

Recreational Boating Safety Program Paddle Safe Week Campaign July 20 - 28, 2018 Communication Resources



As the popularity of paddlesports grows, the Washington State Parks Boating Program is leading a statewide awareness effort to promote safe paddling while having fun. Earlier this year, Gov. Jay Inslee issued a <u>proclamation</u> declaring July 20 through 26 **Paddle Safe Week**. Partners, law enforcement and boating safety professionals are encouraged to amplify paddle safety tips that educate people about precautions to take *before* heading out on Washington's diverse waterways in any type of paddlecraft.

COMMUNICATIONS GUIDANCE

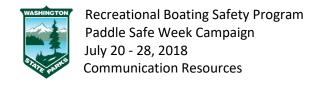
- Target audience is novice paddlers and occasional paddlers.
- Direct people to learn more at <u>paddlesafewa.org.</u>

Planning to create your own messaging? Consider the following key points.

- Kayaks, canoes, stand up paddle boards, and other paddlecraft are subject to federal and Washington state recreational boating laws, as well as local ordinances.
- Paddlers are responsible for knowing the legal requirements.
- Legal requirements are minimal and do not maximize chances of being rescued in a timely manner or surviving an accident.
- Educate paddlers that safety is a choice and the following choices will minimize risks...
 - wearing a life jacket.
 - o avoiding boating-under-the-influence.
 - o packing essential gear and being prepared for worst-case scenarios.
 - checking weather and water conditions and understanding their impact on the ability to control a vessel.
 - being visible to other boaters.
 - o dressing for immersion and cold-water safety.
 - filing a float plan.
 - o getting educated (learn from the pros, understand navigation rules and waterways).

SOCIAL MEDIA GUIDANCE

- Post one safety tip per day during the campaign.
- Use hashtag #PaddleSafeWeek on all social media posts and use the following hashtags as appropriate to support each safety tip: #PaddleSafeWA, #WearItWA, #PaddleSober, #PaddleSmart, #PaddlePrepared, #WAWX, #PaddleToBeSeen, #coldwatersafety
- The ready-made social media posts may use the noun "paddler"; change this as appropriate to reach your audience (kayaker, SUPer, etc.).
- Be sure to pair each post with an image or video (suggestions provided) for maximum impact.





SOCIAL MEDIA POST SUGGESTIONS

DAY 1 — Friday, July 20

• Life jackets are required by law on all vessels, including kayaks, canoes, and stand up paddle boards. It's up to you to wear it! Paddlesport experts choose to wear a life jacket for a reason—life jackets save lives. Learn more at paddlesafewa.org. #WearItWA #PaddleSafeWeek

IMAGE: https://bit.ly/2KrDWxJ

SUP VIDEO: https://youtu.be/IMjgnFPnEqU or https://youtu.be/Gk6fOZuyANw

KAYAK VIDEO: https://youtu.be/5e0WlXgNGDg

DAY 2 — Saturday, July 21

 Being drunk or high on the water increases likelihood of an accident & lowers the chance of surviving. Operating a kayak, canoe or stand up paddle board while under the influence is not only unsafe — it's illegal. Learn more at <u>paddlesafewa.org</u>. #PaddleSober #PaddleSafeWeek

IMAGE: https://bit.ly/2uchH4m

o SUP VIDEO: https://youtu.be/u3lxCtgKoi4

KAYAK VIDEO: https://youtu.be/q410wqMLL2k

DAY 3 — Sunday, July 22

 Whether you kayak, canoe, or SUP, some equipment is required by law — such as a life jacket and whistle. Those requirements are minimal. You should carry essentials for safety, emergency communications, and comfort. Learn more at <u>paddlesafewa.org</u>. #PaddlePrepared #PaddleSafeWeek

o IMAGE: https://bit.ly/2IZjDTv

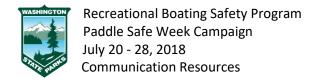
SUP VIDEO: https://youtu.be/FdURHfBEjTg
 KAYAK VIDEO: https://youtu.be/e1z XfK4Png

DAY 4 — Monday, July 23

 For paddlers, air temperature is less important than wind speed and direction, wave height, tides and currents or river flows—as these conditions impact your ability to control your vessel.
 Learn more at <u>paddlesafewa.org</u>. #WAWX #PaddleSafeWeek

o IMAGE: https://bit.ly/2NuRNBK

o SUP VIDEO: https://youtu.be/EuAIbyN4JNo





DAY 5 — Tuesday, July 24

- It can be hard for other boaters to see you in a paddlecraft that sits low on the water. Be seen by wearing bright neon colors, put reflective tape on your paddles, and carry a light. Learn more at paddlesafewa.org. #PaddleToBeSeen #PaddleSafeWeek
 - o IMAGE: https://bit.ly/2Ny38B9 or https://bit.ly/2MWbWzV

DAY 6 — Wednesday, July 25

- Pre-plan and study your paddle route before going out on the water. Even if you're only going out for a brief time, always tell someone the plan (who, where, when, what to do). Make this part of your routine every time you go paddling. Learn more at <u>paddlesafewa.org</u>.
 #PaddleSafeWeek
 - o IMAGE: https://bit.ly/2u8bEOz or https://bit.ly/2MTDCVN
 - o KAYAK VIDEO: https://youtu.be/JmpFo4NotBQ

DAY 7 — Thursday, July 26

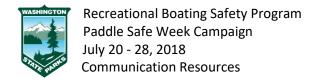
- Dress properly so the water temp (cold year-round in PNW) won't become an immediate threat if you go overboard. Jeans or cotton aren't good options. Go for synthetic materials if a wet or dry suit isn't optimal. Learn more at paddlesafewa.org. #coldwatersafety #PaddleSafeWeek
 - IMAGE: https://bit.ly/2MUDKEN
 - SUP VIDEO: https://youtu.be/u4shd8OvCh4
 - KAYAK VIDEO: https://youtu.be/2wj_cq8Cfkw

DAY 8 — Friday, July 27

- Paddlesports is fun but also comes with risks. Learn essential information from the experts, find
 a local club and take a class. There's even online courses! Learn more at <u>paddlesafewa.org</u>.
 #PaddleSmart #PaddleSafeWeek
 - o IMAGE: https://bit.ly/2m0KZj2
 - O SUP VIDEO: https://youtu.be/403oL-KpdTE
 - o KAYAK VIDEO: https://youtu.be/JmpFo4NotBQ

DAY 9 — Saturday, July 28

- Washington offers diverse waterways that require different skills, preparation, and safety equipment for paddlers. We encourage you to learn and explore, safely. Learn more at paddlesafewa.org. #PaddleSafeWeek
 - Share your favorite website for finding locations to go paddling.





ADDITIONAL RESOURCES

Websites

- American Canoe Association (ACA) Educational Resources
- ACA Infographics
- Online paddlesport course by Boater Exam (FREE)
- Online paddlesport course by Boat-ed & ACA (\$29.50)
- www.paddlesafewa.org

Videos

- Canoe & Kayak's Safer Paddling Series
- Safe SUP Choices
- American Canoe Association

Stock Photo Library

- U.S. Coast Guard Boating Safety Media Library
- BoatBeat Media Toolbox

Phone apps (free)

- ACA Paddle Ready
- U.S. Coast Guard Mobile App

Reports & Data

- <u>State Parks Paddlesports Fact Sheet</u>
- State Parks Life Jacket Fact Sheet
- State Parks Weather Fact Sheet
- 2017 Outdoor Recreation Participation Topline Report
- 2015 Outdoor Recreation Special Report on Paddlesports
- 2017 U.S. Coast Guard Recreational Boating Statistics