Make sure I swim with an adult.

Watch me closely at all times when I'm near water.  
 It only takes 20 seconds for a child to drown.

Don't let me use inflatable toys.  
 Poor swimmers often drown when inflatable toys collapse or float away.

Make sure you put a life jacket on me before I get near water.  
 96% of drowning victims would be alive today if they had worn a life jacket.


Hardee's & W. Kerr Scott Safety Award is presented to:

\_\_\_\_\_

Name

On behalf of Hardee's of Wilkesboro this certificate Entitles bearer to a *FREE* Scoop of Vanilla Premium Ice Cream

Presented by Ranger: \_\_\_\_\_



**FRIENDS OF W. KERR SCOTT LAKE**  
 Coupon Expires December 31, 2009



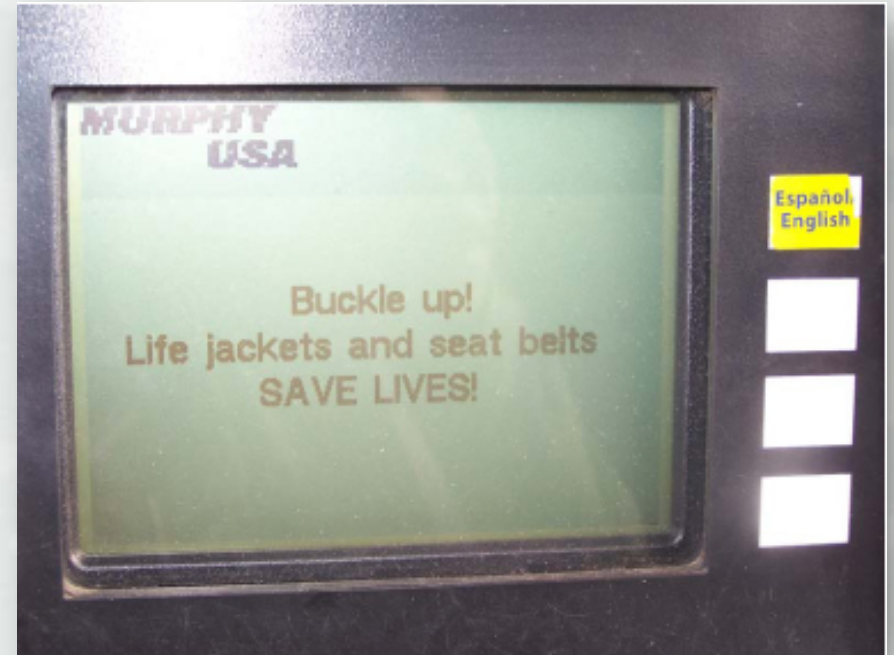
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# “I Got Caught” Campaign



**BUILDING STRONG®**

# Gas Stations



**BUILDING STRONG®**

# Banks

WE APPRECIATE YOUR BUSINESS



**First  
Midwest  
Bank**

**LIFE JACKETS.  
JACKETS FOR  
LIFE.**



US Army Corps of Engineers  
LIFE JACKETS FOR LIFE  
© 1998

**MEMBER FDIC**

**Buckle Up!**



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



US Army Corps  
of Engineers®

**INVEST WISELY!**



**BUCKLE UP!**  
Life Jackets and  
Seat Belts **SAVE LIVES!**



US Army Corps  
of Engineers®



**Invest in  
Safety!**

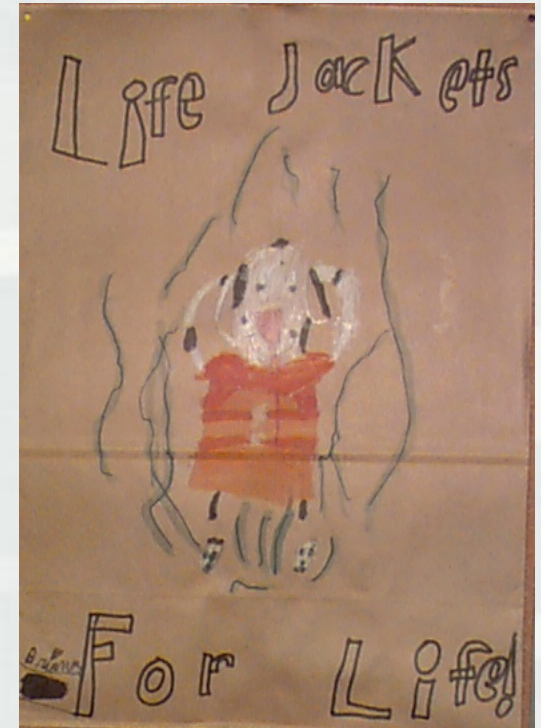


US Army Corps  
of Engineers®

**BUCKLE UP!**  
Life Jackets and Seat Belts **SAVE LIVES!**



# Grocery Stores



**BUILDING STRONG®**

# Hospitals



**BUILDING STRONG®**

# Billboards





# Banners



# Business Marquees



**BUILDING STRONG®**

# Sports Stadiums



**BUILDING STRONG®**

# The Sky is the Limit Get Creative



**BUILDING STRONG®**

# NRM Gateway

## Water Safety Partnerships

- Your one stop source for partnerships
- MOU/MOA examples
- Water Safety success stories
- All National Partnerships
- Toolbox with tons of ideas

The screenshot shows the NRM Gateway website interface. At the top left is the US Army Corps of Engineers logo. The main header reads "Natural Resources Management Gateway" with the tagline "to the future...". A green navigation bar contains links for Home, Visitors, Lake Discovery, Recreation, Env Compliance, Env Stewardship, Partners, News/Events, People, Forums, Learning, GETS, Tools, New Postings, Submit, and Index/Search. The page title is "Water Safety Partnerships". The main content area features a paragraph about the U.S. Army Corps of Engineers' national water safety program and a list of links: Water Safety Success Stories, Related Sites, Water Safety Toolbox Partnership Ideas, News/Current Issues, Water Safety Grants, and Water Safety Partnership Examples. A vertical sidebar on the left is labeled "Partnerships Water Safety". A registered trademark symbol (®) is visible in the bottom right corner of the page.

# NRM Gateway Water Safety Section



US Army Corps  
of Engineers »

## Natural Resources Management Gateway

to the future . . .

Home	Visitors	Lake Discovery	Recreation	Env Compliance	Env Stewardship	Partners	?		
News/Events	People	Forums	Learning	GETS	Tools	New Postings	Submit	Index/Search	?

### Water Safety Program

#### [Headquarters POC](#)

The U.S. Army Corps of Engineers is the leading provider of water-based recreation nationwide and the second leading provider of recreation on all Federally managed public lands. There is no doubt that the popularity of our lakes, rivers and waterways, which attract nearly a half billion visitors each year, requires us to conduct effective educational programs and campaigns to teach the public safe and responsible ways to enjoy the waters. The pages of this Web site will provide you with opportunity to access information and materials that can enhance your program: view and order current water safety materials available from the national program, learn more about the Corps centralized program, read about successful efforts at Corps lakes nationwide, meet and/or contact the committee representatives who give the program life, pick up key safety information, find a local point of contact, download some useful information, and more.

#### [Life Jacket Policy Study](#)

- [At a Glance](#)
- [Policy & Procedures](#)
- [Program Summary](#)
- [National Water Safety Program \(NWSP\)](#)
- [Charter](#)
- [Committee Members](#)
- [NWSP Marketing Plan](#)
- [News / Current Issues](#)
- [FAQs](#)
- [Good Enough to Share](#)
- [PSAs](#)
- [Bobber the Water Safety Dog](#)
- [Seamoor](#)
- [Logos, Artwork and Fun Books](#)

Water Safety