

Section 4:

Boating Safety Education Programs

The Safety and Education Units have two primary objectives to support the California Department of Boating and Waterways mission:

- To provide accessible boating safety education for youths and adults
- To educate and protect youth operators by developing and distributing boating and aquatic safety material through California schools

Cal Boating relies on partnerships with several organizations (educational institutions, aquatic centers, the U.S. Coast Guard Auxiliary and the U.S. Power Squadrons) to provide boating safety education. It provides educational institutions with free course materials on boating and aquatic safety. Aquatic centers that offer on-the-water safety education are eligible for department grants and scholarships. Last year, these partnerships provided over 500,000 individuals with boating safety education.



A. Educational Outreach to School-Age Children

AquaSMART

Cal Boating developed the *AquaSMART* curriculum to educate school-age children about aquatic and boating safety. The elementary school program has a three-part series for K-2, 3-5, and 6-8 grades. Course materials cover ten basic boating and aquatic safety lessons.

Each curriculum package guides students through the ten *AquaSMART* lessons. The program series consists of a video/DVD and teacher's guide with reproducible student worksheets for each level. For grades K-2 and 3-5, the video/DVD is also available in Spanish along with a set of reproducible Spanish student worksheets. The teacher's guides also contain charts indicating how the lessons fit

into the California State Curriculum Standards, recommended reading lists and lists of additional media resources.

Curriculum materials are made available to schools, youth groups, aquatic centers and other educators at no cost.

Nearly 250,000 elementary school students benefitted from the *AquaSMART* education programs in 2007.

Cal Boating also disseminates the *AquaSMART Boating* program for high school students. Key safety concerns identified by accident statistics are incorporated into the curriculum. Four types of boating are addressed: personal watercraft, power boating, sailing and paddling. The course is available to schools, aquatic centers and youth organizations which served about 15,000 youths in 2007.

AquaSMART Live!

AquaSMART Live!, Cal Boating's companion program to the *AquaSMART* series for elementary schools, is a professionally produced multimedia program designed to teach students how to stay safe in and around California waterways. Splasher the Frog hosts the show. This show appears at schools as general assemblies or as a reward for a school winning our annual poster contest. Besides congratulating the winner and the school, Splasher shows students what can happen if they fail to practice safety in and around the water by using the *AquaSMART* Stunt Dummies. In 2007, the program served nearly 80 schools statewide and reached approximately 48,000 children.

There are two distinct shows for grades K-3 and 4-6. The show for K-3 grades uses puppet stunt dummies to demonstrate to the children what can happen when we do not play safe in and around the water. The show for grades 4-6 is in a game show format where two teams compete for prizes while learning how to stay safe in and around the waters. These shows give students who might not be using the *AquaSMART* curriculum, exposure to the most important parts of water safety.

Poster Contest

Public and private school children in the K-8 grade levels are invited every year to participate in Cal Boating's *Safe & Wise Water Ways* poster calendar contest. It is the department's philosophy that safety

lessons learned and practiced at an early age serve to protect individuals throughout their lifetime. A poster contest designed to promote boating and aquatic safety among children is a good way to convey such lessons.

A contest advertisement is sent directly to all California elementary and middle schools. Entry

information is also posted on our the department Web site, www.BoatSmarter.com, and promoted by local radio and/

or television stations. Nine statewide winning entries are chosen (one for each grade level) and featured on an annual poster calendar produced and distributed by Cal Boating.

Corporate sponsors contribute to the success of this program by providing awards for the winners. In 2007, sponsors included BoaterExam.com, Kawasaki, Northern California Marine Association, Radio Disney, Greater Sacramento Safe Kids, Southern California Marine Association, UC Davis Partners in Prevention and Yamaha. Prizes are distributed when department representatives and the boating safety puppet show—*AquaSMART Live!*—personally congratulates the poster contest winners.

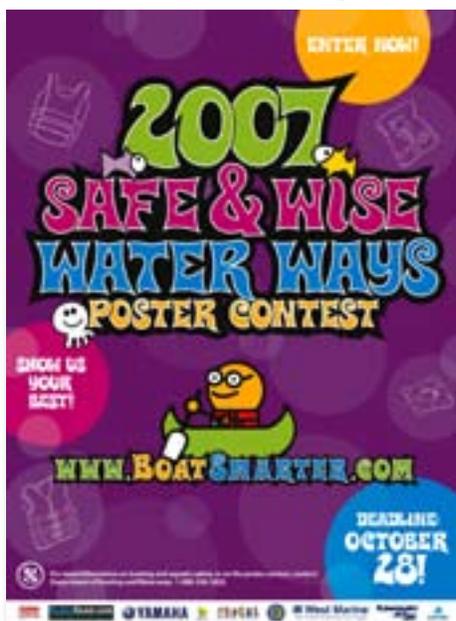
The uniqueness of the poster contest is that it allows numerous organizations to work together as a group to reach one goal—boating and water safety. The State provides the information to schools, the teachers become the program directors and children have the opportunity to become teachers. Lastly, although this program is not mandatory, many teachers find it important enough to incorporate it into their already demanding curriculum requirements.

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Interactive Tools

Cal Boating uses SeaMore and Sea Lily, two interactive robotic boats, to communicate boating and water safety information to children and adults at safety fairs, schools or boating events. These boats are available on loan to boating safety organizations and marine law enforcement agencies.



B. Educational Outreach to the General Public

Aquatic Center Grant Program

Cal Boating provides grant monies to aquatic centers throughout the state to enhance their programs. Grants can be used either for scholarships or for the purchase of equipment to be used in boating and education classes. This grant program allows the department to increase the number of boaters who receive hands-on boating safety training.

Aquatic centers, operated by universities, cities, counties, and nonprofit organizations, provide on-the-water boating safety education in kayaking, canoeing, water skiing, power boating, sailing, windsurfing and personal watercraft operation. These programs target university students, the general public, persons with disabilities and disadvantaged youths.

During the 2006/07 fiscal year, Cal Boating allocated \$736,000 in grants to 33 aquatic centers, which then provided approximately 80,000 individuals with hands-on aquatic and boating education.

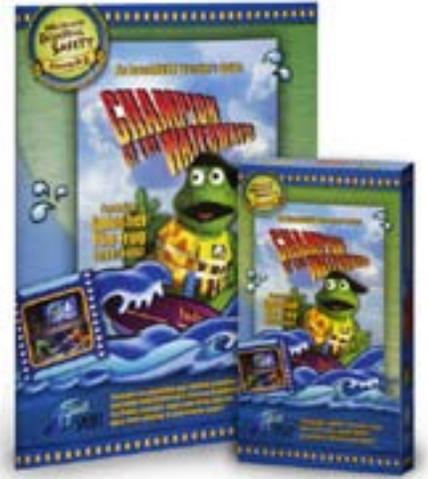
Home Study Course

California Boating: A Course for Safe Boating is a free correspondence course. This course is designed for home study, allowing students to progress at their own pace. This comprehensive course covers state and federal boating law, rules of the road, boat handling, required and recommended equipment, navigational aids and other topics.

The course contains an optional exam to be completed on a Scantron form and mailed to Cal Boating for grading. Those who pass the course with

a score of 80% or better are awarded with certificates that are recognized by many insurance companies for boat insurance discounts. In 2007, about 30,000 copies of *California Boating* were distributed to the general public. About 2,500 exams were completed and mailed to the department, with a passing rate of 95%.

Many boating organizations, marine dealers and aquatic centers use the *California Boating* course with their audiences as an introduction to safety for new boaters. Marine law enforcement units also like to hand them out waterside during their patrols and at community service events.



National Safe Boating Week

Each year, the President and the Governor proclaim the week before Memorial Day as National Safe Boating Week. Cal Boating organizes a number of boating safety events during this week designed not only to promote safe boating, but also to promote the sport of boating. Activities featured during this week include:

- Highlights of annual boating accident statistics
- News releases featuring boating safety tips
- Interviews with the media
- Life jacket trade-ins for youth
- Community service programs on ten radio stations in Sacramento, San Francisco, Los Angeles and San Diego running either a half hour or full hour program dedicated to speaking about accident statistics, boating and alcohol and carbon monoxide poisoning prevention.
- Partnering with aquatic centers throughout the state to put on boating safety events including on-the-water safety instruction.



Tri-State Boating Safety Fair

The Arizona Game and Fish Department, the California Department of Boating and Waterways and the Nevada Department of Wildlife held their Fourth annual Tri-State Boating Safety Fair on May 6, 2007. The mission of the safety fair is to promote safe and knowledgeable recreational boating on the Colorado River through the combined educational and enforcement resources of Arizona, California and Nevada. It introduces visitors to the different state laws that govern use of the Colorado River. Visitors also learn about boating dangers, such as excessive speed, alcohol abuse on the water and carbon monoxide poisoning. Activities at the fair include: an opportunity to win a speedboat, search and rescue demonstrations, distribution of boating safety bags and courtesy vessel safety checks.



The following also took place in conjunction with the 2007 Tri-State Boating Safety Fair:

- Beverage holders and sunglasses clip holders were distributed with the www.BoatColoradoRiver.com Web site imprinted on them
- Over 100 life jackets were available for life jacket trade-in (thanks to our corporate sponsors: Kawasaki, Brunswick and Boat Ed)
- Boating safety bags were distributed at 27 different launch ramps along the Colorado River
- Promotion of the safety fair and boating safety messages were transmitted by various media outlets: radio (promotional placements and on-site live feeds), television, print media, internet (website buttons directing web users to the Tri-

State boating safety site were placed on a myriad of agencies' websites) and promotional flyers.

This boating safety fair is a great example of how public and private sectors can partner to benefit the recreational boaters of the Colorado River. As we all work together, boating safety is promoted and the Colorado River becomes a safer place to recreate.

Boat Shows

California state law does not require boaters to be licensed, nor does it require them to take a boating safety course. As a consequence, a significant number of accidents and deaths occur. This is why boat shows are so critical.

Boat shows provide an excellent arena in which Cal Boating and law enforcement officials can reduce accident and fatality numbers by educating the public on boating and water safety.

In 2007, Cal Boating attended over 15 events and reached over 30,000 boaters. Boaters are presented with a variety of boating safety messages, promotional materials, and brochures.

Spanish Outreach

In order to better serve California's growing spanish-speaking population, Cal Boating continues to distribute spanish-language boating and water safety resources. Boaters can order copies of Spanish translations of specific department publications, or view and download them on the department's Web site, at www.dbw.ca.gov.

Visitors to the site can also access information on the navigational "rules of the road," recent changes to boating law, how to register a boat, marine pollution prevention, canal safety, and more.

In addition, Cal Boating also has free Spanish-language curriculum materials which meet California curriculum standards for the K-2 and 3-5 grade levels. Available to any school, the curriculum contains a teacher's guide, reproducible activity sheets, and a video or DVD.

The Sacramento Univision television station gave Cal Boating the opportunity to relay boating safety information to the Spanish-speaking community. Live feed interviews took place during the summer months.



Safety Media Campaign to Boaters

Campaign builds on successful theme: **If It's Your Boat, It's Your Responsibility**

The multi-media boating safety campaign runs May to October in Northern California and year-round in Southern California. Cal Boating continued a successful "Responsibility" campaign, with the message: "If It's Your Boat, It's Your Responsibility." Building on the accomplishments of a new campaign in 2006, new billboards, posters and radio ads were created addressing boater responsibility, education, hazardous effects of operator inattention and special proactive messages emphasizing Boating Under the Influence (BUI). Enforcement of these messages aired throughout the boating season with increased presence prior to all popular three-day holiday weekends (Memorial Day, Independence Day and Labor Day).

Accident victim testimonials increased in the 2007 radio campaign and aired on 57 radio stations statewide. Cal Boating also continued promoting the www.BoatSmarter.com Web site and encouraged all boaters to share their stories.

The program dispatched mobile billboards at popular launching ramps and marinas and continued to place all-weather posters statewide at launching ramps, park entrances, and fuel docks reminding boaters to be responsible on the water.

Television Boating Safety Promotion for Popular Holiday Weekends

In March 2007, Cal Boating partnered with the San Diego area XETV, Fox 6 News in the Morning to heighten awareness of boating and water safety in the San Diego area with a Spring Break Safety

Promotion. The newscast promoted proper life jacket fitting, hands-on boating safety classes, water rescues and encouraged viewers to stop by for free life jackets. In addition to this, the television station produced and aired 30 "Boating Safety Announcements" that ran during the morning newscast throughout the week to drive viewers to Fox6.com to take the Cal Boating online safety quiz and be eligible for an angler prize provided by Anglers Marine. "Safety Totes" were available for "purchase" (bonus point redemption, no cash value) online through the "Couch Potato" viewer loyalty program. All 450 totes were redeemed by "Couch Potato" members.

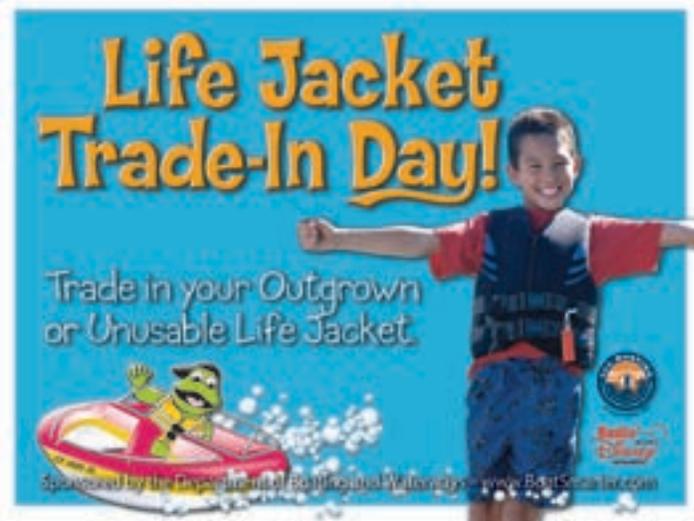
Additional successful television "Safety Promotion" partnerships with news anchor personalities recording PSAs were carried out with Redding TV station KRCR for Memorial Day weekend and then with Sacramento TV station KMAX for the 4th of July holiday.

Internet

All media outreach directly prompted viewers and listeners to learn more about boating safety and education on the department's Web sites, www.dbw.ca.gov, www.BoatSmarter.com, and www.BoatResponsibly.com.

These sites garnered 89,808 visits, with 65,165 being unique page views throughout the year. Radio and televisions also added a Cal Boating presence with banners, logos and links from their Web sites to the department's. In addition, the stations included 2,369 Web site streaming units of the safety messages over the boating season from their websites.





Cal Boating's Safety Team

Media Campaign Outreach Events/ and Safety Team

Cal Boating's Safety Team appeared at over 28 water and recreational boating events statewide. The Safety Team showcased Cal Boating's Responsibility campaign by partnering with radio stations throughout California. Graphics on the Safety Team's vehicle increased awareness while generating excitement at the events. At each event, boaters registered to win major prizes by answering boating safety questions. Over 3,000 California boaters participated in the safety quiz. The prizes, donated by Forever Resorts, were two getaways on a houseboat, and a Kawasaki Jet Ski from Roseville Cycle Center. By registering, boaters also received prizes such as life jackets (over 1,000 given away), sunscreen, visors, and other educational reminders to take responsibility and boat safely.

Through the Boating Safety Team program, the department received approximately \$240,000 worth of media and promotional exposure for a fraction of that amount in expenditures. Nearly 6,000 personal points of contact with members of the public— interaction through safety quiz contests, informational brochures, and collateral pick-up, etc., occurred during the program.

Life Jacket Use

Life Jacket Loan Program

Cal Boating continues the life jacket loan program aimed at increasing the use of life jackets by everyone in the Greater Sacramento area community who plan a boating or other waterside activity. The life jacket loan program promotes the use of life jackets by offering free short-term life jacket use for the public. Cal Boating has partnered with fire stations in the Greater Sacramento area to house and check out life jackets to the public. Fire stations have proved to be convenient locations where residents can go to borrow life jackets. In 2007, there were 34 loaner locations participating in the program. A current list of loan locations can be found on Cal Boating's Web site at www.dbw.ca.gov/BoaterInfo/LifeJacket.aspx.

T-shirt Program

Cal Boating continues its T-Shirt Program, aimed at increasing the use of life jackets by children. Marine enforcement units, U.S. Coast Guard Stations, U.S. Coast Guard Auxiliary Flotillas, and U.S. Power Squadrons are supplied with t-shirts for children. The shirts are used to reward children under the age of 12 found wearing their life jackets while boating. This popular program recognizes safe behavior and reinforces continued use of life jackets by this target group.

Life Jacket Trade-In

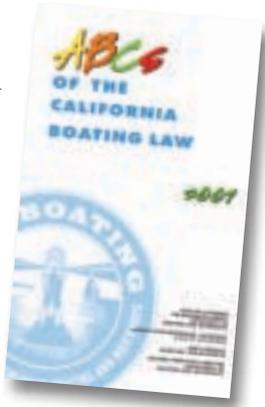
The life jacket trade-in program successfully continued for National Safe Boating week of 2007. The department partnered with Radio Disney, CBS Radio and 13 Sam's Club stores statewide to host consecutive trade-ins. Life jackets were offered free to the first 50 persons at each store who brought in children's life jackets that were outgrown or were deteriorated and unusable during a two-hour window. Radio Disney and CBS Radio aired



promotion for the events on their families of stations and held live remote broadcasts at five of the stores during the event.

Emphasis was placed on ensuring children's life jackets were the right size, fit properly and were in good condition. Children's life jackets were obtained at discounted rates from Stearns and FINIS. Safety experts from Cal Boating, law enforcement agencies, the U.S. Coast Guard and the U.S. Coast Guard Auxiliary were at each location to examine the life jackets brought in to determine if they were serviceable or in need of replacement. A limit of one free life jacket was allowed per family while supplies lasted.

Over 400 new life jackets were exchanged for those found to be unserviceable during these trade-in events. Many of them were in good condition, but had been outgrown. These still-usable life jackets were channeled into local life jacket programs for loan or trade. Altogether, 650 life jackets were distributed to the benefit of children statewide.



Get Hooked on H₂O

In 2007, Cal Boating partnered with AM 1470 Radio Disney, CBS Radio and Togo's restaurants to remind their collective clients in Northern California to **Get Hooked on H₂O** and **Boat Smart from the Start...Wear Your Life Jacket and Avoid Alcohol When Boating.**

During the months of May through September, radio stations KNCI and AM 1470 Radio Disney ran radio announcements over three-week spans for the major holidays of Memorial Day, Fourth of July and Labor Day.

Fifty locations in the Greater Sacramento area offered the pamphlet, **ABC's of California Boating Law**, to their customers and a Street Posse promoted safe boating at several public locations.

An estimated 12 million impressions were made on clients as the messages traveled the airwaves and were viewed at purchase points.

Kid Casters

For the fifth year, Cal Boating teamed with Radio Disney to sponsor "Kid Casters," a casting call at the International Sportsmen's Expo in Sacramento for children 14 and under to audition to produce boating safety messages for the airwaves. Kids 14 and under were invited to read a prepared boating safety message during the Expo. From the group of participants a few were chosen to record real boating safety messages that were then aired through the summer months by Radio Disney stations in California.

Safe Kids Coalition

The department participates on the Greater Sacramento Safe Kids Coalition under the Drowning Prevention subcommittee. As a river city with a number of lakes and the Sacramento-San Joaquin Delta in close proximity, Sacramento has a need to protect its children from drowning when boating or recreating near the water. Cal Boating provides educational materials for outreach to the community and expertise on open water activities and incidents.

California Clean Boating Network

Cal Boating continues to participate in the California Clean Boating Network (CCBN). This network consists of a collaboration of government, environmental, business, boating and academic organizations working to increase and improve clean boating education efforts in California. Through the exchange of information and consideration of new trends in clean boating practices, CCBN members increase their ability to educate the boating public about clean boating practices.

Boating Clean and Green Program

The Boating Clean and Green Campaign is a statewide boater education and technical assistance program conducted by the California Department of Boating and Waterways and the California Coastal Commission that



educates boaters about environmentally and safe sound boating while assisting marinas and local governments in identifying the need for and installing pollution prevention services for boaters.

Through partnerships with marine businesses, boating associations, environmental and non-profit groups, state and local governments, including the Keep the Delta Clean Program and Dockwalker program, the Campaign has been successful in promoting safe environmental boating practices.

C. Public Information Education through Publications

In 2007, Cal Boating distributed 1.2 million copies of boating safety literature to the public. The Public Information Unit publishes and distributes more than 50 different boating safety publications. The publications cover a variety of topics emphasizing boating safety on California waterways and are also available on Cal Boating's Web sites, www.dbw.ca.gov or www.BoatSmarter.com.

Materials focus on subjects such as key safety issues for individual waterways, required equipment and operational laws. The unit mails these publications directly to individuals and provides various organizations with materials for distribution. Department representatives also attend numerous safety fairs and boat shows, distributing literature and answering questions. Currently, the Department of Motor Vehicles mails Cal Boating safety brochures with each new vessel registration and each renewal.



D. Abandoned Watercraft Abatement Program

Cal Boating administers the Abandoned Watercraft Abatement Fund Program for the removal of abandoned watercraft and substantial navigational hazards from California's waterways. These funds are made available to the local public agencies for the removal, storage and disposal of navigational hazards. For fiscal year 2006/07, a total of \$450,000 was allocated to four local agencies. **Exhibit IV-1** shows the funds granted to local public agencies for fiscal year 2006/07.

Exhibit IV-1

Funds Granted to Local Agencies for Abandon Watercraft Abatement – FY2006/2007

Agency Name	Number of Hazards	Amount
Richardson Bay Regional Agency	24	\$92,000.00
Contra Costa County Sheriff's Office	46	\$140,000.00
City of Santa Barbara	46	\$45,000.00
City of Brisbane	2	\$7,000.00
Ventura County	6	\$20,000.00
Marin County Sheriff's Department	8	\$23,000.00
San Diego Port District	11	\$78,000.00
San Mateo County (Oyster Pt. Harbor)	3	\$10,000.00
Sacramento County Sheriff's Office	n/a	\$35,000.00