



WATER SAFETY JOURNAL

May 2011 • Vol. 27, No. 2

Newsletter of the National Water Safety Congress



Another Successful Summit: Savannah, GA

The 15th annual Summit took place in Savannah Georgia March 6-9, 2011. We were privileged to host close to 400 guests. Highlights included:

- The signing of the **2012-2016 National Recreational Boating Safety Strategic Plan**. Over 25 partnering organizations were on hand to sign as implementing partners of the new plan during a special ceremony in Savannah. Special thanks to US Coast Guard Rear Admiral Kevin Cook and Jim Muldoon, Chairman of the National Boating Safety Advisory Council for joining us for this important event.

- **Innovations in life jacket wear** was a big hit. New “models” were presented in the pool at the Chatham County Aquatic Center. The first place winner was a design from Jeff Betz of the Troy, NY based Float-Tech Inc.; second place went to the Directors Bureau, a Los Angeles based creative consulting company, represented by Sebastian Pardo; and third place went to the design team of high school seniors Josh Jankowski and Na-



than Karabon of St. Thomas More High School in Milwaukee, WI.

- A special two days honoring the **National Water Safety Congress' 60th Anniversary**. On Monday evening the Congress Board and Staff welcomed all Summit attendees during a special reception. It was during this reception that we welcomed former Board members and partners and signed new updated Memorandums of Understanding with our partners. All of the Summit attendees joined the NWSC this year for the awards luncheon.

For more Summit photos see page 11

IBWSS 2012: San Diego

The International Boating and Water Safety Summit will celebrate a Sweet 16th Year in San Diego California March 4-7, 2012. It is not too early to send in your requests to present. The deadlines this year will be earlier than usual as the Summit itself is scheduled earlier than in years past. We will have room details and registration information available in June. See our Save the Date Card on our website for all of the information you need. www.watersafetycongress.org

NWSC Announces Grass Roots Grants Recipients for 2011

In 2011 the NWSC will award 55 Grass Roots Grants representing 20 states.

Thunder on Water Planning Committee	MS
Lake Metroparks	OH
Lake Thunderbird Educational Foundation	OK
Mountain Pine School Environmental and Space Technology Lab	AR
American Canoe Association	VA
Safe Kids Tulsa Area-Water Safety Committee	OK
West Virginia Water	WV
Mohican School in the Out-of-Doors, Inc.	OH
United States Power Squadron-District 29	OH
Iowa Great Lakes Water Safety Congress	IA
Sailing Education Adventures	CA
North Central Ohio Safe Boating Council	OH
Bay Village City School District	OH
TFK Chicago Voyagers	IL
Kayak Instruction Foundation, Inc.	TX
Educational Service Center of Lorain Co.	OH

continued on page 4

New Look in Celebration of 60 Years

You may have noticed our new logo on the masthead of this Journal and several other places. We were pleased to unveil the new logo during the Summit as we celebrated our **60th Anniversary**. We are dedicated to the mission of “continuing education” throughout this country, in an effort to promote the prevention of drownings and accidents in, on, and around the water.

Thank you!



boat-ed.com
Get Safe. Get Certified.

is a proud sponsor of
the *Water Safety Journal*.



THE PRESIDENT'S REPORT

by Gary Owen

What is a "Life Jacket," life vest, or life preserver? When in the form of a buoyant vest providing positive buoyancy to the body while in the water it is a piece of equipment designed to keep a person afloat in water thereby enabling adequate air exchange through their mouth and nose. Is it a piece of equipment giving a person the ability to survive and to stay afloat while in the water. Life Jackets have been called a "Personal Floatation Device," a personal life saving device designed to save that person's life! I would say that a life jacket is a piece of equipment that saves lives!

How does a life jacket work? A body displaces water, which then pushes back on the body creating buoyancy for the body. The more water you displace the greater the force pushing back. A life jacket is filled with a very light weight material, which is inherently buoyant providing positive buoyancy. This foam material can displace a lot of water relative to its weight. A cubic foot of foam weighs only about one pound. This allows the foam to float on top of the water because it only has to displace one pound of water. Because your body has some buoyancy a life jacket does not need to support all of your weight. Your life jacket really only needs to displace just enough water to keep your head above the water allowing you to breathe. As a warm blooded terrestrial mammal we need to make adaptations to be in the water. One would be to learn how to swim, or the other would be to wear a piece of equipment keeping our head above water so that we have the ability to breath, our life jacket!

As a marine law enforcement officer for over 30 years I have seen, and experienced, the value in wearing your "life jacket!" I have spent many hours patrolling on the water, and one of my requirements has been to always wear my life jacket. As a father, my children grew up wearing their life jackets whenever near the water, and that habit has been passed down to my grandchildren.

I would compare wearing my life jacket to wearing my seat belt. It only makes sense! On an average, approximately 500 people die in recreational boating incidents each year in the United States as a result of non-swimming-related drowning, and very few were wearing their life jackets.

The National Boating Safety Advisory Council on April 2, 2011, recommended the U. S. Coast Guard pursue regulations for life jacket wear by recreational boaters. Resolution Number 2011-87-61 (see the complete RESOLUTION on page X)

As a marine law enforcement officer, a father and a grandfather, and as President of the National Water Safety Congress I fully support the BSAC resolution. It only makes sense when on, or near, the water to wear your life jacket. The funny thing about life jackets is they "Save Lives." As we enter into the 2011 water recreation season, please be safe, be smart, and always wear your life jacket!

Changes in the National Water Safety Congress Board of Directors

During the Summit there was a change in the Board of Directors of the National Water Safety Congress. Capt. **Paul Kennedy** of the recently merged Missouri State Highway Patrol and Waterway Patrol offices will remain as a member of the Board of Directors. **Ernie Lentz** has become the Executive Vice President and **Brian Westfall** is be the new Treasurer.

Congratulations gentlemen and thank you for your continued support and dedication to the NWSC.

Mark Your Calendars!

May 10-13
World Conference on Drowning Prevention
Danang, Vietnam

May 21 - 27, 2011
National Safe Boating Week

May 21, 2011
Ready, Set, Inflate!

May 23-29, 2011
Recreational Water Illness and Injury (RWII) Prevention Week.

May 27-29 2011
Canadian Lifesaving Society Annual General Meeting
Vancouver, CA

June 24-26, 2011
Operation Dry Water 2011

July 16-23, 2011
Canadian National Drowning Prevention Week

August 20-28, 2011
USCGAUX National Conference
Charlotte, NC

September 9-14, 2011
NASBLA 2011 Annual Conference
Milwaukee, Wisconsin

September 30 - October 2, 2011
ACA National Paddlesports Conference
Louisville, KY

Notify us at journal@watersafetycongress.com if you would like your national event listed in the Calendar.

WATER SAFETY JOURNAL

Vol. 27, No. 2 May 2011

A publication of the National Water Safety Congress, a tax-exempt, nonprofit, public service organization dedicated to water safety education and accident prevention.

President	Gary Owen
Executive Vice President	Ernie Lentz
Treasurer	Brian Westfall
Executive Secretary	Brenda Warren
Immediate Past President	Arlyn Hendricks
Executive Director	Cecilia Duer
Programs & Instructor	
Training Coordinator	Jerry Craddock
Chief Financial Officer	Fred Truesdell
WSJ Editor	Donna Angus

The *Water Safety Journal* is produced three times yearly by the National Water Safety Congress, P.O. Box 1632, Mentor, OH 44061. Phone (440) 209-9805
Send address changes to journal@watersafetycongress.org

Saying Fair Winds and Fare Well to Friends and Mentors: Passionate Educators Retire, Move On

These past few years we have bid Fare Well and FairWinds to many of our friends as they retire to enjoy the water at a more leisurely pace. With so many friends leaving positions it is up to those left to attempt to fill their large shoes, to carry on and keep the lighthouse shining brightly, enlightening future generations who love to recreate on and near the water. We have a great deal to learn from those packing their paddles and sails to head off to safe waterways which they have helped to create. After all, it is because of their great dedication and passion that our waterways are as safe as they are.

In 1995, **Pam Dillon**, Chief of the Ohio Department of Natural Resources Division of Watercraft, met with the Spirit of America team to discuss the potential for a youth education program in all places, ON the water! She never hesitated and Spirit of America opened its hatches. She was a believer in all things possible, for ALL ages, on the water. Because of her dedication and mentorship and her unending support, we now have a national youth education program unlike any other.

This month we say Fair Winds and Fare Well to Pam as she leaves her position as Chief of the Ohio Division of Watercraft on April 30 and becomes Chief of Operations for her home with our great partner and friend, and her adoring husband, Virgil Chambers.



Pam has been beside so many of us, not only at the Spirit of America moorings here in Ohio, and throughout the country, but through NASBLA, the National Boating Safety Advisory Council, The National Safe Boating Council, and, of course, American Canoe Association.

The following is an excerpt from her retirement notice from Ohio.

COLUMBUS, OH – Columbus resident Pamela Dillon has announced her retirement effective April 30 as chief of the Ohio Department of Natural Resources (ODNR) Division of Watercraft.

A native of Portsmouth and former Ostrander resident, Dillon first joined ODNR in 1976 as a park naturalist aide. Pam attained her peace officer training certificate and was appointed to serve as a state watercraft officer in 1977. She then went on to serve as manager of the Division of Watercraft's Public Information and Education section. From 1996-2002, she served as one of two deputy chiefs in the division, departing ODNR in November 2002 to serve as executive director of the Virginia-based American Canoe Association.

In October 2007, Dillon returned and was appointed to serve as Division of Watercraft Chief where she has since served as Ohio's boating law administrator in charge of the state's waterways law enforcement activities and boating programs.

"It is with sincere gratitude that all of us in ODNR share in thanking Chief Dillon for a truly remarkable career in boating education and service to Ohio boaters," said David Mustine, ODNR director.

On a personal note, Pam has been a tremendous mentor and we hope to "pay forward" all that she generously and unselfishly shared with so many of us, over the next few years.

Pam, on behalf of all of us in your home state, Spirit of America and the

National Water Safety Congress, we wish you only happiness and great contentment in your "new" life with Virgil! CONGRATUATIONS to both of you!

Partners and friends **Paul Sanford** and **Jeremy Oyen** (pictured here, relaxing at the Summit) have moved on to other



positions from the American Canoe Association. Jeremy has accepted a position with REI to fill the role of Curriculum and Training Specialist for the REI Outdoor Schools programs. The two will certainly be missed by the ACA however; we know we will still have the privilege to work with them. We wish you and your families all the very best in all your new endeavors.

We send **Emily King** our deepest sympathies and prayers as she and her mother mourn the loss of Emily's father. Emily, as always, showed extreme grace under worst of circumstances while, during the Summit in Savannah this year, she received the news that her father had unexpectedly passed away. Emily you were missed and you were in all of our thoughts each day. You and your family remain in our prayers. Special thanks to **Betsy Woods** and her team for making the event flawless and honoring Emily at the same time.

NEW WEB SITE:

Cold Water Boot Camp USA and **Beyond Cold Water Boot Camp USA Rescue, Recover, Re-warm** should have their long awaited web site up and running as this edition is published!

Please visit our new site: www.coldwaterbootcampusa.org for all of the latest information on our Cold Water Boot Camp DVD series and curriculum. Video clips from both DVD's will be available directly from the web sites to download and use as you wish for educational purposes in your communities. There is also information about our new 8-hour course on Cold Water Immersion Survival. The course may have 8 hours worth of Continuing Medical Credits attached, depending on the Medical Director's guidelines in your area.

87th NBSAC Approves Resolution

On April 2nd during the 87th National Boating Safety Advisory Council (NBSAC), by a vote of 15-5 the following resolution was approved. Prior to the vote Richard Moore, Chairman of the Subcommittee, made his closing remarks. We are privileged to share his remarks with you in a shortened but quoted version. Thanks go to Richard and Marcia Kull, co-chairs of the committee for NBSAC, for their outstanding leadership and dedication to providing this committee with the most information available in an effort to allow us to make educated decisions on this very important and sometimes controversial subject.

(See the Resolution in its entirety on page 5.)

“Statement on the Topic of Mandatory Life Jacket Wear

Richard Moore:

April 2, 2011 NBSAC

“Both Mr. Angell and I, as jarheads ourselves, completely understand yesterday’s statement by our fellow Marine Mr. Dick Rowe when he said, “You pick the hill you want to die on and bypass the others.” I take that in the context of the need to choose your battles wisely and commit only to those goals you are willing to sacrifice for.

“I believe we are facing a hill we must do our very best to take. The reason is simple...we are losing more than 500 fellow Americans on that hill every year.

“Those more than 500 aren’t just mere numbers in a statistical report. On the contrary...they are friends, family and colleagues. They have faces, names, families, jobs, and something to contribute to our society.

“We know the process to solve this epidemic is slow...painfully slow...so any effort aimed at delaying progress in this area does nothing more than lead to more lives that are needlessly lost. Forward movement needs to begin now, not another 7 years from now as seems to be the national tradition on this issue.

“I’ve talked to lots of people about this topic since our meeting in January...people from a wide variety of perspectives. After stating their personal preference and making arguments for their position, nearly all of them have concluded that it’s not “if” but “when” some common-sense requirement for life jacket wear will happen.

“I believe we are standing at the base of a hill that’s very much worth taking, but I submit to you that “taking hills” is not a strength of our US Coast Guard. The Coast Guard cannot and should not

be asked to do it alone. Each of us brings expertise and resources to the table, and I believe that we, collectively, can dodge the bullets, reach the top and gain the prize. I see them as the point of the spear in this instance, with the rest of us right in there behind them providing support and strength.

“I’m not sure how many of you have ever had a bullet zing past your head, but I can assure you that it would be easy to take your eyes off the goal when that sort of pressure is on. There has been and undoubtedly will be plenty of bullets, and even some artillery, being used in what some might characterize as “defense of the hill.” You don’t stop taking a hill worth taking because someone’s shooting at you.

“To be successful, you must assemble your forces, engage appropriate resources, calculate your strategy and execute with precision.

“We face a hill worth taking...we can’t keep putting it off...our mindset must be that failure is not an option. I urge you to join me today in support of our Coast Guard as they...as we...press toward the prize that’s before us. It’s sure that the path won’t be easy nor the burden light, but we can succeed if we do it right.

“Folks, let’s take the hill!”

Grass Roots

continued from page 1

Grenada Lake Association	MS	Miles River Sail and Power Squadron	MD	Safe Kids Oklahoma	OK
Central Ohio Safe Boating Council	OH	Boat Ohio Foundation (a division of the Lake Erie Marine Trades Association)	OH	Safe Kids Springfield	MO
Enid Lake, USACE	MS	San Diego County Aquatic Council	CA	Shake A Leg Miami	FL
Greater Cleveland Safety Council	OH	91911	CA	DC Sail-National Maritime Heritage Foundation	DC
Leatherlips Jr. Sailing Inc.	OH	Judd Goldman Adaptive Sailing Foundation	IL	Treasure Island Sailing Center	CA
Muskingum County Community Foundation	OH	United States Coast Guard Auxiliary	FL	The Brendan Corporation	DC
WNY Maritime Charter School	NY	Flotilla 14-5	FL	American Canoe Association-Atlantic Div.	NY
Friends of Nolin Lake	KY	Sailing Center Chesapeake (Div. SMSF, Inc. 501c3)	MD	Captains Professional Baseball	OH
Wintergreen Adaptive Sports	VA	Annapolis Community Boating	MD	Southeast MO Regional Water Safety Council (SEMO)	MO
Palm Beach County Volunteer Fire-Rescue Association, Inc.	FL	Manchester-Shortsville Central School District / Red Jacket Elementary	NY	Mentor Safety Village	OH
Water Watchers at Phoenix Children’s Hospital	AZ	Dive Wise	FL	Pamlico Coastal Activities Council	NC
Joe C. Davis YMCA Outdoor Center (YMCA Camp Widjiwagan)	TN	YMCA of Marquette County	MI	DC Sail-National Maritime Heritage Foundation	DC

The National Water Safety Congress does unanimously support the BSAC resolution (see The President's Report, page 2). The following is the resolution as written:

Resolution Number 2011-87-01

APPROPRIATE REGULATIONS FOR LIFE JACKET WEAR BY RECREATIONAL BOATERS

WHEREAS, recreational boating is a premier outdoor pastime for over 70 million Americans and untold numbers of visitors to our nation's waters each year; AND

WHEREAS, in spite of the fact that boating is highly regarded as a safe and enjoyable recreational activity, this Council recognizes the need to be mindful that the reduction in annual fatalities associated with recreational boating is of great importance; AND

WHEREAS, thorough analysis of available boating accident data has been performed and used as a basis for this recommendation; AND

WHEREAS, given the fact that, on average, approximately 500 people die in recreational boating accidents each year in the United States as a result of non-swimming-related drowning and very few of them were wearing a life jacket, consequently the National Boating Safety Advisory Council agrees that mandatory life jacket wear is appropriate for certain segments of the boating community;

NOW, THEREFORE, BE IT RESOLVED that the National Boating Safety Advisory Council, meeting in regular session in Arlington, Virginia, on April 2, 2011, recommends that the U. S. Coast Guard:

1. Initiate efforts which target a future regulatory project to pursue requirements for life jacket wear for recreational boaters while underway and riding in or upon (with consideration given to appropriate exemptions):

- a. personal watercraft regardless of length
- b. human-powered vessels (such as canoes, kayaks, rowboats, etc.) regardless of length
- c. any vessel less than 18-feet in length
- d. for any person towed while engaged in watersports

2. Work with its partners to design a strategy to engage the boating public through in-person and electronic dialogue on this topic through pre-rulemaking consultation aimed at informing the public about the potential benefits of such a regulation, gauging public opinion about life jacket wear based on boating type and activity, and making decisions on this topic based on a thorough understanding of both public sentiment and potential benefits.

3. Make initiatives aimed at streamlining the life jacket testing and approval processes a high priority in order to reduce the overall cost of highly comfortable life jackets, support innovation and creativity in life jacket design and technology, and allow improved life jacket models to reach the consumer quicker and easier.

4. Give proper consideration to the acceptance (US Coast Guard approval for wear requirements and carriage requirements) of alternative life jackets and other buoyant devices (i.e., Level 50 devices) by completing and accepting a harmonized North American standard, and report back to this Council on the potential benefits and drawbacks of allowing these devices to be worn as a means of compliance with a proposed life jacket wear regulation.

The National Water Safety Congress Renews and Signs over 20 New Memorandums of Understanding

While we were hosting the International Boating and Water Safety Summit, and during the celebration of the past 60 years, of the Congress, welcomed our long time and new partners in education and water and boating safety. The Congress signed new Memorandums of Understanding with the following partners who attended the Summit:

National Boating Federation
America Canoe Association
National Safe Boating Council
US Sailing
Boy Scouts (Sea Scouts) of America
United States Coast Guard Auxiliary
National Drowning Prevention Alliance
Spirit of America Foundation
United Safe Boating Institute
National Association of State Boating Law Administrators

We will continue to update those MOU's on an on-going basis and any person or representative of organizations who wishes more information should contact Board member and Partnership Committee Chair, **Michael Ulrich** through the NWSC office.

Please visit our web site for additional links to our partners and their activities through their web sites.



Lifetime Achievement, National, President's Awards

NWSC Lifetime Achievement Award: Ruth Wood



Ruth became involved in sailboat racing in the early 80's which led her to her position with BOAT US in 1983. As Ruth moved up through the ranks at BOAT US she worked on a wide variety of programs and projects.

Some of the work Ruth was instrumental in accomplishing includes her work on the 800 Course Line Project, which was the first National Database of available boating safety courses and she was instrumental in the testing of inflatable life jackets leading to the USCG approval of the inflatable life jacket.

Amongst Ruth's great accomplishments, the following should be noted:

- established a National PFD Loaner Program
- established one of the first on line boating safety courses
- served as a member of the National Boating Safety Advisory Committee,
- served as the Chair of the National Safe Boating Council
- served as a member of the UL Standards Committee
- served as a Board Member of the USCG Auxiliary Foundation

Ruth has an amazing ability and well known reputation for hard work and a common sense approach to handling problems. We are all grateful to her for all she has done for so many but mostly will be grateful for her dedication to building the partnerships we all enjoy with each other today. Fairwinds, Ruth!

NWSC President's Award: Bobby Pharr



Congratulations to Bobby Pharr, Past President of the NWSC and dedicated and passionate contributor to the NWSC and Current President Gary Owen. Gary chose Bobby for his dedication and assistance as he took the position as President last spring in Daytona Beach. The President gives this award annually to an individual he feels has made the greatest contribution to the NWSC for that year. For President Gary Owen the decision was easy, and on March 9th he was privileged to acknowledge Bobby Pharr.

Bobby has been a tremendous support person for Gary, "making himself always available to talk whenever I call, and listens to me, and then gives me good, sound and wise advice. I cannot tell you the number of phone conversations and emails that have crossed cyber space from Iowa to Arkansas. It has been such luxury to have Bobby to lean on.

"He once sent me an email that said 'I am standing by ya man' with a music clip of a street singer signing the song "Stand By Me" the timing was perfect.

"I asked Bobby to create, and chair, a special task force of Past Presidents of the Congress and then gave him a charge, which he accepted without question, and completed.

"Bobby serves on our Executive Committee as one of our Board Members at Large and what an asset to that committee he has been, bringing with him his wisdom and knowledge having served as a President and Past President. Bobby is clearly a team player and never seeks out personal recognition or gain, only to better serve the Congress. Bobby thank you for all that you have done to help get me through this first year as President of the National Water Safety Congress."

The National Award: Cullen Jones

Olympic Gold Medalist Swimming



We were honored to have Cullen Jones attend the Summit for a day and through the Awards Banquet where he made a moving speech about the importance of teaching young people to swim. A near drowning victim himself, his mother insisted that he learn to swim. Cullen has dedicated himself to teaching young people to swim all across the country.

Cullen Jones "Makes a Splash" at International Boating & Water Safety Summit
Olympian Cullen Jones receives National Water Safety Award by promoting "Learn to Swim Well" programs.

by Brian C. Westfall

Cullen Jones, an Olympic gold medalist swimmer, was the recipient of the National Water Safety Congress (NWSC) 2011 National Water Safety Award on Wednesday, March 9, 2011 during the 15th Annual International Boating and Water Safety Summit in Savannah. Mr. Jones was selected based on his involvement with water safety programs called "Make a Splash" in Shreveport, LA. and other cities throughout the country. Mr. Jones survived a near drowning experience as a youth and has vowed to make a difference in partnership with the USA Swimming Foundation via the Make a Splash program.

Cullen was compelled to visit Shreveport, Louisiana, after six African American teenagers drowned in the Red River last summer while attempting to save one another as they stepped off a shallow shoreline shelf into deep water. Sadly,

continued on page 11

2010 NWSC Regional Award Winners

Region One:

Brian Davidson, Vice President

Awards of Merit:

*Ohio Department of Natural Resources,
West Branch State Park
Slippery Rock University Aquatics*

Letters of Commendation:

*Dr. Tom Giffiths, Aquatics Safety
Research Group, LLC
Robert E. Ogoreuc, Slippery Rock
University Aquatics
Dr. John Bonando, Slippery Rock
University Emergency Management
Adam Katchmarci, Slippery Rock
University Aquatics
Lt. Don Zimmerman, Mentor Safety
Village*

Region Two:

John Punkiewicz, Vice President

Awards of Merit:

*Jason Thomson, Maquoketa IA Police
Department
Stephanie Ison, Brookville Lake, USACE
Steve Amstutz, Peoria, IL, Advanced
Medical Transport
Vicki Cech, Grand Haven, MI, Beach
Survival Challenge*

Letters of Commendation:

*USCG MSD Quad Cities – Flotilla 2010
Safety/Security Team
USCG Auxiliary Des Moines, IA –
Flotilla 2010 Safety/Security Team
USCG Auxiliary Arsenal Island, IL –
Flotilla 2010 Safety/Security Team
USCG Auxiliary Rock Island, IL –
Flotilla 2010 Safety/Security Team
USCG Auxiliary East Moline, IL –
Flotilla 2010 Safety/Security Team
Mississippi River Rangers, USACE
– Flotilla 2010 Safety/Security Team*

Region Three:

Ernie Lentz, Vice President

Awards of Merit:

*Forsyth County Sheriff's Office, Special
Operations Division
Palm Beach County Drowning
Prevention Coalition
Green River Lake Administrative and
Ranger Staff, USACE
Julian K. "Duke" Brown
Robert B. Davis, TWRA
Wendy Pohl, Park Ranger, Rough River
Lake, USACE*

Letters of Commendation:

*William Breeding – TWRA Volunteers
William Swaggerty – TWRA Volunteers
Mary Larsen – USCG Aux.
Chuck Kelemen – USCG Aux.
James Bradfield – Georgia DNR
James Railey – Georgia DNR
Randall Setters – Water Rescuer
Richard Smith – Water Rescue
Harold Stamper – Water Rescue*

Region Four:

Alan Bland, Vice President

Awards of Merit:

*Sarah Slocum, Miss Arkansas 2009
Wappapello Lake Staff, USACE
Robert C. Cushing, Arkansas Game and
Fish Commission
Fort Worth District Water Safety Team,
USACE*

Letters of Commendation:

*Murray McCarley, Fort Worth District,
USACE
Fall River Project Office Staff, USACE
David Backlin – Table Rock Ice Bags
Lake Ouachita Staff, USACE
Burger King, Poplar Bluff, MO*

Region Two Award:

*Scott Pettis, USCG MSD Quad
Cities & USACE*



Region Four Award:

*Arlyn Hendricks, Kaw Lake
Project Office, USACE*



Region Five:

Bruce Rowe, Vice President

Awards of Merit:

*Radio Disney, California Department of
Boating and Waterways
AquaSMART Live! California
Department of Boating and Waterways
Greg Glass, California Department of
Boating Safety Multi Media Campaign*

Letters of Commendation:

*John P. Doogan, USCG Auxiliary District
11SR Division 06 Flotilla 01*

Region Six:

Joe McCollough, Vice President

Letters of Commendation:

*Willamette Valley Recreation Team,
USACE
Deputy Charles Douglass, Lane County
Sheriff's Office Marine Patrol*

Region One Award:

*Pennsylvania Operation and
Maintenance Team, USACE*



Region Three Award:

Green River Area Lakes Project, USACE

Region Five Award:

*Bruce Rowe,
Forever
Resorts*

Track Your Results: Improve Your Outreach

by John M. Malatak
Chief, Program Operations
U.S. Coast Guard Boating Safety
Division

From its inception, one objective of the National Recreational Boating Safety Strategic Plan has been outreach. How many lives have been saved? How many accidents have been prevented through these efforts? Each year the Coast Guard, along with all its partners in the safe boating community, conduct outreach activities. We ask ourselves, Are these campaigns having an impact in imprinting safety messages and ultimately in changing boater behavior? Whether the immediate issue is to increase life jacket wear, reduce Boating Under the Influence (BUI), promote boater education, or improve overall boating safety, if what we're saying isn't getting through, then we may need to develop a new strategy. The only way to know if we need to adapt or change a strategy is to ensure that there is a performance measurement tool in place.

There are many benefits to measuring the success of your outreach programs. For one, it helps to maximize your return on available funding by allowing you to focus on those activities that have proven most successful. But with so many messages from so many boating safety partners hitting many of the same audiences, it can be difficult attributing success in influencing awareness, understanding, attitudes, and behaviors to the efforts of any one organization. So, how can you tell if it's you that's had an impact?

To begin with, establish quantifiable goals, recognizing in this digital age that social media measurement may be as important as traditional media relations measurement, and that outreach is a total communications mix that includes on-site, online, on air, in print, you name it. Tools for tracking both social and traditional media are widely available: commercial media monitoring services, such as TV-Eyes, Burrelles, and Vocus-PR; Google alerts; metrics and programs

for evaluating the quantity and quality of visits to your website or "friends" on your Facebook page. How many "likes," "shares," links, mentions, blog comments, retweets, and email opens and clicks does your organization and its boating safety materials generate? All of these tools and more can tell you how effective you are in your outreach to your target audience.

There are other factors you can look at. Last year, when we first promoted our

"...it helps to maximize your return on available funding by allowing you to focus on those activities that have proven most successful."

"Don't Wreck Your Summer" campaign with frozen billboards and video public service announcements shown in movie theaters at three select locations, we looked at "reach and repetition" numbers provided by the ad agency. These showed that nearly 4 million people saw our messaging in areas where boating is a favorite pastime.

If media stories repeat data and key phrases in your press materials, as we saw with Operation Dry Water, then it's reasonable to assume that your materials prompted and contributed to the story. Information originating in ODW 2010 media materials turned up in 63 percent of the news coverage of that event.

If you have a branded name or phrase, it's possible to track the number of times it turns up in online conversations around the dates of your outreach event. Again, with ODW, an advanced Google search revealed a jump in online mentions from 188,000 just before the June 2010 event to 626,000 two months after. That was clear evidence that ODW is gaining national, even international attention.

As important, but more difficult

to ascertain is the success of a branded message in achieving a positive outcome. Does Boater "Group A" now have a better understanding of the need for boating safety education? Are more of those in target Boater "Group B" showing up on the water with their life jackets on? Did high-risk Boater "Group C" actually attribute their decision NOT to drink and boat to a PR-driven anti-BUI outreach experience?

For life jacket wear - a behavioral change that can be seen and counted - the "Boat Responsibly!" campaign has used data from the JSI Institute for Research and Training, Inc., which has been collecting and analyzing data on life jacket wear at multiple sites in 30 states for more than 12 years. But another strategy is to survey those who work on or near the water about any behavioral changes they observe. Nothing is more powerful in outreach programming than feedback from the field pointing to the impact that a specific poster campaign, movie theater PSA, boating safety event, or other tactic played in convincing boaters to consider safety first.

At the Coast Guard, our outreach messaging is based on two factors: the data we gather in our annual Recreational Boating Statistics - specifically the 5-7 causal factors in boat accidents/fatalities - and internal assessments of how well our outreach efforts are being received. That drives some of what we teach in the classroom and has been the basis for our newest outreach effort, "Don't Wreck Your Summer," which has been gaining traction since late last summer. Sensing a need for stronger messaging that presented an emotional jolt, we're now using reality-based scenarios in our PSAs, posters, and magazine articles. Our message to boaters is, if you don't boat responsibly something similar could happen to you. We'll be evaluating this campaign, and fine-tuning it, as we go forward.

• • •

The U.S. Coast Guard reminds all boaters to "Boat Responsibly!" For more tips on boating safety, visit www.uscgboating.org.

Your Life Hinges On Cold-Water Readiness

by Dieter Loibner

for Soundings magazine

This article originally appeared in the Connecticut and New York Home Waters Section of the April 2011 issue and the national German magazine YACHT.

There's little I have done for as long as I have sailed. I'm well into my fourth decade. Still livin' it, still lovin' it. But me being me, I also think I know my stuff. Until someone comes along and politely tells me that, um, I don't.

In late January, at the end of US Sailing's National Sailing Programs Symposium in Clearwater Beach, Fla., such a moment arrived. It came courtesy of Cecilia Duer and Jerry Craddock, who taught the course "Beyond Cold Water Boot Camp USA Rescue, Recover, Re-Warm." Duer is the executive director of the National Water Safety Congress (www.watersafetycongress.org), an organization that educates about safety issues for recreational water use. Craddock, the program and instructor training coordinator, has been a firefighter for 26 years with special expertise in dive and water rescue and kayaking experience, too. They are based in Mentor, Ohio, on Lake Erie, which has plenty of cold water to test theory and practice.

"We looked at the risk of small-boat accidents combined with new knowledge about hypothermia," Duer says, referring to the origin of the material. Since they started in 2008, they have distributed more than 14,000 educational DVDs to first responders in eight different countries. The scientific background was provided by Dr. Michael Tipton, who co-authored the book "Essentials of Sea Survival," and Dr. Gordon Giesbrecht, a professor of thermophysiology at the University of Manitoba in Winnipeg where he studies human responses to exercise and work in extreme environments. Nicknamed "Dr. Popsicle," Giesbrecht is based in Canada, a nation full of cold-water geeks. Quoting the Lifesaving Society, the Canadian Cold Water Boot Camp Web site (www.coldwaterbootcamp.com) says 94 percent of victims in the 410 drownings recorded in 2004 perished in water of 70 degrees or less, that 43

percent of them were within seven feet of reaching safety (meaning shore, dock or boat) and two-thirds were within 45 feet of safety. Only 12 percent wore a life jacket properly.

Cold-water tips

To me, four things in the class stood out:

- 1) I could drown within inches of safety.
- 2) I could die after being pulled to safety.
- 3) It takes a while before hypothermia becomes severe enough to kill.
- 4) It's all preventable.

Let me break down the essentials.

What's cold? If you putter about in water temperature of 70 F or less, you are boating in cold water. The benchmark is not subjective sensation, but the average core temperature of a healthy human, which is 98.6 F. Once in the water, the body's temperature will eventually drop to that of the surroundings. The colder the water and the less protection worn by the victim, the faster the cooling. (More body fat helps here.) When body temperature drops to about 86, consciousness is lost; below 77 there is cardiac arrest.

Dialing 1-10-1: Going from high and dry in 80-degree air one moment to treading 55-degree water the next results in a cold shock and hyperventilation. That's why people gasp when they fall into cold water. "Try to stabilize your breath within one minute," Craddock says. "Then you might have about 10 minutes of meaningful movement for self-rescue." If that fails, Craddock adds, "a victim has approximately one hour before succumbing to hypothermia." The 1-10-1 rule for falling into icy water is 1 minute to get your breathing under control, 10 minutes of useful efforts at escape before you run out of energy and 1 hour before your heart stops. The body wants to stay warm, which it does by shivering and shutting down blood circulation to the extremities, which is called vasoconstriction. If you have to wait for rescue, don't flail or start swimming willy-nilly. Instead, help your body preserve core temperature with the Heat Escape Lessening Posture (HELP): draw your knees to your chest and keep your chin above water.



For 45 years Soundings magazine has been a valuable resource for recreational boaters across the nation and is available as a regular subscription and online.

http://mobile.soundingsonline.com/home/boat_shop/280932

Wear a life jacket: As you fall in, your fate might be sealed by the first two gasps. If you wear a life jacket that keeps your head above water, the first gulp might be water, but the second will be air. Once you realize you have air, you can calm down, gain control over your breathing and get on with your rescue. Without flotation, chances are you'll guzzle enough water to get incapacitated. That's when real trouble starts. At the very least, it greatly diminishes your chances of self-rescue or helping others to pull you out in time. "It is important to stress that you won't die from hypothermia within five or 10 minutes," Duer says. "Incapacitation can lead to drowning if you don't wear a life jacket."

Dress for success: Watching videos of trained volunteers struggling to swim a few yards to shore in icy water without a life jacket or protective clothing, forgetting to pull a rip cord to inflate a flotation device, collapsing before reaching safety or failing to put on a float jacket that's thrown to them illustrates the realities of cold-water immersion. When suiting up, let your choice be guided by water temperature, not air. Balancing comfort with protection is key, especially for paddlers or dinghy sailors who try to stay cool. Duer and Craddock recommend layering with moisture-wicking polypropylene,

continued on page 10

Cold Water Readiness

continued from page 9

breathable outer shells and using life jackets that won't need manual inflation.

The 3 Rs: Emphasizing Rescue, Recovery and Rewarm, the slideshow in class cited incidents of downed airmen who died after rescue from long exposure to cold water or shipwrecked fishermen who collapsed and died after they were pulled to safety because of a lack of proper treatment after rescue. The rules, telegram style: Slow is pro. Handle the victim gently and keep the body horizontal as you lift the person out of the water with a net or two slings. Support the neck, don't jostle and don't rub the skin to avoid ventricular fibrillation, or v-fib, which is an abnormal heart rhythm that leads to cardiac arrest. If the victim is unconscious, check for a pulse before initiating CPR. Put the victim in a stable horizontal position, wrap the body in a plastic sheet that acts as vapor barrier and put the person in a rescue bag (or a large sleeping bag). Start the rewarming process by applying insulated heat packs on chest and under the arms. If the person is conscious, provide warm sugary (high-calorie) drinks. Remove wet clothing only when the victim is in a warm and dry environment.

Communication & preparation:

Most boaters are not first responders with specialized equipment, yet they still can rescue a hypothermic victim. Before entering the water, the first order is staying safe, i.e. tethered to shore or boat. "As rescuer, you have to be part of the solution, not the problem," Duer and

Craddock emphasize. Contact authorities via 911 or VHF channel 16, Duer recommends. They will ask questions and talk you through the steps while help gets under way. She advises keeping basic safety gear on the boat and practicing its proper use during rescue drills.

Proven value

"Learning the exact process of hypothermia gave me a new respect for safety and risk management in and around cold water," says Charlie Zechel, executive director at Community Boating Inc. in Boston, who attended the Boot Camp class. "We will integrate things [we] learned."

Closer to the front lines is Capt. Joe Frohnhoefer, founder and CEO of Sea Tow. "Keeping victims horizontal, working gently, rewarming - we use [Cold Water Boot Camp] every time. It does work. Less jostling is better; it's stabilizing people."

There is much more to learn in this hands-on class, but the common failures that presage disaster remain the same: lack of preparation, inexperience and negligence.

Forty-plus years of fun with boats made me complacent. But in this class, I quickly recognized that it's never too late to learn a good lesson.

For information, visit www.coldwaterbootcampusa.org. To request educational DVDs or to schedule an 8-hour training class, contact director@watersafetycongress.org or jerrycraddock@watersafetycongress.org.

Board of Directors Being Solicited

The next NWSC Board elections will be held at the annual membership meeting on Sunday, March 4, 2012, at the Hyatt Regency Mission Bay in San Diego, CA during the 16th Annual International Boating & Water Safety Summit. Tenure of the Board of Directors is for two years with elections being held on even-numbered years. Nominations are being solicited and must be postmarked no later than September 1, 2011.

To be eligible:

- You must be a NWSC member of good standing.
- Board members are required to attend two meetings, minimum each year. One Board meeting is in the fall, generally at the site of the upcoming Summit. The second is in the spring preceding the International Boating & Water Safety Summit.
- Board members are generally responsible for their travel expenses and should be supported by their organizations.

If you are interested in becoming a working Board member, nominations along with a short biography are to be mailed to NWSC, c/o Nominations Committee, P.O. Box 1632, Mentor, Ohio 44061.

If you are not a NWSC member or need to renew your membership, membership forms are available on our website: www.watersafetycongress.org

Pictured are U.S. Coast Guard Rear Admiral Kevin Cook and James P. Muldoon, Chairman of the National Boating Safety Advisory Council, who were on hand to sign the United States Coast Guard National Recreational Strategic Plan at the 2011 Summit. They were welcomed by the Savannah Bible Baptist School who also participated in the Spirit of America presentation. Special thanks to the Savannah-based school for their participation.



National Award

continued from page 6

they drowned because they and their families could not swim. As the unbelievable scene developed, at a popular swimming area on the river, the teens' parents could only watch their children drown because they also could not swim. Miraculously, a seventh teen survived the ordeal.

"Alarming statistics reveal that many of America's children and adults are poor swimmers or even non-swimmers. Realistically, many swimmers grossly overestimate their swimming ability and have difficulty swimming the mere length of an average sized swimming pool," stated Brian Westfall, NWSC Awards Chairman. In open-water settings, Aquatics International reports that two-thirds of adults can't swim. The National Drowning Prevention Alliance advocates combining learn to swim programs with water safety education programming. Furthermore, statistics support the notion that families cannot swim. Safe Kids USA statistics report that children from non-swimming households are eight times more likely to be at-risk of drowning. Minority children have especially low rates of swimming ability and high rates of drowning. For

example, African American children are up to seven times more likely to drown. Mr. Jones has vowed to reduce this problem.

"To reduce and maintain low drowning rates, all organizations that are in the business of saving lives on the water



should adopt and incorporate a "Learn to Swim Well" campaign in their water safety program," said, Brian Westfall. Mr. Jones and Make a Splash may well represent the essential catalyst in making our waterways safer by teaching children and hopefully their parents to learn to swim well.

"Make a Splash" is a nationally child-focused water safety initiative created by

the USA Swimming Foundation. "Make a Splash" educates parents through a national awareness campaign by joining forces with grassroots learn-to-swim programs and reaches thousands of children through wide-reaching in-school materials," proclaimed Joe Haller, Corps of Engineers, Natural Resources Specialist.

To reduce drowning rates that have reached plateau levels in the past few years, the National Water Safety Congress recognizes the importance of adding learning to swim education. The Congress has fully endorsed a national "Learn to Swim Well" campaign that will complement existing life jacket advocacy.

Learn to swim advocates include the National Drowning Prevention Alliance, the Lifesaving Society of Canada, and the USA Swimming Foundation. All have vowed to partner with the Corps of Engineers to advocate learning to swim to accompany life jacket advocacy. Mr. Cullen Jones, with his dedication to saving lives by teaching children how to swim, is a tremendous endorsement that will "make a splash" to save lives.

Summit

continued from page 1



Who's Who

What are they up to?
Who's Teaching?

National Drowning Prevention

Alliance: May is National Drowning Prevention Month! Get on Board and visit the site for additional information.
National Water Safety Week
National Pool Safety Week
www.ndpa.org

US Sailing: See the web site for an up to date listing of US Sailing and US Power boating hands on educational courses.
Sail Training Symposium, January, 11-14 Long Beach, CA
www.ussailing.org

American Canoe Association:
Annual Paddlesports Conference
September 30 - October 2, 2011
Louisville, KY
www.americancanoe.org

National Association of State Boating Law Administrators:
NASBLA Annual Conference, Milwaukee, WI, September 10-14, 2011
www.NASBLA.org

National Safe Boating Council: Visit the site for the updates about their special events and their education schedule.
www.safeboatingcouncil.org
National Safe Boating Campaign/Wear It National Safe Boating Week, May 21 - 27, 2011
National Ready Set Inflate Day, Saturday May 21, 2011
www.safeboatingcampaign.com

United States Power Squadrons:
Annual Conference
January 16 - 20, 2012, Jacksonville, FL
www.usps.org

United States Coast Guard Auxiliary:
Annual Conference (NACON)
August 24-28, 2011, Charlotte, NC
www.cgaux.org

U.S. Consumer Product Safety Commission's Pool Safety Campaign:
Pool Safety is a public education effort designed to reduce child drownings and non-fatal submersions, and entrapments in and around pools.
www.poolsafely.gov

Personal Flotation Device Manufacturer's Association:
Annual Conference, June 26-28, 2011
Tampa, FL. Our cold water immersion and Spirit of America program will be presented.

Who's Who in Water Safety: Awards and Recognition



Mentor Safety Village Boating and Water Safety Education Trailer Hits the Road

Grass Roots Grantee and NWSC Award Winning Boating and Water Safety Trailer developed by **Lt. Don Zimmerman** and the **Mentor Fire Department Safety Village** volunteers have come up with and are perfecting a GREAT idea.

A moving education center! The Boating and Water Safety trailer made its first appearance in Savannah Georgia during the Summit and was a huge hit!



Congratulations to Don and team for your efforts and for the Letter of Commendation from NWSC recognizing those efforts.

Special thanks to our Congress Board members Brian Davidson and Mike Ulrich for bringing the trailer to the Summit!



National Water Safety Congress Award Presented to Park Staff by ODNR Division of Watercraft Chief

by Carl Bachtel, Ravenna, OH



West Branch State Park's staff was nominated by the U.S. Army Corps of Engineers (USACE), who partnered with ODNR to promote boating safety. USACE ranger Julie R. Stone said, "2010 was the first year that water safety outreach was emphasized and fully engaged at West Branch Reservoir, which resulted in no reportable boating-related fatalities." The award recognizes the outstanding effort and significant contribution

that was made through a partnership to promote local boating safety awareness at West Branch Reservoir," said Pamela Dillon, Chief of the ODNR Division of Watercraft.

Great Information... Just a Click Away!

The National Water Safety Congress. Cold Water Boot Camp USA.

Haven't browsed lately? Take a moment to check out the websites as an aid to keeping up with what your organization is doing... and what an easy way to share information with others! Bookmark or make them a Favorite and visit often:

www.watersafetycongress.org

www.coldwaterbootcampusa.org

And follow partner Spirit of America: www.spiritofamerica95.org



Become "friends" of NWSC, Cold Water Boot Camp USA and Spirit of America on Facebook!