

LIBBY DAM AUGUST WATER SAFETY OUTREACH

SEATTLE DISTRICT, NORTHWESTERN DIVISION

NWD Priority: Partners, Water safety, and Recreation

WHO: Libby Dam Natural Resources and Student Conservation Association(SCA) Interns

WHAT: Water safety outreach in person and online using social media

WHEN: August 1st and 6th, 2024

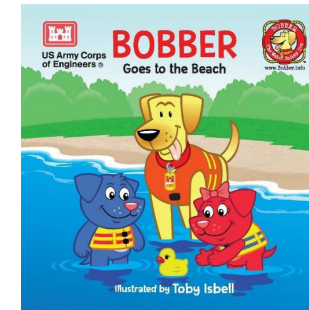
WHERE: Libby Dam and Lincoln County Library

WHY: Develop and improve water safety messages in the community and on social media platforms.

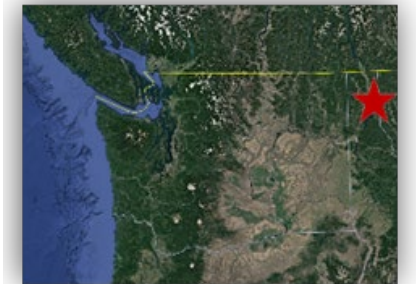
WHAT'S NEXT: We plan to continue to look for outreach opportunities in nearby communities. Facebook has been an underutilized tool we would like to bring back and create creative messaging to grab users' attention.



Park Ranger Paige King and SCA interns Kate Huff, Bethany Thomas and Chayse Hartley (Bobber) create a water safety skit for Facebook.



SCA interns Kate Huff and Bethany Thomas (Bobber) lead a family friendly book reading for the new "Bobber Goes to the Beach" book. Each child the attended received their own book to take home.



Summary:

In the beginning of August, Ranger Staff and SCA interns emphasized their water safety messaging in a couple innovative ways to target a diverse age range and audience. Park Ranger Paige King used the Libby Dam Facebook to upload a creative water safety skit her and several interns put together, (<https://www.facebook.com/share/v/AKwfkn7uynhTTKn/?mibextid=WC7FNe>). The goal of the video was to remind users to always wear their life jacket when they are in, on, or near water. They used the trending song "HOT TO GO" and the popular dance along with it. The skit ends with everyone running over to put a life jacket on a kayaker who forgot theirs. In the past month, the video has received 51 likes, 18 shares, and 4,300 views and counting. On August 6, SCA interns Kate Huff and Bethany Thomas attended a library reading for children and families. While Kate read the "Bobber Goes to the Beach" book, Bethany was Bobber the Water Safety Dog. The kids were excited to meet Bobber after the book reading and they all got to go home with water safety goodie bags filled with educational materials. There were approximately 30 people in attendance for the program.