

CSBC launches multi-year Transport Canada-funded boating safety initiative

The CSBC is pleased to be entrusted with the design and delivery of a multi-year project which encompasses a national *Canadian Safe Boating Campaign*, a *Grass Roots Boating Safety Initiative* and a research and analysis program. Under Transport Canada's *Boating Safety Contribution Program* (BSCP), the CSBC has recently been awarded up to \$909,400 over three years for a multi-faceted boating safety initiative aimed at raising knowledge and awareness of safe boating practices among boaters and the public, promoting compliance with regulations and conducting research activities to advance knowledge of boating safety issues, practices and behaviours in Canada.

Through the *Canadian Safe Boating Campaign*, the CSBC will:

- Maximize outreach to boaters nation-wide from spring through fall with an event-based media campaign utilizing four specific seasonal activities including Safe Boating Awareness Week as well as other events with partners
- Establish boating safety in top-of-mind consciousness for boaters and the Canadian public through a three-year National Mall Billboard Campaign
- Deliver improved tools to promote regulations and safe boating practices, including a new Smart Boater Guide
- Engage local communities and the boating public across Canada through a Community Cable Outreach Strategy

Through its *Grass Roots Boating Safety Initiative*, the CSBC will:

- Create opportunities for leveraged investments to local organizations and to meet local needs. Rolling this out in 2014 and 2015, the CSBC will work with local partners and by providing small, well-managed financial contributions, act as a strong catalyst for existing boating safety initiatives, as well as developing new ones tailored to meet local needs. Tools developed and lessons learned will be shared to support and inspire initiatives nation-wide.

Through a research and analysis project component, the CSBC will:

- Create an improved understanding of the attitudes and behaviours of Canadian boaters and share findings with stakeholder across the country. The research and analysis program will commence in 2014 with results and findings will be shared with stakeholders in 2015.

Partnerships and collaboration will be guiding principles. The CSBC will collaborate with many partners to maximize the reach to the boaters across Canada. Canadian partners will participate in the various stages of the project design and delivery and the CSBC will continue to draw heavily upon its association with like-minded US organizations that have a demonstrated interest in North America campaigns and approaches, and which have experience in both national campaigns and support to grass roots boating initiatives.

The Lifesaving Society and Pattison Outdoor are two important partners. The Lifesaving Society is contributing more than \$40,000 to the 2013 National Mall Billboard Campaign. Pattison Outdoor is providing in-kind media space for all three years of the CSBC initiative.

Finally, extensive communications planning is part of this project. The CSBC plans extensive and ongoing communications with the public, partners, stakeholders, volunteers and the media through a variety of mechanisms including media releases, community newspaper supplements and web site resources.

Getting Under Way: Safe Boating Awareness Week 2013

The launch of this exciting three-year project began with the CSBC leading *Safe Boating Awareness Week*, May 18-24, part of North American Safe Boating Awareness Week. Successful launch events took place in Toronto, Vancouver and Montreal. With campaign funding increasing in 2014 and 2015, launch events will take place in more locations across Canada.

The Toronto event was held on May 16 at the Toronto Police Marine Unit Headquarters at Queens Quay. Participating organizations included MADD (Mothers Against Drunk Driving) Canada, Canadian Coast Guard, Canadian Power Squadron, Canadian Recreation Products, Harbourfront Centre Sailing and Powerboating and Harbourfront Canoe and Kayak Centre.

In Vancouver, a *Ready, Set, Wear It* event took place on May 18 promoting the wearing of lifejackets. The Deputy Mayor of Vancouver was joined by representatives from Mustang Survival, the BC/Yukon Lifesaving Society, Vancouver Police, Royal Canadian Marine Search & Rescue, the Canadian Coast Guard, Canadian Power Squadrons and the Waterwise Team. In addition to Vancouver there were seven other *Ready, Set, Wear It* events across Canada. With 5,774 people participating in 189 events across six countries (Australia, Brazil, Canada, Finland, Japan and the U.S.A), *Ready, Set, Wear It* set a new record for 2013.

Under the lead of Conseil québécois du Nautisme, the CSBC's partner in boating safety in Quebec, the Montreal event was held at the Old Port of Montreal on May 15. The Honourable Denis Lebel, previous Minister of Transport, Infrastructure and Communities, was on hand to officially announce approved projects under Transport Canada's Boating Safety Contribution funding. Also on hand were the Montreal Police Service Department, the Sureté du Québec and the Canadian Coast Guard Auxiliary.

All events were well attended by local and national media. Breakfast Television (Toronto) also did a segment on boating safety on May 17 in Gravenhurst, with materials supplied in part by Stearns (Coleman Canada). The cities of Toronto

and Vancouver officially proclaimed May 18 – 24 as Safe Boating Awareness Week within their respective cities.

Canadian Tire also came on board this year in support of Safe Boating Awareness Week. Signage was placed in each of their 487 stores across Canada. In addition, this support was mentioned in two editions of the Canadian Tire weekly flyers, each issue having a circulation of 11.9 million households.

Keeping a focus on safety through the 2013 boating season

The *Canadian Safe Boating Campaign* is designed to reach as many recreational boaters as possible throughout the year with each CSBC event keeping the message of boating safety in the forefront. Plans for 2013 included Safe Boating Awareness Week and three additional themed media events; *Hooked on Lifejackets (July)*, *Operation Dry Water (August)* and *Stretching the Season* for the fall. The scope and dimensions of these themed events will grow in 2014 and 2015 as they attract more significant media attention and increased partnerships.

Hooked on Lifejackets

Hooked on Lifejackets, which ran from July 6 – 14 in conjunction with National Fishing Week in Canada, is aimed at promoting lifejacket wear to those who fish. Along with a featured area in the CSBC web site, new Public Service Announcements (PSA) for print and radio supported the Hooked on Lifejackets with the print PSA running in marine industry publications, including *Boatguide*, *Outdoor Canada* and *Hooked on Fishing* magazines.

The CSBC participated with other marine safety organizations in a boating safety event hosted by York Regional Police on July 6 at the Bass Pro Shop in Vaughan, Ontario. This event kicked off National Fishing Week, so the CSBC featured the Hooked on Lifejackets theme and promoted lifejacket wear for anglers.

Also as an important part of this campaign, the CSBC partnered with a number of provincial outdoor associations including the Federation of Hunters and Anglers in Ontario, the Manitoba Wildlife Federation, Alberta Fish and Game Association, B.C. Wildlife Federation, Nova Scotia Federation of Anglers and Hunters, Saskatchewan Wildlife Federation. The Quebec Federation of Hunters and Anglers utilized CSBC materials for their outreach. Additionally Provincial fishing ministries are being solicited to promote the CSBC materials in their online and print outreach for public acquisition of recreational fishing licenses. Looking ahead to next year, the CSBC will be encouraging inclusion of materials in 2014 publications relating to provincial fishing regulations.

Operation Dry Water Events

This new campaign element has just taken place in early August. It is designed to bring attention to the dangers of drinking and boating. For the first two years (2013 and 2014) Operation Dry Water will focus on outreach to national and local media. In 2015, it will evolve to include media ride-alongs during on-water enforcement checks. CSBC is engaging enforcement community through their work with the Canadian Associations of Chiefs of Police to get the message out to all police services with marine enforcement responsibilities. Although media 'ride alongs' were not planned until 2015, some police agencies offered ride alongs and will provide feedback to help CSBC better shape future years of Operation Dry Water. The CSBC web site also includes downloadable material to support this initiative.

Stretching the Season

A final media event, called *Stretching the Season* will take place in October and will focus on those who boat well into the fall and need to be more self sufficient and better prepared. This year, the event will kick off on October 4 and run until the 11th and focus on the following.

- Dangers of Cold Water
- Need to be Self Sufficient
- Importance of Completing a Float Plan
- Importance of Keeping Boats Mechanically Sound
- Ability to Call for Help

An important additional message to boaters will be the importance of taking a boating course. With boats being put away for the season, winter provides the perfect time to 'stretch boating' and upgrade skill and knowledge.

National Mall Billboard Campaign

The CSBC in partnership with Pattison Outdoor will be launching a three year campaign posting boating safety message on Mall Billboards across Canada. In the first year, the Lifesaving Society is providing 'seed capital' of more than \$ 40 thousand dollars to leverage up to 1 Million dollars worth of media provided by Pattison Outdoor. For the first year, the Mall Poster campaign is focused on promoting lifejacket wear with clever creative targeting inflatable lifejackets. A QR code has been placed on the poster for the public to be linked directly to a special 'mobile friendly' web site with a video demonstrating how an inflatable lifejacket works and providing lots of other valuable information and video clips. New messaging will be created in future years.

This year, the mall poster distribution is:

- Alberta (5 locations)
- British Columbia (9 locations)

- Manitoba (7 locations)
- New Brunswick (7 locations)
- Newfoundland (1 location)
- Ontario (41 locations)

In future years when the CSBC is providing the initial funding, the distribution will be expanded across Canada.

Looking ahead to 2014 and 2015

The CSBC is working hard to ensure that the Canadian Safe Boating Campaign enhances existing partnerships and creates opportunities for new ones. Each of the program elements are designed to increase the knowledge of boating safety, practices and behaviours in Canada. The CSBC welcomes input, ideas and expanded partnerships in support of this multi year initiative. You can contact us at igilson@shaw.ca

Look for more news on the Campaign in future newsletters and on the CSBC website www.csbc.ca