



Public Affairs

National Safe Boating Week 2015



United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Performance Objective from District 5NR Tactical Plan

“Insure all areas are participating in NSBW activities. Planning for NSBW events should occur in the first quarter of the year and should be a joint effort between all RBS departments. Flotilla leadership should schedule such planning as an annual occurrence each by the end of the first quarter.”

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

NSBW Team Approach

The District Strategic Plan details the formation of Recreational Boating Safety (RBS) teams. These teams include:

- **Public Affairs (PA)**
- **Public Education (PE)**
- **Program Visitor (PV)**
- **Vessel Examiner (VE)**
- **Surface Operations (OP)**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

SPO-NSBW

- **Officer Responsible for Coordinating District's NSBW Activities**
- **Ed Wandall, ADSO-PA Boating Safety Programs is SPO-NSBW**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Unit RBS Committee

Unit Vice Commander – Team Leader

Staff Officer Public Affairs - Responsible for Submitting After-Action Report

Staff Officer Public Education

Staff Officer Program Visitation

Staff Officer Vessel Examinations

Staff Officer Surface Operations

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Division RBS Teams

Objective: Plan and Implement Division Level NSBW events and support Flotilla Level events

Chaired by Vice Division Commander

Recommend 3 meetings to plan local events

•Meeting Minutes sent to District SPO – NSBW

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Flotilla RBS Committee

Recommend 3 meetings to plan local events

Meeting Minutes sent to District SPO – NSBW

Many Flotilla's have excellent NSBW programs in existence

- **VE Blitz's**
- **Public Education**
- **Boating Safety Displays at areas frequented by the boating public**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Flotilla RBS Team Organization

- VFC (Chair)
- FSO-PA (*must submit after action report to SPO*)
- FSO-PV
- FSO-PE
- FSO-VE
- FSO-OPS
- Qualified Members

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

NSBW Schedule

May 23rd thru May 25th :Memorial Day Weekend

May 30th – May 31st :Weekend 2

Boating Safety Awareness

Memorial Day Activities

District and Division Keystone Events

Safety Patrols, VE's, MDV's, On Water Activities

May 26th thru May 29th: Midweek - Flotilla Level activities

Public Education, School Visits, Media Releases

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

NSBW Message: Need to stress vital points to the public, quickly and clearly.

The four cornerstone messages of NSBW:

- **Wear your lifejacket**
- **Take a Boating Safety Course**
- **Get an Annual Vessel Safety Check**
- **File a float plan with family or friends.**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

NSBW Campaign Specifics

Materials

Materials from the National Safe Boating Campaign (NSBC) available starting March 1st, 2015

Auxiliary specific materials will be reviewed and recommended by District Staff

Materials Officers (Division and Flotilla) should be considered Team Members and used appropriately

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

NSBW Success Stories

A detailed report describing successful NSBW campaigns will be provided to all NSBW teams.

- Excellent opportunity to bring fresh ideas to team**
- Good template for reports**



United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs
National Safe Boating Week
May 23th-May 31st 2015

NSBW 2015 Summary

- **Provide all Public Affairs Officers with NSBW guidance**
- **Issue and collect Flotilla/Division Unit Plans**
- **Support Flotilla/Division NSBW efforts**
- **Issue and collect Flotilla/Division NSBW After Action Report**
- **Develop NSBW for USCG and Auxiliary Leadership**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs
National Safe Boating Week
May 23th-May 31st 2015

NSBW 2015 Summary

Public Affairs Officer NSBW guidance

- **Provide PA officers with action plan (February)**
- **Details yearly expectations**
- **Success stories will provide ideas for NSBW**
- **Facilitate communication between FSO and SO**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs
National Safe Boating Week
May 23th-May 31st 2015

NSBW 2015 Summary

Issue and collect Flotilla/Division Unit Plans

- New unit plan to be developed (February)
- Unit plan issued to Flotilla/Divisions (March)
- SO-PA will engage FSO-PA to communicate expectations (ongoing)

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Media List

- **Flotilla and Division Staff officers should maintain a “Media List” containing contact information to local media outlets. This should be shared up and down the chain of communication.**
- **The SPO-NSBW will create a master list and provide it to the PA leadership team.**

Press Releases

The DSO-PA will provide the SO-PA/FSO-PA’s pre-written news releases that can be sent to all local print media outlets

United States Coast Guard Auxiliary
America’s Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Electronic Media

Television

- Cable/Community TV
- Contact Televisions Stations to show 'Proclamations'

Radio

- PE schedules, Interviews, Press Releases

Social Media

- Facebook, Internet Bulletin Boards, etc.

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Reporting

Each Unit is required to submit their NSBW Action Plan to the District SPO-NSBW before May 1st, 2015

Each Unit is required to submit an After-Action Report to the District SPO-NSBW by July 1st, 2015

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Reporting

Need to report successes up and down the chain

After all reports are received, a comprehensive report of the District efforts during NSBW will be prepared and shared with the DIRAUX and D5NR Senior Leadership

Final Comprehensive Report will be posted to D5NR Public Affairs Website

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Flotilla Report

Normal reporting using Auxiliary Forms 7029, 7030, 7046, etc., will still be required. In addition:

- How many VSCs were accomplished?**
- How many MDVs were accomplished?**
- How many students took Safe Boating classes taught by the Flotilla?**
- How many hours were spent on Public Affairs efforts (boat shows, school presentations, etc.)**
- What was the highlight of the Flotilla NSBW campaign?**
- How can the District PA team assist in future campaigns?**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Flotilla Report

Please Notify ADSO-PA of any scheduled events

•These will be put on the District Master PA Event Calendar

•Allows for better allocation of resources

•Reduces scheduling conflicts

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

Final Thoughts

- **The NSBW efforts of D5NR have always been excellent**
- **Our goal is to make sure every event is recognized and publicized to the public, the Gold Side, and our fellow Auxiliarists**
- **Once every effort is measured, we can work on ways to improve our program**

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2015

2014 D5NR National Safe Boating Week Final Report

<http://www.5nrpa.org/wp-content/uploads/2013/08/2013-D5NR-National-Safe-Boating-Week-Final-Report.pdf>

It is recommended that all RBS Team Members read the report before they begin their 2015 NSBW Planning

United States Coast Guard Auxiliary
America's Volunteer Lifesavers





Public Affairs

National Safe Boating Week 2014



United States Coast Guard Auxiliary
America's Volunteer Lifesavers

