

Water Safety Partnerships

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SAD Partnership Advisory Committee Member



US Army Corps of Engineers
BUILDING STRONG®



®

National Partnerships



BUILDING STRONG®

Allstate/Oh Ranger!/CNREF

- Allstate Insurance
- Oh Ranger! Park finder website and phone app www.ohranger.com
- Corps of Engineers Natural Resource Education Foundation www.corpsfoundation.com

Boating Safety interpretive panels sent to 100 Corps lakes across the country.



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.

Woo-hoo! Yeehaw! Wheee!

 LEARN MORE ABOUT BOATING SAFETY

Presented thanks to the support of  

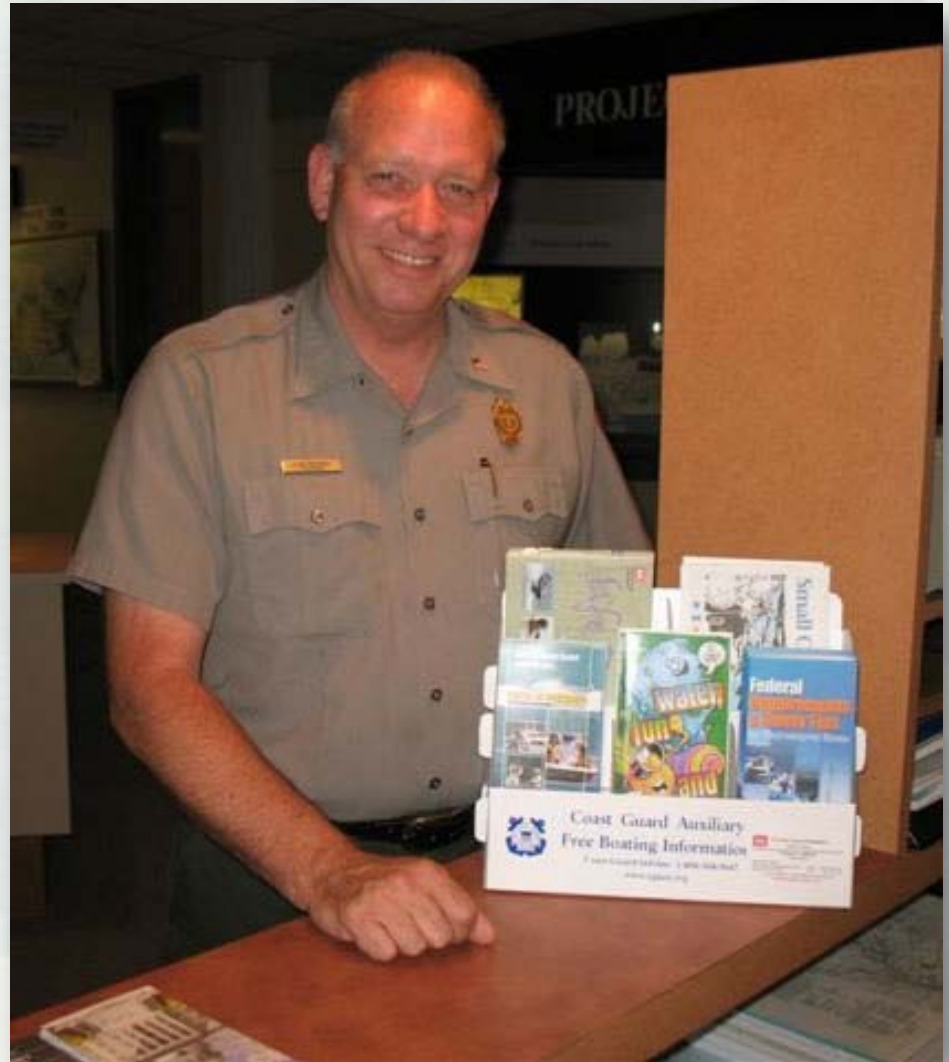


U.S. Coast Guard Auxiliary



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Recreational Boating Safety Program



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- Boating Safety Classes
- Boat Patrol
- Vessel Safety Checks
- Exhibits at Special Events
- Monitor Marine Band Radio



Student Conservation Association



Interns make great water safety interpreters!



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Boat US

- Life Jacket Donations
- Materials Publication
- Educational Outreach



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Sea Scouts

- Co-ed BSA program for 14-20 yr olds
- Ships similar to Troops form at lakes
- Need an external sponsoring org (i.e. Friends group or other partner)
- Can perform service related projects



National Water Safety Congress

- Grants available to promote water safety
- Friends of Nolin Lake and USACE partnered to apply for a grant to create water safety billboards at Nolin Lake



• **Inexperience**

• **Inattention**

• **Excessive Speed**



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



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At the Local Level



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Use Your Volunteers!

- Courtesy boat inspections
- Water Safety Programs
- Beach Patrol





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Water Safety Forums

- Bring local organizations together
- Discuss issues and trends
- Hands on exercises



Mock Drowning Exercise at Water Safety Forum

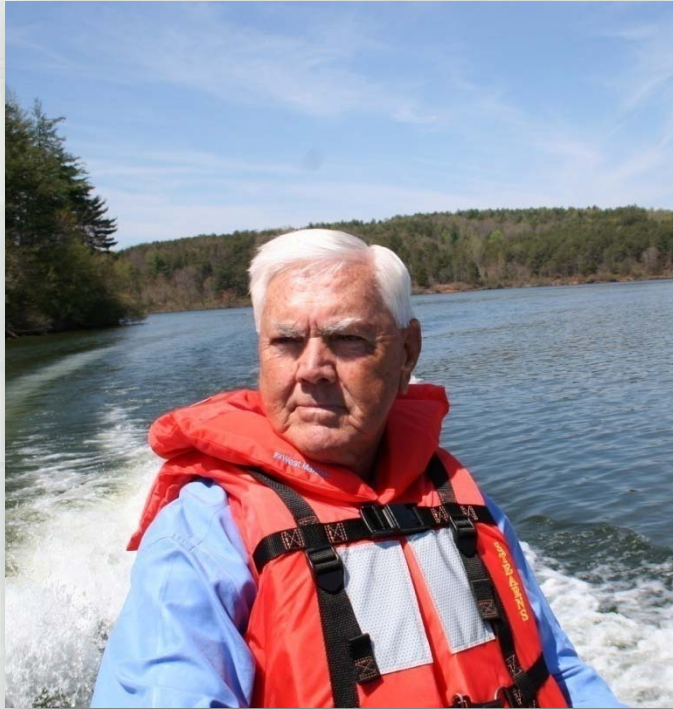




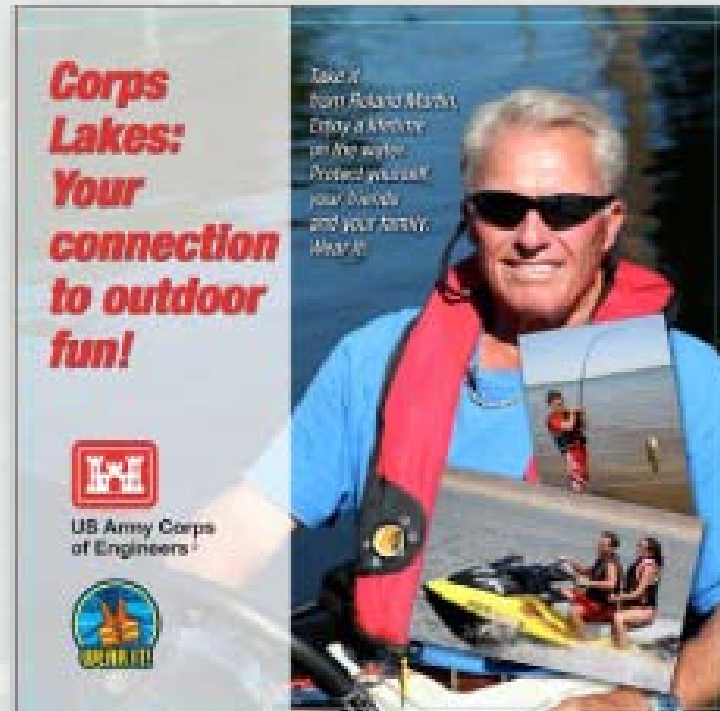
NASCAR Bobber Car



Use Local Celebrities



NASCAR Legend Junior Johnson



Pro Angler Roland Martin



Ice Cream Giveaways

Partner with Friends group and local businesses to create certificates to present to children wearing their 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



Gas Pumps

Murphy Oil placed scrolling water safety messages at gas stations in St. Louis District.



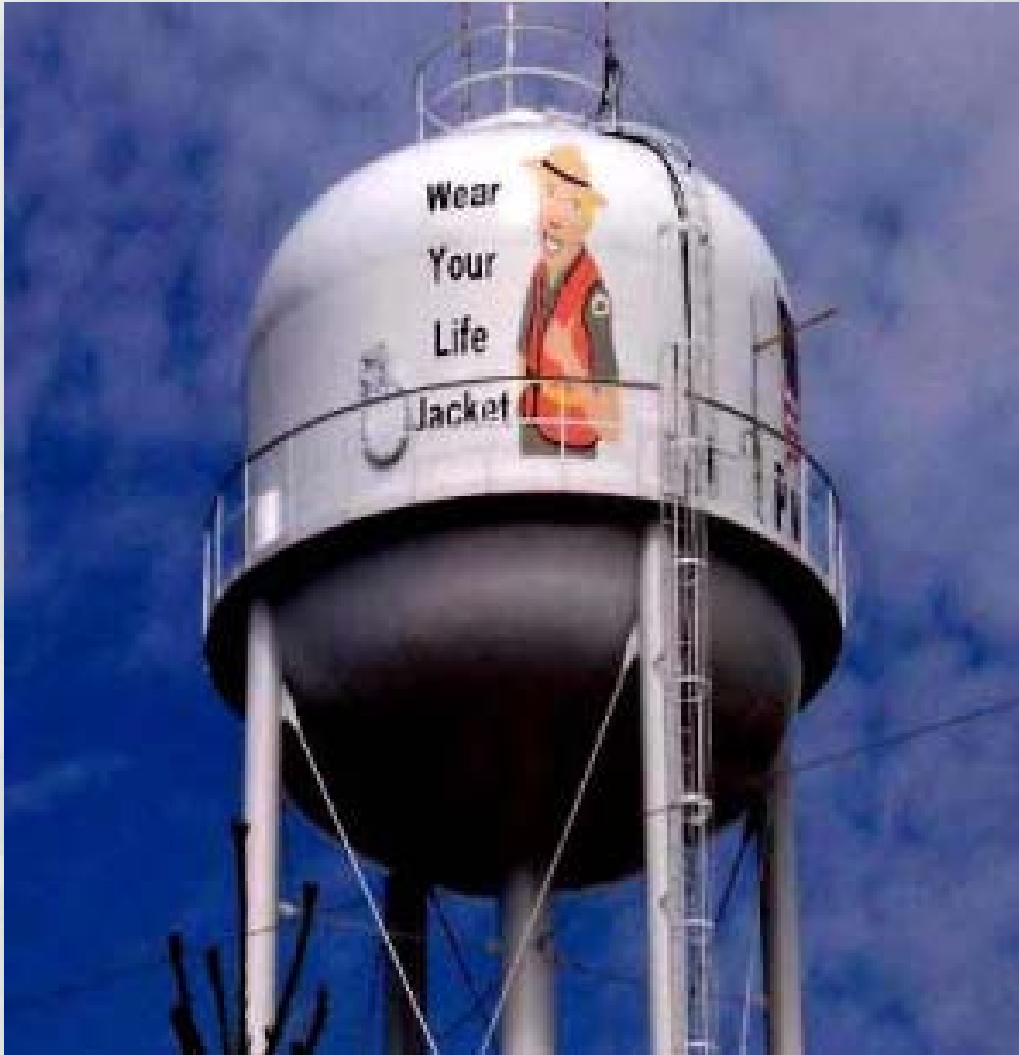
Billboards

DeGray Lake in Vicksburg District partnered with Entergy and the Arkansas Game and Fish Commission on a billboard that is viewed by 30,000 motorists per day.



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Water Towers



Wappapello Lake in St. Louis District partnered with the Wappapello Water District to create the world's largest Willie B. Safe



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Stadium Scoreboards

For a cost of \$30.00 a safety message was displayed during 3 innings at a St. Louis Cardinals game and was viewed by over 44,000 attendees.



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Universities



Winners Wear Life Jackets...



US Army Corps of Engineers

North Carolina State University
Mascots, Mr. and Mrs. Wuf

Don't Be a Loser!

1996 NATIONAL CHAMPIONS



US Army Corps of Engineers

**Champions Know to Wear the Proper Safety Gear.
Wear Your Life Jacket!**



**Keep Your Team Afloat.
Wear A Life Jacket!**

US Army Corps of Engineers

Virginia Tech Coach Frank Beamer



US Army Corps of Engineers

"We Want YOU to Wear Your Life Jacket!"



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Universities

- Use mascot and team image to promote water safety via printed material, coloring contests and Youtube.



NRM Gateway

- 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. 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 . . ." below it. A green navigation bar contains buttons 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: "The U.S. Army Corps of Engineers has developed an extensive [national water safety program](#) as well as local community programs to educate visitors about the importance of water safety. Partnerships are a great way to add impact and reach a broader audience with the goal of saving lives. The Corps has partnered with many organizations for water safety product development, special events, and water safety educational programs." Below this are two columns of links: "Water Safety Success Stories", "Related Sites", and "Water Safety Toolbox Partnership Ideas" on the left; and "News/Current Issues", "Water Safety Grants", and "Water Safety Partnership Examples" on the right. A vertical sidebar on the left contains the text "Partnerships" and "Water Safety". A registered trademark symbol (®) is visible in the bottom right corner of the page.