Life Jackets Worn…Nobody Mourns National Water Safety Campaign Resource Kit

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US Army Corps of Engineers®

THE CORPS FOUNDATION
OFFICIAL NONPROFIT OF
AMERICA'S LAKES AND WATERWAYS

Life Jackets Worn…Nobody Mourns National Water Safety Campaign Resource Kit

TABLE OF CONTENTS

Introduction	1
Campaign Goal	1
Target Audience	1
Background	1
Primary Message and Sub-Messages	2
Campaign Resources	3
Summary and Conclusion	6

Appendices

A. Media Resources (news release, media fact sheet, tv/radio ad placement tips, and letter to media)

B. Social Media Messages in English and Spanish

C. Water Safety Ambassador Tips

D. Interpretive/Educational Program Outlines

E. Campaign User Checklist

F. State Outdoor Advertising Associations

Introduction

The U.S. Army Corps of Engineers (USACE) in cooperation with the Corps of Engineers Natural Resources and Education Foundation (The Corps Foundation) have developed a National water safety campaign targeting adults. The slogan of the campaign is “Life Jackets Worn…Nobody Mourns” with a web site address of PleaseWearIt.com. The campaign products and materials can be used by anyone that promotes water safety and supports the accomplishment of the campaign goal. Success depends on you being informed about the campaign and taking a personal role in promoting it through the various methods explained in this resource guide.

Campaign Goal

The goal of this campaign is to reduce public recreational water-related fatalities on our nation’s waterways.

Target Audience

The Life Jackets Worn…Nobody Mourns National Water Safety Campaign targets adults, primarily adult males. Over the past ten years (2008-2017) 88 percent of all USACE water-related public recreation fatalities were men and 60 percent were between the ages of 20 and 60. Also, 84 percent were not wearing life jackets and 27 percent of boating fatalities were from falls overboard. In addition to boating falls, the activity that caused the most water-related fatalities was swimming in areas not designated for swimming.

Input from the target audience of adult males was used to develop this campaign. The input received identified how to more effectively communicate and attract the attention of adult males. Reaching this target audience with messages about the importance of wearing life jackets has been a challenge over the years. Part of the problem is that many are unaware that the new styles of life jackets are comfortable and easy to care for. Also, most do not perceive calm water as a risk and they are unaware of the reasons why even good swimmers can drown from falls overboard or how easy it is to overestimate their swimming abilities.

Background

USACE is the largest provider of water-based recreation in the United States and they partnered with the Corps Foundation to implement this award-winning campaign. The Corps Foundation has received a total of $700,000 in grants from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard to develop and continue enhancing this campaign. A total of three grants (2014-2015, 2016-2017, and 2017-2018) have been completed and one grant (2018-2019) is in progress. Also, plans are to submit another grant proposal in the future.

In the first grant, the Corps Foundation and USACE partnered to conduct five focus group sessions with 39 adult males between the ages of 20 and 60 at three different locations to identify effective public service announcements (PSAs) messages for the high-risk target audience of adult men. Participants provided feedback on the types of messages that would change their behavior after viewing existing PSAs. Participants identified that the most effective types of safety messages for them were realistic, factual (statistics), positive, and somewhat humorous (without being corny), especially when they stimulate an emotional response. These adult male boaters informed us that spokespersons, actors, and law enforcement officials do not influence their behavior. They also said that messages from anyone that stimulates sexual thoughts were very distracting. Focus group participant feedback was instrumental in the development of all of the campaign products.

Utilizing grant funds a total of 15 video PSAs and 3 audio PSAs have been created. The video PSAs are 60, 30, and 15 seconds in length. Additional audio PSAs have been created by the USACE. All of the PSAs are available to view and download on www.PleaseWearIt.com.

Two mobile game apps called “Lake Guard” and “LJ vs the Lake” have been created and are available free through Apple and Google Play app stores so they can be played on Apple and Android smart devices, including smartphones and tablets.

Grant funds also funded the placement of “Life Jackets Worn…Nobody Mourns” campaign banners and truck tailgates vinyl wraps at USACE lake and river offices nationwide. A total of 1,447 three by eight feet campaign banners were placed at 246 locations and 125 truck tailgates vinyl wraps were placed at 47 locations nationwide.

In 2018, grant funds were used to develop and implement a digital marketing plan to promote the Life Jackets Worn…Nobody Mourns campaign, which includes “Please Wear It” Facebook, Instagram, and Twitter pages. Additional materials, including banners and shirts were purchased to further advance the promotion of the campaign.

In addition to USACE nationwide, many organizations have started using the campaign PSAs. They include the U.S. Army, Air National Guard, Minnesota Department of Natural Resources, Oregon State Marine Board, Mitchell Creek Marina and Resort in TN, Captain Bob on KRMS radio in Lake of the Ozarks in MO, YMCA-Rogue Valley Family in Medord Oregon, Lake Regional Health System in Orange Beach MO, and Parkview Health in Fort Wayne IN. Campaign materials are also available in the BoatBeat Media Toolbox, which is an online resource for the media developed by National Safe Boating Council and National Association of Boating Law Administrators.

All of the Life Jackets Worn…Nobody Mourns campaign products including the video and audio PSAs, campaign logo, social media ads, tailgate wrap and banner art, etc. are available for you to use and can be downloaded for at www.PleaseWearIt.com.

The Life Jackets Worn…Nobody Mourns campaign, along with this resource guide, addresses ways to prevent a wide range of water-related fatalities, including those that occur when boating, swimming, or participating in other water-based activities.

Primary Message and Sub-messages

In order to accomplish the campaign goal, we need adults to understand why they should always wear a life jacket and the reasons why even good swimmers can drown. The primary campaign slogan “Life Jackets Worn…Nobody Mourns” along with the PleaseWearIt.com website address should be used with any products developed to promote water safety to adults. The following sub-messages are critical to share when promoting the campaign because they specifically explain the reasons why everyone should always wear a life jacket.

1. Wearing a life jacket helps ensure that you can survive a boating fall overboard.

Falls contribute to 27 percent of boating fatalities, so a life jacket worn increases your chances of being rescued. A fall into the water can be like hitting concrete if you’re moving fast and it’s easy to get the wind knocked out of you. It only takes an adult an average of 60 seconds to drown and an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. If you will not wear a life jacket for yourself, then wear it for those who love you so nobody mourns.

2. Wear a life jacket regardless of your swimming ability.

Regardless of how well you swim, you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming ability also decreases with age. Swimming in a lake or river is not like swimming in a pool, so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can’t swim as far as they think they can. Also, most people don’t have the strength or skill to get back into a small boat from the water without wearing a life jacket. A manual-style inflatable belt pack life jacket works great for swimmers because they can pull the cord to inflate it if they overestimate their swimming abilities.

3. Your gasp reflex can kill you if you don't wear a life jacket.

Even strong swimmers can drown if they fall into cold water because it causes an involuntary gasp (or torso) reflex so a life jacket is the only thing that can save your life and give you time to be rescued. Some researchers believe water cold enough to cause a gasp reflex can be anything less than your body temperature (98.6 degrees F). Your gasp reflex could be delayed when you are under the influence of alcohol or drugs, which can increase the chance of inhaling water into your lungs. Falls overboard contribute to 27% of all boating fatalities.

4. Alcohol and water are a deadly combination so wearing a life jacket can save your life.

When underwater and under the influence of alcohol or drugs, you can become disoriented and not know which way is up. This is due to an inner ear condition called caloric labyrinthitis. Also, boaters can develop "boater's hypnosis" a condition in response to sun, wind, noise, vibration and motion which causes fatigue and slows your reaction time. Combining that condition with alcohol or drugs further reduces your coordination, judgment and reaction time, so wearing a life jacket can prevent deadly consequences.

5. Always wear a life jacket while swimming outside of a designated swim beach area.

Exceeding swimming abilities is the primary factor that people drown in USACE lakes and rivers. Several people have drown while swimming to a buoy or across a cove. In bodies of water that the water depth fluctuates you do not have any idea what lies under the water's surface or what may be floating in the water. Therefore jumping and wading in those waters without wearing a life jacket greatly increases the chance that you might drown.

6. Swimming around boats can be deadly to those not wearing a life jacket.

Boaters or those swimming near boats should be aware that carbon monoxide is an odorless, invisible, and silent killer. Carbon monoxide can accumulate anywhere in or around your boat regardless of what type of boat you have. It is heavier than air and lighter than water, so it floats on the water's surface. Early symptoms of carbon monoxide poisoning include eye irritation, headache, nausea, weakness, and dizziness. One breath of carbon monoxide at the water's surface can cause you to pass out and drown if you're not properly wearing a life jacket that allows time for rescue.

7. All activities near water are risky so always wearing a life jacket is vital.

You should always wear a life jacket regardless of your swimming or boating abilities. Most people don't perceive calm water as a risk. The fact is, calm waters and nice weather is when most people drown. Obey posted restrictions around dams because even though the water may look calm there are currents circulating underneath the surface that can pull and hold you under the water causing you to drown.

8. Prolonged breath holding is another killer to those who don't wear life jackets.

Prolonged breath holding while swimming or just playing in the water can lead to shallow water blackout. Shallow water blackout results from low oxygen to the brain. A person basically "blacks out" or faints in the water. Shallow water blackout can affect anyone who is breath-holding, even physically fit swimmers. It is especially seen in competitive swimmers, snorkelers, or anyone that free-dives. It can also occur when kids or people of any age play games to see how long they can hold their breath underwater or someone that does not know how to breathe properly when swimming.

Campaign Resources

Always wearing a life jacket can save those who exceed their swimming abilities due to improper breathing techniques.

1. Campaign Promotional Products and Graphic Artwork are available on PleaseWearIt.com under campaign materials.
    a) Campaign logo in 4 color, line art, and grayscale formats
    b) Video PSAs: The video PSAs are also posted on the USACE National Water Safety Program's DVIDS unit at https://www.dvidshub.net/unit/USACE-WS and YouTube channel https://www.youtube.com/user/USACEwatersafety

i. Drowning in 60 seconds
ii. Girl Overboard (30 seconds)
iii. Life Jacket Debate (30 seconds)
iv. Man Overboard (60, 30, 15 seconds)
v. Close Calls (15 seconds)
vi. Doggone Shame (15 seconds)
vii. Swim Challenge (30, 15 seconds)
viii. Cell Phone Rescue (30, 15 seconds)
ix. LJ Song (60, 30, 15 seconds)

c) Audio PSAs
   i. Fisherman (30 seconds)
   ii. Friends (30 seconds)
   iii. Grandpa Overboard (60 seconds)
   iv. ¡Aprenda a Nadar! (Learn to Swim) (15 seconds)
   v. ¡Beber Alcohol Puede Ser Mortal! (Drinking Alcohol Can Be Deadly) (20 seconds)
   vi. ¡Vigile a Sus Niños! (Watch Your Children) (25 seconds)
   vii. Ducking Hunting (20, 10 seconds)
   viii. Ice Fishing (15 seconds)
d) Posters
   i. Campaign Logo Poster
   ii. Man Overboard Poster
e) Banner Artwork (3’x8’) (30’x33”) English and Spanish
f) Billboard Artwork (8’x24’) English and Spanish
   Note: Contact information for State Outdoor Advertising Associations that provide discounted pricing for billboards to non-profit and government organizations can be found in Appendix F.
g) Vinyl Tailgate Wrap Artwork
h) Social Media Ads and Memes (English and Spanish)
i) Website Ads
j) Publication Ads (Full page, Half page, Quarter page)

2. Mobile Game Apps: Lake Guard and LJ vs the Lake
Lake Guard is a simple game. Players take control of their trusty Safety Cannon to launch the necessary safety gear to unprepared boaters. However, you have to keep an eye out for cans of Grog (beer). Launching a can of Grog to a visitor could prove dangerous so be sure to shoot the cans of Grog onto the dock to be recycled instead! Keep guard of your lake for as long as you can while increasingly hazardous conditions and visitors try to overrun your waters. Share your high score with friends, earn achievements and become the greatest Lake Guard in the world!
LJ vs. The Lake is a more advanced infinite side-scroller style of game developed to target the millennial generation. This game incorporates the catchy LJ (short for Life Jacket) Song PSA tune. In this game, LJ is an animated character that saves unprepared lake goers with his magical banjo dispensing a variety of styles of life jackets to those participating in a variety of boating activities (i.e. fishing, skiing, human-propelled boating etc.). You can compete for challenges, earn achievements, and compare distance scores on a global leaderboard.

These free game apps are available on Apple and Google Play app stores. Players can share their scores and communicate with a community of players on their own devices. One way to promote the games would be to hold competition events at visitor centers or during special events.

3. Media Resources
Media resources are included in Appendix A. The resources include a sample news release for you to modify, make your own and distribute. Just prior to major holidays is a good time to provide water safety promotional news releases to media outlets in your area because that’s when several water-related fatalities happen.
The resources include tips that you can use to help get the PSAs placed on television and radio stations and a letter to send to your local media outlets. The letter introduces the campaign and it can be mailed with the Campaign Media Kit and DVD that has all the PSAs on it to make it easier for the media to use. The Campaign Media Kit is on PleaseWearIt.com

under campaign materials and the DVD of all PSAs, including closed-captioning, is available from most U.S. Army Corps of Engineers (USACE) offices. You can find a USACE office near you at www.CorpsLakes.us or request a DVD by emailing water.safety@usace.army.mil. An interview fact sheet is also included in the resources that includes information to use during media interviews.

4. Social Media Tips

Follow the campaign on the "Please Wear It" Facebook, Twitter, and Instagram pages and share the outstanding water safety posts with your friends and followers. A variety of messages in English and Spanish are contained in Appendix B for you to use on social media outlets i.e. Facebook, Twitter, Instagram, Snapchat etc. Social media promotion of this campaign could have a positive impact on saving lives on our nation's waterways. You have the potential to become an ambassador for this campaign just by sharing campaign messages and videos on social media with your family and friends. This could have a tremendous impact in reducing fatalities.

5. Water Safety Ambassador Tips

You are encouraged to become an ambassador and share basic water safety tips with the public, friends, family, and others. Educators are good at sharing what they know to formal captive audiences. Those trained in interpretation are good at communicating to people informally in ways that make learning fun. One technique for communicating with informal audiences is called roving interpretation. This is a spontaneous, informal form of giving a short presentation that requires some basic preparation. Roving interpreters work where people recreate so they can walk around looking for people to present short programs to and water safety is always a relevant topic. They simply greet and talk with people they encounter, keeping in mind important water safety messages they want to convey. You can improve your skills as a water safety ambassador by learning more about roving interpretation in Appendix C.

6. Boat Patrol

During boat patrol you are encouraged to promote water safety. You can utilize the campaign products to provoke adults into a conversion about water safety and the importance of wearing a life jacket. Another initiative that you could incorporate into your boat patrol activities in an "I got caught" campaign that provides incentives to adults caught wearing a life jacket that could include the "Life Jackets Worn…Nobody Mourns" logo.

7. Interpretive/Educational Programs

Outlines for interpretive programs are located in Appendix D. One of the outlines features the "Man Overboard" video PSA from this campaign and the "Lost on the Lake" video (that was created by the USACE in 2012). The other outline titles "Safety First and Always" includes getting the audience involved in wearing different types of life jackets and educating on the importance of wearing them. These programs can be used to conduct educational interpretive programs and safety meetings. Also, programs using these outline could be conducted off-site for community groups or at special events such as fishing tournaments, boat regattas, etc.

8. Youth Program Tips

The "Man Overboard" video PSA and the "Grandpa Overboard" audio PSA can be incorporated into youth programs. These can be used in conjunction with the USACE Safety's Safe Passage video, which is specifically designed for children and includes kindergarten through sixth grade curriculum. Bobber the Water Safety Dog campaign materials at www.Bobber.info are great for children and the cartoons are appealing to adults as well. Children can be great ambassadors for encouraging adults to wear life jackets. The slogan "Life Jackets Worn…Nobody Mourns" is geared towards adults, so it will need to be explained to children. Most children will not know the meaning of the word mourn. This creates a good opportunity for parents and other adults to explain it to them and during their explanation hopefully realize that they should wear a life jacket so their children will not have to mourn the loss of someone they love.

9. Campaign User Checklist

A campaign user checklist is provided in Appendix E to assist you in implementing this campaign.

Summary and Conclusion

The target audience of adult males has always been a difficult one to reach. The Life Jackets Worn…Nobody Mourns National water safety campaign has met that challenge by creating effective products that provoke adult males to wear life jackets. This campaign, if used effectively, captures the attention of the adult male audience and can change their attitudes about wearing life jackets, resulting in saving lives. This resource guide and the campaign materials can assist you in interacting face-to-face with adult males and encouraging behavioral and cultural change. This campaign depends on you. What you do to promote water safety is very much appreciated, so go forth and do what you do best in helping to save lives on our nation's waterways.

Appendix A
Media Resources

Sample News Release
"Life Jackets Worn…Nobody Mourns"

(DATELINE) — Every year thousands of people in the United States mourn the loss of loved ones who could have survived if they had been wearing a life jacket while spending time on or near our nation's waters. To heighten awareness for the use of life jackets, the U.S. Army Corps of Engineers (USACE) promotes a water safety campaign titled "Life Jackets Worn…Nobody Mourns." USACE, in cooperation with the Corps of Engineers Natural Resources and Education Foundation, a non-profit foundation established to support USACE natural resources and recreation programs, developed the campaign that targets adult males.

In the last 10 years, 88 percent of all USACE public water-related fatalities were men and 60 percent were between the ages of 20 and 60, according to data compiled by the USACE National Operations Center for Water Safety. The center also reports that 84 percent of all public water-related fatalities involved people not wearing life jackets and found that the greatest number of water-related fatalities involved people swimming in areas that are not designated for swimming. Also, 27 percent of boating fatalities involved people falling overboard.

Most people that drown would have survived if they had worn a life jacket. Life jackets come in many styles, sizes, and colors. Choose the right one that fits you properly and make sure to wear it correctly. There is a life jacket for every kind of water activity including swimming. One of the most comfortable life jackets for adult swimmers to wear is a manual, belt-type, inflatable life jacket. If you wear an inflatable life jacket of any kind make sure you know how it works, how to inflate it, inspect it before every use, how to rearm the CO2 cartridge, and repack it properly.

Here are some more tips to help you have a safe and enjoyable time this summer.

Swimming in open water is different and more difficult than in a swimming pool. You can tire more quickly and get into trouble due to waves, current, lack of experience, exhaustion, or your abilities to swim as long as you used to have decreased. You could find yourself in a situation where you are fighting for your life. Even the best swimmers can misjudge their skills and abilities while swimming in a lake or river. Conditions can change quickly in open water, so before entering the water, please wear a life jacket. While wearing a life jacket you will not use as much energy, it will help you float, and most importantly it will be there when and if you ever really need it.

Every year several people lose their lives because they were encouraged to do something, such as swim across a lake, cove or pond, out to the nearest buoy, to retrieve a beach ball or something else that floated away or some other activity like jumping off a cliff or bridge. Your actions can have deadly consequences, so you should never encourage anyone to do these types of activities. Friends should do things like swim in designated areas and encourage each other to wear a life jacket.

While on or near the water watch out for each other at all times. It only takes 20 seconds for a child to drown and 60 seconds for an adult to drown. It is a misconception that if someone is drowning they will yell for help. Several people drown every year within 10 feet of safety because the people around them were not paying attention and did not recognize the signs of drowning. The signs of drowning can resemble someone just playing in the water. The signs include head back, mouth open gasping for air, no yelling or sound, and arms slapping the water like they are trying to climb out of the water. Properly rescuing someone should never include contact with them unless you are a trained lifeguard. Reach out to the victim with something to keep your distance or throw them something that floats to pull them to safety.

Avoid prolonged breath holding activities and games while swimming or in the water because it can lead to shallow water blackout. Shallow water blackout results from low oxygen to the brain. A person basically "blacks out" or faints in the water. Shallow water blackout can affect anyone who is breath-holding, even physically fit swimmers. It is especially seen in competitive swimmers, snorkelers, or anyone that free-dives. It can also occur when kids or people of any age play games to see how long they can hold their breath underwater or someone that does not know how to breathe properly when swimming.

Boaters or those swimming near boats should be aware that carbon monoxide is an odorless, invisible, and silent killer that clarifies another reason why wearing a life jacket is so important. Carbon monoxide can accumulate anywhere in or around your boat regardless of what type of boat you have. It is heavier than air and lighter than water, so it floats on the water's surface. Early symptoms of carbon monoxide poisoning include eye irritation, headache, nausea, weakness, and dizziness. One breath of carbon monoxide at the water's surface can cause you to pass out and drown. Avoid areas where exhaust fumes may be present. Do not let anyone swim under or around the boarding platform because this silent killer could be waiting for them.

Increased water safety awareness can help ensure that you and your loved ones have fun this summer and return home safely. Always remember to wear a life jacket because it could save your life or the life of someone you love. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com.

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Appendix A continued
"Life Jackets Worn…Nobody Mourns" Campaign Media Interview Fact Sheet

Drowning is one of the Nation's leading causes of accidental death. According to U.S. Army Corps of Engineers (USACE) public recreation fatality statistics approximately 88% of people who drown are men and 84% were not wearing a life jacket. The vast majority of people who drown are swimming in undesignated swim areas like beyond the swim area buoys or out in the lake around a boat. Also, falls overboard contribute to 27% of boating fatalities. Total number of USACE public recreation fatalities for the past 10 years (2008-2017) is 1,512.

The USACE is the Nation's leading provider of water-based recreation. We want everyone to wear a life jacket whenever on, in or around water to increase the chances that nobody will ever have to mourn the loss of someone they love. Many people think they can swim well enough to not need to wear a life jacket and a lot of times they're not aware of the reasons why people drown. Knowing the reasons of why people drown may help save your life or the life of someone you love.

TIP: People overestimate their swimming ability and don't realize it will likely decrease with age. You could have to fight for your life due to conditions such as waves, current, or exhaustion. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can't swim as far as they think they can. Swimming in a lake or river is not like swimming in a pool, so wearing a life jacket is critical. A manual-style inflatable belt pack life jacket works great for swimmers because they can pull the cord to inflate it if they overestimate their swimming abilities.

TIP: A fall overboard can be like hitting concrete if you're moving fast and it's easy to get the wind knocked out of you. Also, a fall into cold water can cause an involuntary gasp reflex and it can take less than ½ cup of water in your lungs to drown. It takes an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. Most people don't have the strength or skill to get back into a small boat from the water without wearing a life jacket. If you will not wear a life jacket for yourself then wear it for those who love you so nobody mourns.

TIP: Alcohol and water are a deadly combination. Boaters develop a condition called "boater's hypnosis" in response to sun, wind, noise, vibration, and motion which causes fatigue and slows your reaction time. Combining that condition with alcohol or drugs reduces your coordination, judgment, and reaction time even more, so wearing a life jacket can prevent deadly consequences. Also, when underwater and under the influence of alcohol or drugs you can become disoriented due to alcohol's effects creating an inner ear condition that prevents you from knowing which way is up.

TIP: All bodies of water are risky so you should always wear a life jacket regardless of your swimming or boating capabilities. It only takes an average of 20 seconds for a child to drown and 60 seconds for an adult. Most people don't perceive calm water as a risk but the fact is that calm waters and nice weather is when most people drown. In lakes and rivers the water depth fluctuates and you don't have any idea what lies under the water's surface or what may be floating along in the water. Jumping or wading in natural waters without wearing a life jacket greatly increases the chances of being injured or even killed, so even if you don't think anything will happen to you please wear a life jacket for those that love you. Never let your children swim by themselves. Adult supervision is a must to ensure you don't lose the ones you love.

TIP: Everyone should learn to recognize the 4 signs of a drowning victim (head back, mouth open, no sound, arms slapping water) and how to properly rescue (reach, throw, row, never go near) someone struggling in the water because knowing these things can save lives. Too many times double-drownings occur when people underestimate the power of someone trying to survive. The person that is panicking and trying to survive will do anything to try and keep their head above water including grabbing onto you and holding your head under water. Unless you are a life guard trained in open-water rescue you should never try to rescue someone that is drowning. A solution to ensure that you never have to see someone you love drown is to make them wear a life jacket.

TIP: Many people drown within 10-30 feet of safety. The proper ways to rescue someone in the water that is in distress is to "reach, throw, row, and don't go." Reach something out to the person without endangering yourself, throw them something that floats, row your boat close to the person with the motor off. Never attempt an in-water rescue unless you are trained to do so in natural waters. Instead, go for help or send someone else for help. Often a double-drowning occurs when someone enters the water to attempt a rescue because a person fighting for their life is extremely strong and in order to stay afloat they will hold the person who is trying to help them underwater.

TIP: Take a boating safety course and boat with a buddy. According to the U.S. Coast Guard, 77% of the people that died in a boating accident were on vessels where the operator had not taken a NASBLA-approved boating safety course. Many insurance companies offer reduced rates for taking a boating safety course. Online courses are available at www.boat-ed.com. U.S. Coast Guard Auxiliary http://cgaux.org/boatinged and U.S. Power Squadrons www.usps.org offer courses in most states.

SUMMARY: Everyone needs to always wear a life jacket when boating or swimming outside of designated swimming area because of conditions like involuntary gasp reflex, boater's hypnosis, alcohol's effects on inner ear, and overestimating your swimming abilities. "Life Jackets Worn…Nobody Mourns" Learn more at PleaseWearIt.com.

Appendix A continued
Television/Radio Ad Placement Tips

Your help is needed to reduce water-related fatalities and you can do that by promoting the Life Jackets Worn...Nobody Mourns campaign through sharing the materials on a national, regional, and local level. Not sure where to start? Here are some quick steps on how to reach out to the media:

● Find local television stations in your area and begin contacting them: Many stations include guidelines on their websites for PSA submissions. If they don't, there should be contact information (a phone number or email) you can use to contact the station, and then ask for the person who deals with PSAs. A good place to start is at this link to State Broadcasting Associations: http://media411.tvjobs.com/cgi-bin/search.cgi?c=1

● Talk to the right person: Many television stations have a PSA department that handles all PSA submissions. Usually the main person to get in touch with is called a PSA Director, Community Affairs Director, or Program Manager. If they don't have a person with any of those titles, ask for the best person to talk to about PSA submissions. Some stations will air PSAs at no cost or at a reduced rate for non-profit or governmental organizations.

● Describe the PSAs: Use scripts and storyboards provided in this kit to describe the PSAs.

● Ask for preferred length: The PSAs are available in :15s, :30s, and :60s versions.

● Ask for the correct format: Some stations prefer certain formats for PSAs. Make sure to ask for the appropriate format and if they prefer to receive the PSAs through the mail (hard copy) or online.

● Closed-captioning: Television stations may require closed-captioning. A DVD of all PSAs, including closed-captioning, is available from most U.S. Army Corps of Engineers (USACE) offices. You can find a USACE office near you at www.CorpsLakes.us or request a DVD by emailing water.safety@usace.army.mil.

● When will I see my PSA? Most stations broadcast PSAs early in the morning or very late at night. Ask the station to consider placing the PSAs in an available day or prime-time spot, at a time when more people would be watching television.

● Be easy to contact: Regardless of how you contact the station, make sure to include your contact information (phone number and email address) and a description (including scripts) of the PSAs you would like to have them broadcast. The PSA Director should contact you if the station plans on using the PSAs you've requested, but make sure to keep their contact information on hand to follow up if you do not hear anything.

All of the PSAs are available to download at www.PleaseWearIt.com. If you have any questions email water.safety@usace.army.mil.

Appendix A continued
Letter to Media

[address]
[address]
[address]

Dear :

The U.S. Army Corps of Engineers (USACE) and their non-profit partner Corps of Engineers Natural Resources Education Foundation, doing business as The Corps Foundation, have launched a boating and water safety campaign targeting adults to reduce drownings on our Nation's waterways. Thousands of people mourn the loss of a loved one or a friend to drowning every year. Most of them would have survived if they had been wearing a life jacket. The campaign slogan is "Life Jackets Worn…Nobody Mourns".

A media kit is enclosed that includes an introduction to the campaign, fact sheet, and public service announcement (PSA) scripts. Also enclosed is a DVD that includes television-quality video PSAs and radio-quality audio PSAs. The PSAs and more are also viewable and downloadable online at PleaseWearIt.com. These materials were made possible by a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

It would be very much appreciated if you would work with us to develop ways to promote this campaign so more lives can be saved on our Nation's waterways.

Point of Contact at (lake/river project name) is (name, title, phone number, email address).

Sincerely,

(Signature Block)

Appendix B
Social Media Messages in English and Spanish

Wear It Right! Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

¡Úselo Bien! Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Wearing a life jacket helps ensure that you can survive a boating fall overboard. Falls contribute to 27% of boating fatalities.

Usar el chaleco salvavidas le ayudará a sobrevivir una caída sobre la borda. Las caídas causan 27% de las muertes en la navegación.

Please wear a life jacket regardless of your swimming ability. Swimming in areas not designated for swimming contribute to 47% of water-related fatalities.

Por favor use el chaleco salvavidas, no importa su habilidad para la natación. Nadar en áreas no designadas para la natación causa el 47% de las muertes en el agua.

Water-related deaths involve men (88%) and no life jacket worn (84%). (USACE 10-year average statistics) Don't become a statistic! Life Jackets Worn...Nobody Mourns. Learn more at PleaseWearIt.com.

Las muertes en el agua involucran hombres (88%) y falta de chaleco salvavidas (84%). (Promedio de 10 años de estadísticas de USACE) ¡No sea una estadística! Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

An unexpected fall into cold water causes an involuntary gasp reflex. It doesn't take much water in your lungs to drown, so your gasp reflex can kill you. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Una caída inesperada al agua fría puede causar el reflejo de respiro involuntario. No necesita mucha agua en sus pulmones para ahogarse y el reflejo de respiro puede matarlo. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Alcohol and water are a deadly combination. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

El alcohol y el agua son una combinación mortal. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

When underwater and under the influence of alcohol or drugs you can become disoriented and not know which way is up.

Cuando esté bajo el agua y bajo la influencia del alcohol o las drogas se puede desorientar y no saber en qué dirección nadar.

Alcohol use is the leading known contributing factor in fatal boating accidents; where the primary cause was known.

En accidentes fatales de navegación, cuando se conoce la causa primaria, el alcohol es el factor principal.

Getting back into a small boat after you fall overboard can be very difficult. A boat ladder and life jacket can save your life. www.boatus.org/findings/44/

Subirse a un bote pequeño después de caer al agua puede ser muy difícil. Una escalera y el chaleco salvavidas pueden salvar su vida. www.boatus.org/findings/44/

Expect the unexpected while boating. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Cuando navegue, espere lo inesperado. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Learn the risks and symptoms of carbon monoxide poisoning while boating because it can take only a breath to kill someone. Discover how at www.uscgboating.org/recreational-boaters/carbon-monoxide.php

Sepa los riesgos y síntomas del envenenamiento por Monóxido de Carbono pues sólo un respiro puede matarle. Descubra cómo en www.uscgboating.org/recreational-boaters/carbon-monoxide.php

Carbon monoxide (CO) is a colorless, odorless gas that can kill you inside or swimming outside of a boat. CO is lighter than water so it hovers on top of water.

El Monóxido de Carbono (CO) es un gas inodoro e incoloro, que puede matarle, dentro del bote o nadando. CO es más liviano que el agua y puede permanecer sobre la superficie de la misma.

Boater's hypnosis is a response to sun, wind, noise, vibration, and motion that causes fatigue. Combining this condition with alcohol reduces coordination and reaction time even more.

La hipnosis del navegante es una respuesta de fatiga a causa de exposición al sol, movimiento, vibración y viento. Combinar esta condición con el alcohol reduce mucho más la coordinación y el tiempo de reacción.

It only takes 60 seconds for an adult to drown. Please always wear a life jacket when in, on, or near the water.

Sólo le toma 60 segundos a un adulto para ahogarse. Por favor siempre lleve puesto su chaleco salvavidas mientras esté en o cerca del agua.

Drowning is silent because victims who are struggling to breathe are unable to speak or yell for help.

Los ahogamientos son silenciosos porque las víctimas están tratando de mantener su respiración y no pueden gritar para pedir ayuda.

4 signs of someone drowning (head back, mouth open, no sound, arms slapping the water). Proper rescue technique (Reach, Throw, Row, Don't Go in, Go for Help).

4 señales del ahogamiento (cabeza hacia atrás, boca abierta, no sonido, sacudiendo los brazos). Técnicas apropiadas de rescate (alcanzar, tirar, no ir y buscar ayuda).

You should never go near anybody struggling to stay afloat because you could drown too!

Nunca trates de rescatar a una persona que está tratando de mantenerse a flote porque podrías ahogarte también.

When boating dress for the water temperature not the air temperature and please wear a life jacket. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Cuando navegue, vístase de acuerdo a la temperatura del agua, no la del aire y por favor use un chaleco salvavidas. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Always check the weather forecast before heading out to go fishing, swimming, or boating. Pay attention to weather conditions while on, in, or near the water and know what to do if the weather starts getting bad.

Siempre verifique el pronóstico del tiempo antes de ir a nadar, navegar o pescar. Ponga atención a las condiciones climatológicas cuando esté cerca o dentro del agua y sepa qué hacer si las condiciones se deterioran.

Let someone know where you are going to go fishing or boating and when you plan to return.

Déjele saber a alguien donde irá a navegar o pescar y cuando regresará.

A boat, beach ball, or something else that is floating away from shore is not worth losing your life over. Wear a life jacket to retrieve or let it go. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Un bote, una bola de playa o algo que flote lejos de la orilla no es razón para perder su vida. Use un chaleco salvavidas para rescatarlo, o déjelo. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Swimming to retrieve a toy, inflatable raft or even a boat that drifts away from you can be deadly. Let it go or make sure you wear a life jacket to retrieve anything!

Nadar para recuperar una balsa inflable, un juguete, o cuando un bote se aleja, podría ser mortal. ¡Déjelo ir o póngase un chaleco salvavidas para recuperarlo!

Expect the unexpected, wear the engine cut-off switch lanyard while boating because the propeller can kill anyone that might fall overboard.

Espere lo inesperado, lleve puesto el cordón de apagar el motor mientras maneje el bote porque las hélices pueden matar alguien que caiga al agua.

Bow riding kills when someone falls off the front of a boat while the motor is running. Plus, the underneath side of a pontoon boat can become a tunnel of death. Please do not bow ride.

Montar en la proa es mortal si usted cae al agua mientras el bote está en movimiento. Bajo el casco de un bote de pontones se convierte en un túnel letal. Por favor no esté en la proa.

Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

If you will not wear a life jacket for yourself, please wear it for those who love you.

Sí no usa su chaleco salvavidas, úselo por sus seres queridos.

Besides wearing a life jacket, learning to swim well is one of your best defenses against drowning.
Learn to swim well and practice floating face up.

Además de usar un chaleco salvavidas, aprender a nadar bien es una de las mejores defensas contra el ahogamiento. Aprenda a nadar bien y practique la flotación boca arriba.

Remember your swimming abilities are likely to decrease with age so please don’t overdo it.

Recuerde que su habilidad para nadar disminuirá con la edad, no se sobrepase.

Regardless of how well you swim you could drown in open water due to conditions such as waves, current, or exhaustion.

No importa que tan bien sepas nadar, usted puede ahogarse debido a condiciones como cansancio, corrientes u oleaje.

It only takes 20 seconds for a child to drown, so please watch your children at all times and keep them within arm's reach.

Tan sólo le toma 20 segundos a un niño para ahogarse así que cuide a sus niños y manténgalos cerca.

Thank you for wearing a life jacket! Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

¡Gracias por usar un chaleco salvavidas! Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Reading, texting, sleeping, going to your car or restroom is not more important than watching your child in the water. A child can drown in 20 seconds. Watch and keep them within reach distance at all times.

Leer, usar su celular, dormir, ir al coche o al baño no es tan importante como mirar a su niño en el agua. Un niño puede ahogarse en 20 segundos así que cuide a sus niños y manténgalos cerca todo el tiempo.

Hitting the water can be like hitting concrete. Cliff jumping can kill and definitely hurt parts of your body that you value most due to the force of water or from underwater debris.

Impactar el agua puede ser como chocar con el concreto. Saltar de barrancas puede lastimarle o matarle debido a la fuerza del agua, o de escombros debajo del agua.

Never dive in lakes and rivers where depth is unknown and conditions constantly change including floating or underwater debris.

Nunca se zambulla en lagos o ríos donde las profundidades son desconocidas, las condiciones cambian, o puede haber escombros.

Boat with consideration of others. You are responsible for damage caused by your vessel or wake.

Navegue con consideración. Usted es responsable por daños causados por su bote u oleaje.

Steer clear of commercial vessels. It can take ¾ to 1½ miles for a commercial vessel to stop.

Mantenga distancia de los barcos comerciales. Puede tomar entre ¾ a 1½ millas para que un barco comercial pueda detenerse.

When paddle boarding please wear a life jacket and a leash. Manually operated inflatable belt type life jackets are comfortable for this activity. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Cuando monte su tabla de remo por favor use la correa y su chaleco salvavidas. Los chalecos salvavidas de cinturón manualmente inflables son muy cómodos para esta actividad. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Wade with caution. Drop offs and current can be close to shore so even while wading please wear a life jacket. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Use precaución al vadear. Porque las caídas profundas y corrientes pueden ocurrir cerca de la orilla, use su chaleco salvavidas. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Holding your breath underwater while swimming, floating, or playing games can kill. Learn more at ShallowWaterBlackoutPrevention.org

Detener su respiración debajo del agua mientras nade, flote o juegue, puede ser mortal. Aprenda más en ShallowWaterBlackoutPrevention.org

Shallow water blackout happens when you take several deep breaths, hold your breath too long, or hyperventilate before going underwater. You can become unconscious and drown.

Pérdida de la consciencia en el agua puede ocurrir cuando se toman varias respiraciones profundas, se detiene la respiración por mucho tiempo, o si hiperventila antes de zambullirse. Puede desmayarse y ahogarse.

Inspect your inflatable life jacket before every use and know how to inflate it. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Inspeccione su chaleco salvavidas inflable cada vez y sepa cómo se infla. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Owners of inflatable life jackets should inspect them for damage before each use and inflate them at least annually to check for leaks.

Dueños de chalecos salvavidas inflables deben inspeccionarlos para daños antes de cada uso, y deben inflarlos al menos una vez anualmente para buscar fugas.

Kayak fishing is increasing and so are drownings associated with it. Be prepared to fall overboard because you will so wear a life jacket. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

La pesca en kayak está aumentando y también los ahogamientos asociados. Use su chaleco salvavidas y estará preparado para caer sobre la borda, porque le pasará. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

If you paddle board the likelihood of you falling into to the water is tremendous. A paddle board can travel a long distance away from you in a very short amount of time after you fall off. Please wear a life jacket and leash. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com

Si monta una tabla de remo la probabilidad de caer al agua es tremenda. Una tabla de remo pueda viajar una distancia larga en poco tiempo después de su caída. Por favor use la correa y su chaleco salvavidas. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com

Boaters should always be aware of their surroundings and should never cut in front of another vessel of any kind. In seconds an accident can happen. Ride Responsibly.

Navegantes deben estar conscientes de sus entornos y nunca atravesar enfrente de otros botes de cualquier tipo. Un accidente puede ocurrir en segundos. Navegue Responsablemente.

Personal Watercraft (PWC) boats are easily maneuvered forward, but no boat can stop like a car, so adjust your speed around other vessels and ride responsibly.

Las motos acuáticas maniobran fácilmente pero ningún bote puede detenerse como un auto, así que ajuste su velocidad alrededor de otros botes y navegue responsablemente.

Many insurance agencies offer discounts to boating safety course graduates. In addition, many states require a boating class for operators under a certain age.

Muchas agencias de seguro ofrecen descuentos para personas que completen un curso de navegación. También muchos estados requieren un curso de navegación para operadores menores de cierta edad.

Know before you go. Boating safety courses are offered by the U.S. Coast Guard Auxiliary, US Power Squadrons, and state agencies and on the internet.

Sepa antes de ir. El U.S. Coast Guard Auxiliary, US Power Squadrons, agencias estatales y el internet ofrecen cursos de navegación.

Life jackets come in a variety of styles for whatever your water activity, and are more comfortable than ever before, so find one you like and please wear it.

Chalecos salvavidas vienen en variedad de estilos para su actividad en el agua y son más cómodos que nunca, así que encuentre uno que le guste y por favor úselo.

Inflatable life jackets come in suspender or belt styles that are either manually inflated by pulling a cord or automatically discharged when immersed in water.

Los chalecos salvavidas inflables vienen en estilos de tirantes o de cinturón, que se inflan manualmente halando el cordón o se descargan automáticamente cuando esté sumergido.

Inflatable belt type life jackets are worn around your waist and you hardly know you have it on until you need it.

Las chalecos inflables de tipo cinturón se llevan alrededor de su cintura y usted apenas siente que lo tiene puesto hasta que lo necesita.

Cold-water immersion follows four stages, starting with cold shock, followed by swimming failure, then hypothermia and finally post-rescue collapse. Most cold-water drowning fatalities are attributed to the first two stages, not hypothermia.

La inmersión en agua fría tiene cuatro etapas, un choque de frío, seguido por la inhabilidad de nadar, seguido por la hipotermia y finalmente el colapso post-rescate. La mayoría de las muertes por ahogamiento en agua fría se atribuyen a las dos primeras etapas y no a la hipotermia.

If self-rescue is not possible after falling into cold water and you're wearing a life jacket, minimize heat loss by remaining as still as possible in the Heat Escape Lessening Position (HELP) or Huddle Position. (Use artwork with this post to show the HELP and Huddle Positions)

Si el auto-rescate no es posible después de caer en agua fría y usted está usando un chaleco salvavidas, reduzca la pérdida de calor quedándose tan quieto como sea posible en posición de mantener rodillas al pecho (HELP: Heat Escape Lessening Position) o abrazados.

Additional layers of clothing can help you stay afloat by trapping air. Wet clothes will not weigh you down in the water as many people perceive, because water does not weigh more than water.

Capas adicionales de ropa pueden ayudarle a mantenerse a flote al atrapar aire. La ropa mojada no pesa más en el agua como mucha gente percibe, porque el agua no pesa más que el agua.

Before going boating perform a safety check on your vessel. It is your responsibility to make sure you have all the required equipment on board such as life jackets, throwable device, certificate of number (state registration), fire extinguisher, sound producing device, and whatever additional items Federal and your state's laws require. Vessel equipment requirements can be found at (enter website).

Antes de ir a navegar haga un chequeo de seguridad en su bote. Es su responsabilidad que todo el equipo requerido esté a bordo tal como chalecos salvavidas, flotador lanzable, certificado estatal de registro, extintor, dispositivo que produce sonido, y cualquier artículo adicional requerido por leyes federales y estatales. Los requisitos del equipo del bote se pueden encontrar en (website).

Many agencies offer free vessel safety checks. Take advantage of the opportunity whenever it is offered. To request a vessel safety check from the U.S. Coast Guard Auxiliary visit (enter website).

Muchas agencias ofrecen inspecciones gratuitas de seguridad de botes. Aproveche la oportunidad siempre que se ofrezca. Para solicitar un chequeo de seguridad de su bote por el U.S. Coast Guard Auxiliary visite (website).

Rip currents are powerful flows of water that pull you away from the shore, even if you are a strong swimmer. These can occur in any body of water with breaking waves, including the Great Lakes.

Las resacas son poderosas corrientes que lo alejan de la orilla, incluso si usted es un buen nadador. Pueden ocurrir en cualquier cuerpo de agua con olaje rompiente, incluyendo los Grandes Lagos.

Swimming or even wading can turn into a tragedy if you don't know how to identify and respond to rip currents. (Use this post with the Rip Current poster from NOAA.)

Nadar o incluso vadear puede convertirse en una tragedia si usted no sabe cómo identificar o responder a las resacas.

Powerful rip currents are identified by narrow areas of water that are discolored, unusually choppy, foamy, or filled with debris. If you are caught in a rip current stay calm and swim parallel to the shore. Once out of the current, swim toward the shore. (Use this post with the Rip Current poster from NOAA.)

Las resacas poderosas son identificadas por áreas angostas de aguas descoloridas, inusualmente embravecidas, espumosas, o llenas de escombros. Si usted está atrapado en una resaca permanezca tranquilo y nade paralelo a la orilla. Una vez fuera de la corriente, nade hacia la orilla.

Falls overboard are attributed to 27% of boating deaths and men who drown are often found with their zippers down. Don't let nature's call be an overboard fall. Life Jackets Worn…Nobody Mourns. Learn more at PleaseWearIt.com.

Caídas sobre la borda se atribuyen al 27% de las muertes en botes y los hombres que se ahogan muchas veces se encuentran con la bragueta abierta. No deje que por las ganas de ir, termine usted en el agua. Use los Chalecos Salvavidas…Nadie Estará de Luto. Aprenda más en PleaseWearIt.com.

Appendix C
Water Safety Ambassador Tips
Roving Interpretation

Roving interpretation is an effective interpretive activity that can be used to contact a lot of visitors using a minimal amount of props and supplies. As with all interpretive activities planning and preparation is necessary. Themes, goals, and objectives need to be used to make this activity effective.

Roving interpretation is usually carried out in parks, recreation areas, or other areas people visit for pleasure. As the term applies, roving interpreters walk around an area, looking for people to talk to. Although the interpreter must think ahead of time about important messages to communicate, roving interpreters do not present prepared programs so much as they simply greet and talk with different groups of people they encounter. The content and nature of each encounter is usually determined less by something the interpreter planned to say than by what the visitors want to know or what they're doing at the time of the encounter.

Aside from the obvious public relations value of encountering people face-to-face, the main advantage to roving interpretation is that it extends the benefit of personal contact to people who might not otherwise have it by attending talks, tours, or other kinds of personal presentations. Visitors tend to be more open and willing to communicate back and forth with the interpreter during roving interpretation than they do during larger group presentations.

In addition, roving interpretation allows sudden or temporary events to be explained to people as those events occur, or before their effects disappear. In this sense, roving interpretation is opportunistic. Routes that roving interpreters travel can be changed in order to take advantage of temporary events and natural phenomena. Main rule of thumb is you want to rove through areas where the people are. The advantage to presenting roving interpretation is that it generally is not a scheduled event or activity so the interpreter has the ability to change areas, topics, and presentation times to whatever works the best for them and their visitors.

Following are some guidelines that might make your job as a roving interpreter not only easier, but more effective.

1. ***Smile as you introduce yourself.*** Take off sunglasses so that the people can see your eyes. Offer your hand when you introduce yourself. Above all else, appear genuinely happy to meet the people. Those wearing a uniform convey a symbol of authority so uniformed interpreters can easily and unknowingly intimidate a group. Be aware of this and always approach groups as a friend rather than just as an official.
2. ***Establish rapport immediately.*** In most cases, you might start by asking questions in order to learn about the person or group. How are they? Where are they from? How long have they been in the area? Have they seen a particular feature yet? The important thing is to appear interested in them as people rather than merely as visitors. Be sensitive in what and how much you ask. Some cultural groups may consider too many questions inappropriate or even rude.
3. ***Incorporate your planned messages into the discussion at opportune moments.*** Allow the conversation to take its own course. Don't worry about having to tell every group the same information unless it's related to their safety or well-being.
4. ***Save regulatory messages for the end of the conversation.*** Once you've made friends with the group, reminders, warnings, and even reprimands will seem much more acceptable and less threatening to them.
5. ***Carry a small bag or backpack containing interpretive aids.*** Your backpack could include inflatable life jackets (belt and suspender types), life jacket brochures and "Life Jackets Worn…Nobody Mourns" campaign promotional products. These are just a few of the things that can be used. The items don't have to be elaborate. They just have to either be something that grabs the attention of the people around

you or supports the message that you want to relay onto the visitors. It is always a good idea to take a first-aid kit along with you just in case you or a visitor may need it.

6. ***Try to answer every question as if it were the first time you had answered it, even though you may have answered it dozens of times before.*** Remember, in interpretation there's no such thing as a dumb question. If someone asks it, it must be important. If hundreds of people ask it, it must be extremely important.
7. ***Anticipate the most commonly asked questions and be prepared to answer them.*** Often people will want to know how big things are, how fast they are, how powerful they are, how old they are, or other facts that help them put what they're seeing into perspective. Develop examples, analogies, and comparisons that will help them do this.
8. ***Don't dominate the conversation.*** Let the visitors participate fully in the discussion, asking questions, making observations, etc. They may have a lot to say and ask. Be a good listener.
9. ***Don't stay too long.*** If the people really want you to stay they will let you know, but if you're overstaying your welcome it is doubtful they will say anything. Ordinarily five or ten minutes is sufficient, and many contacts take only two or three minutes. If they would like to continue the conversation, but your time is limited, invite them to talk to you later at the information station or after your next interpretive activity.

Reference: Sam H. Ham, 1992. *Environmental Interpretation – A Practical Guide for People with Big Ideas and Small Budgets.*

Appendix C continued
Ideas for Roving Interpretation

Topic(s)	Theme	Materials
Life Jackets	When life jackets are worn nobody mourns.	Any type of adult size life jackets, Water Safety Tips Rack Cards
Life Jackets	Avoid a possible life or death struggle – Make sure your life jacket fits you properly.	Adult size life jacket, Wear It Right Brochures
Inflatable Life Jackets	Life jackets are comfortable to wear, so wear it for those who love you.	Inflatable life jackets (belt type and suspender type), life jacket brochures
Cold Water Immersion	Cold water is anything less than body temperature.	Float Coat Life Jacket, Cold Water Immersion information/brochures
Overestimating Your Swimming Ability	Regardless of your swimming ability you could drown.	* Bench and stopwatch
Water and Concrete	Water can be like hitting concrete.	** Large tub of water, water resistant glove and adult life jacket
Alcohol and Boating	Alcohol and boating can be a deadly combination.	Any type of adult size life jackets, fatal vision goggles, explain boater's hypnosis and caloric labyrinthitis
4 Signs of a Drowning Victim, Proper Rescue Techniques and Life Jackets	Don't let the people you love watch you drown.	*** Something to throw such as a volleyball, throw ring/bag with rope attached, something to reach with such as a fishing pole, life jacket, handout/card

***** Have a person lie down on the bench and simulate swimming (arms, legs, breathing) as fast as they can until they get tired. Explain that if they were in the water they would not be able to just stop to catch their breath and that most people drown while exceeding their swimming abilities.

****** Have people slap the water as hard as they can, after that have them put on a glove and slap the water again, compare which hurt more and like slapping the water without a glove ask them to imagine what it would be like being thrown from a boat or tube not wearing a life jacket. They can be knocked unconscious if they hit the water and a properly fitted life jacket will ensure they float.

*** Handout or card could include the 4 signs of a drowning victim, proper rescue techniques (reach, throw, row, don't go) and a message such as if you love someone make them wear a life jacket and then this information will not be needed.

Materials Note: With any water safety roving interpretation geared towards adults try and incorporate the "Life Jackets Worn…Nobody Mourns" campaign slogan and PleaseWearIt.com website. Also, the "Life Jackets Worn…Nobody Mourns" promotional products can be used to grab an adult's attention. These products were produced to promote water safety to adults and should not be handed out to children. The products should not just be handed out to every adult that wants them unless they earn them in some way such as answering a question, try on a life jacket, let you see if there life jacket fits them properly or they allow you to take a few minutes of their time to let them know the importance of wearing a life jacket.

This is just a short list of possible roving interpretation ideas. Like all other interpretive activities roving interpretation takes some imagination and creativity. It is an art and you have the power to be an artist. Take these ideas and others and change them, adapt them, and make them your own. Roving interpretation can be a powerful experience for you and your visitors.

Appendix D
Interpretive Program Outline
Lost on the Lake

TOPIC/SUBJECT: Life Jackets Worn…Nobody Mourns

TITLE: Lost on the Lake

FORMAT: Evening Campground Program

TARGET AUDIENCE/AGE LEVEL: Adults

LENGTH OF PROGRAM: 30-45 minutes

THEME: The people that love you do not want to lose you, so when life jackets are worn nobody mourns.

GOAL/PURPOSE:
The audience will understand why it is important to wear a life jacket even if you know how to swim.

OBJECTIVE(S):
1. The audience can identify at least 3 reasons why it is vital to wear a life jacket in, on or around the water.
2. The audience will feel provoked to always wear a life jacket and encourage others to do so as well.

DESCRIPTION:

Introduction: Name, agency, local announcements, and length of program. Tonight we are going to watch a short 7-minute video about a family's tragic loss and a 1-minute video PSA followed by a discussion on why it's so important to wear a life jacket. How many of you here are comfortable that your swimming ability could save you if you got thrown into the middle of the lake? Tonight I hope to give you a better understanding of why it is important even for strong swimmers to wear a life jacket so your friends or family never have to suffer or mourn your loss. The people that love you don't want to lose you, so when life jackets are worn nobody mourns.

Main Body:
Show "Lost on the Lake" and a video PSA possibly "Man Overboard." If you have mostly a younger adult audience you may want to show the "Girl Overboard" PSA instead.

Discussion Points:

A little known factor called your involuntary gasp reflex could have led to the Keese family tragedy. Most of you have probably experienced this even in the shower when the water turns suddenly cold. Even strong swimmers can drown if they fall into cold water because it causes an involuntary gasp (or torso) reflex so a life jacket is the only thing that can save your life and give you time to be rescued. Some researchers believe cold water can be anything less than normal body temperature (98.6°). It can take less than ½ cup of water in your lungs to drown.

Many people don't realize that swimming ability decreases with age and regardless of how well you swim you could have to fight for your life due to conditions such as waves, current, or exhaustion. Swimming in a lake or river is not like swimming in a pool so wearing a properly-fitted life jacket is critical. Many people drown when they attempt to retrieve an inflatable toy or even a boat drifting away because they can't swim as far as they think they can. Also, most people don't have the strength and skill to get back into a small boat when they fall overboard without wearing a life jacket.

Falls from boats are one of the primary factors in 27% of boating fatalities at U.S. Army Corps of Engineers lakes. The primary factor that people drown at Corps of Engineers lakes is because they exceed their swimming abilities. People have drown while swimming to a buoy or across a cove. To help ensure that the people you love do not lose you and you return home safely always wear a life jacket while on or near the water, even while swimming.

Interactive Audience Activities:

Ask your audience if they are attending your program with someone that they care about. If they are then ask them to look at that person and if they are not then ask them to think about someone they love. Then have them ask themselves what they would feel like if that person would happen to drown. Mention someone you love and what you would feel like if you lost them. Let your audience know that they can help ensure that the people they care about do not drown by making them wear a life jacket.

It only takes an adult an average of 60 seconds to drown and a child 20 seconds. Ask for a volunteer (preferably an adult) to put on a life jacket that is in the typical position of one stored (buckled etc.) on a boat and time them how long it takes to put it on while you pull up on the jacket simulating the pull of the water trying to float the life jacket. Explain the challenge in advance so the volunteer understands what you're doing. After the exercise explain that it takes an average of 10 minutes for a strong swimmer to put on a life jacket after entering the water. Encourage them to try putting on a life jacket in a safe area of a pool to find out exactly how difficult it is.

Discussion Points Continued:

We know that alcohol was not involved in the Keese family tragedy, but it is a factor in many water-related accidents and fatalities. Boaters can develop "boater's hypnosis" a condition in response to sun, wind, noise, vibration and motion which causes fatigue and slows your reaction time much like the effects of alcohol. Combining that condition with alcohol or drugs reduces your coordination, judgment and reaction time even more. Also, for those under the influence of alcohol or drugs that swim or fall underwater you can suffer from an inner ear condition that causes you to become disoriented and not know which way is up.

Explain that you have brought several styles of life jackets for your audience to look at and try on. You can ask for volunteers to try them on during your program if you have time and then let your audience know that everyone after the program can come up and try them on. You can view more short videos and learn more about life jackets and the "Life Jackets Worn…Nobody Mourns" campaign at PleaseWearIt.com. There is even a free mobile game app called "Lake Guard" that you can download and it's tons of fun. Distribute "Lake Guard" mobile game promotion cards.

CONCLUSION: So there are many reasons why even the strongest swimmers should always wear life jackets like gasp reflex, boater's hypnosis, and alcohol's effects on your inner ear. I hope you've learned enough about those things to know that you need to always wear a life jacket when boating or swimming. We want all of our visitors to have safe enjoyable times at the lake. Remember the people that love you don't want to lose you, so when life jackets are worn nobody mourns.

SUGGESTED MATERIALS & EQUIPMENT:

Various styles of comfortable life jackets such as fishing vest with mesh shoulder and suspender and belt pack inflatables and Lake Guard Mobile Game promotion cards. "Lost on the Lake" video and Life Jackets Worn…Nobody Mourns PSAs are downloadable from https://www.dvidshub.net/unit/USACE-WS#.VrSpUTZf2Rs. PSAs are also available on DVD you're your division representative on the National Water Safety Committee. Equipment needs include LCD projector, screen, and laptop.

Originator: Rachel Garren, The Corps Foundation, Special Programs Director **Year originated:** 2015

Appendix D continued
Interpretive Program Outline
Safety First and Always

TOPIC/SUBJECT: Life Jackets and Boating Safety
TARGET AUDIENCE/AGE LEVEL: All ages from 4th graders to adults
TIME: 20-30 minutes
THEME: Life jackets come in many different sizes, styles, and colors. Choose the one that is right for you and wear it.
GOAL/PURPOSE: The participants and audience will understand why it is important to wear a life jacket when taking part in water related activities.
OBJECTIVE(S):
A. The audience will be able to identify the different styles of life jackets, and why they should fit properly.
B. The audience will be aware that life jackets are required for certain activities (fishing, recreational boating, personal watercraft, water skiing, wakeboarding, paddling, hunting in cold weather, etc).
C. Participants will be motivated to wear their life jacket.

DESCRIPTION:

A. Set up 4-8 chairs (depending upon the size of your imaginary boat and the amount of volunteers you wish to involve). Place different type of life jackets in a pile. A good assortment of life jackets to use might include a large life jacket, a small child's life jacket, a ripped life jacket, inflatable life jacket, vest type life jackets for fisherman, paddlers, wakeboarders, etc, and a float coat. Also, bring along other boating safety equipment such as a throw cushion with rope attached, engine cutoff device lanyard, whistle, distress flag, fire extinguisher, carbon monoxide detector, paddle, etc.

B. Select enough volunteers to be boat passengers, and have them select a life jacket that they think will fit them, put it on properly, and sit in the "boat." You can pass out additional props such as sunglasses, sunscreen, bottles of water, towels, etc. to the boat passengers.

C. Now as their captain you are wearing a life jacket and you tell them you want to do an inspection of all their life jackets before you leave the dock. Check everyone's life jacket to make sure it fits properly and if it doesn't correct it or replace it with one that does. While doing the inspections talk about the different styles of life jackets, why they should fit properly, and the importance of wearing and inspecting them. You can also demonstrate how easy it is for a life jacket to come off by having a volunteer put on a life jacket that is too big and pulling it up past their chin and over their head.

D. If time allows after you have inspected everyone's life jacket show them the other boating safety equipment you have on board and explain briefly what it is be used for.

E. Now you are ready to take off from the dock. In order to involve additional members of the audience, ask them to give everyone a great big send off by cheering, clapping, and waving to them.

F. Remember to repeat the program theme that is mentioned above or parts of it throughout the program. You can also include information such as the majority of people who drown were not wearing a life jacket even though one was available and it takes the average child 20 seconds and an average adult 60 seconds to drown. Include the "Life Jackets Worn…Nobody Mourns" slogan and let them know that they can learn more at PleaseWearIt.com. Provide all the volunteers involved with a prize. Adults can be given Life Jackets Worn…Nobody Mourns promotional products and kids can be given Bobber the Water Safety Dog promotional products.

SUGGESTED MATERIAL & EQUIPMENT: 4-8 chairs representing the boat, different styles of life jackets, other boating safety equipment (throw cushion with rope attached, engine cutoff device lanyard, whistle, distress flag, fire extinguisher, carbon monoxide detector, paddle, etc), additional props (sunglasses, sunscreen, bottles of water, towels, etc), water safety promotional products for prizes
Originator: HQUSACE National Water Safety Program **Year originated**: 2018

Appendix E
Campaign User Checklist

Completed	
	Become familiar with the “Life Jackets Worn…Nobody Mourns” campaign products on PleaseWearIt.com. Review campaign media kit and resource guide.
	Follow “Please Wear It” social media pages on Facebook, Twitter, and Instagram and share the posts with your friends and followers on a frequent basis. Artwork that can be used in social media posts are also available at PleaseWearIt.com.
	Come up with unique and inexpensive ways to distribute the campaign logo and slogan, for example on campground and local business receipts and newsletters, ask local businesses to post it on their changeable marquees, share campaign products with stakeholders and partners, etc.
	Utilize the campaign logo and slogan in your water safety programs, for example place on promotional products and initiatives that you create, include in interviews and newsletters, on business cards, signature blocks, etc.
	Review Appendix A for tips on approaching media. Revise sample news release to promote campaign in your area.
	Send letter to local television and radio stations, attach Campaign Media Kit, and include PSA DVD. See Appendix A for sample letter.
	Contact local newspapers in person to develop an ongoing rapport with them so the campaign can be promoted throughout the year. The Campaign Media Kit would be good to share with local newspapers. See sample letter in Appendix A.
	News release promoting "Lake Guard" or “LJ vs The Lake” mobile game apps - possibly promote a competition event
	Contact state Outdoor Advertising Association regarding purchasing billboard space in your area (Reference Appendix F)
	Work with local high schools, colleges and universities to utilize the campaign products before students go on Spring Break. Present interpretive programs in schools if feasible. Reference program outlines in Appendix D.
	Have campaign tailgate vinyl wraps placed on vehicles, artwork available on PleaseWearIt.com
	Post campaign posters on billboards at all offices, restrooms, etc.
	Post campaign banners at boat ramps and swim beaches, artwork available on PleaseWearIt.com
	Post campaign billboards at entrances to recreation areas, artwork available on PleaseWearIt.com
	Incorporate campaign into special events i.e. fishing tournaments, boat shows, paddle events, business safety meetings, local adult group meetings, etc.
	Continue social media promotion of campaign
	Present educational interpretive programs on- and off-site and conduct roving interpretation. See Appendix C and D for ideas.
	Distribute campaign news releases before major holidays and events

Appendix F
State Outdoor Advertising Associations

Most local OOA advertising companies have policies and procedures pertaining to the acceptance of a charitable organization's public service advertisement (PSA). Usually an organization must be non-profit and not paying for advertising in another medium. OOA companies donate the monthly ad space fee on a space available basis. In most cases OOA companies donate posting fees, but since this entails real labor costs, some do not. The public service recipient receives broad market exposure for 30 days or more.

Arkansas Outdoor Advertising Association
114 N. Sycamore Street, Harrison, AR 72601
www.arkansasoutdooradvertising.com
501-623-3181

California State Outdoor Advertising Association
1215 K Street, Suite 1500, Sacramento, CA 95814
www.csoaa.com
916-446-7843

Florida Outdoor Advertising Association
314 N. Gadsden Street, Suite 1, Tallahassee, FL 32301
www.foaa.org
850-224-5838

North Carolina Outdoor Advertising Association
PO Box 905, Raleigh, NC 27602
www.ncoaa.net
919-821-3211

Outdoor Advertising Association of Texas
919 Congress Ave, Suite 950, Austin, TX 78701
512-480-9384

Outdoor Advertising Association of Virginia
1495 Manakin Road, Manakin Sabot, VA 23103
www.oaav.org
804-784-0501

Outdoor Advertising Association of Illinois
PO Box 7224, Springfield, IL 62791
www.oaai.net
217-522-6224

Outdoor Advertising Association of Indiana
One North Capital, Suite 430, Indianapolis, IN 46204
317-632-0852

Outdoor Advertising Association of Iowa
1915 Grand Avenue, Des Moines, IA 50390
515-245-9503
and
1690 Elm Street, Dubuque, IA 52004-0855
http://outdooradvertisingiowa.org
515-883-2796

Outdoor Advertising Association of Kentucky
302 Shelby Street, Frankfort, KY 40601
www.govplan.com
502-223-2180

Outdoor Advertising Association of Michigan
120 W Ottawa, Lansing, MI 48933
http://oaam.org
810-776-7736

Missouri Outdoor Advertising Association
1910 E Burntwood Street, Springfield, MO 65803
www.missourioutdoor.org
417-833-4500

Outdoor Advertising Association of Ohio
100 E. Gay Street, Suite 701, Columbus, OH 43215
www.gov-advantage.com
614-223-9580

Outdoor Advertising Association of South Carolina
PO Box 743, Duncan, SC 29334
www.oaa-sc.com
864-485-1869

Outdoor Advertising Association of Wisconsin
10 East Doty, Suite 519, Madison, WI 53703
www.oaaw.org
608-286-0764

Oregon Outdoor Advertising Association
PO Box 331, The Dalles, OR 97058
www.oregonoaa.com
541-296-9684

Outdoor Advertising Association of Georgia
PO Box 631, Cumming, GA 30028
www.oaag.net
770-406-8467