



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 [proclamation](#) 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 paddlesafewa.org.

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.
 - avoiding boating-under-the-influence.
 - 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.
 - dressing for immersion and cold-water safety.
 - filing a float plan.
 - 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/5e0WIXgNGDg>

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 paddlesafewa.org. #PaddleSober #PaddleSafeWeek
 - IMAGE: <https://bit.ly/2uchH4m>
 - SUP VIDEO: <https://youtu.be/mX6zN6NWCzg> or <https://youtu.be/u3IxCtgKoi4>
 - KAYAK VIDEO: <https://youtu.be/q41OwqMLL2k>

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 paddlesafewa.org. #PaddlePrepared #PaddleSafeWeek
 - 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 paddlesafewa.org. #WAWX #PaddleSafeWeek
 - IMAGE: <https://bit.ly/2NuRNBK>
 - SUP VIDEO: <https://youtu.be/EuAlbyN4JNo>



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
 - 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 paddlesafewa.org. #PaddleSafeWeek
 - IMAGE: <https://bit.ly/2u8bEOz> or <https://bit.ly/2MTDCVN>
 - 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 paddlesafewa.org. #PaddleSmart #PaddleSafeWeek
 - IMAGE: <https://bit.ly/2NvPMFB> or <https://bit.ly/2m0KZj2>
 - SUP VIDEO: <https://youtu.be/403oL-KpdTE>
 - 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.



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



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

- [State Parks Paddlesports Fact Sheet](#)
- [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](#)