



**US Army Corps
of Engineers®**

St. Louis District Boating and Water Safety Strategic Campaign Plan

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TABLE OF CONTENTS

I. PURPOSE.....2

II. INTRODUCTION..... 2

A. Background

B. District Objective

C. CDC Drowning Findings

III. PUBLIC FATALITY DATA AND TRENDS ANALYSIS..... 2

A. When Drowning Occur..... 3

B. Activity

C. Gender

D. Age

E. Life Jackets

F. Alcohol.....4

G. Minorities

H. Recreation/Navigation Conflicts

IV. EDUCATIONAL MESSAGES FOR TARGET GROUPS..... 4

A. Key Messages for K-7th grade children

B. Key Messages for Teenagers and Adults.....5

V. CAMPAIGN ACTION DESCRIPTIONS..... 8

A. District Water Safety Team

B. HQUSACE Water Safety Products Delivery Team

C. Printed Materials

D. Media..... 9

E. Visitor Assistance.....11

F. Recreation Facility Management

G. Professional Development.....12

H. Interpretation, Outreach & Education

I. Special Events, Contests & Displays.....14

VI. PARTNERING/COORDINATION WITH AREA BUSINESSES.....15

VII. INTERAGENCY COOPERATION.....18

VIII. NATIONAL PROGRAM ASSISTANCE FROM CEMVD..... 19

IX. CONCLUSION.....19

APPENDIX A. FY 2008 St. Louis District Water Safety Promotional Actions

APPENDIX B. “If You Love Me/From Those Who Love You” Product Sample

APPENDIX C. FY 2008 St. Louis District Campaign Unfunded Costs Estimates

I. PURPOSE. This St. Louis District strategic campaign plan analyzes water-related fatality statistic trends nationwide and within the District, identifies key educational messages for target groups, and recommends methods for educating the public about boating and water safety. These recommended methods include a summary of District campaign action descriptions, partnership endeavors, interagency cooperation and National program assistance. The goal of this safety campaign is to reduce the number of water-related deaths and mishaps, and minimize potential liability claims against the government. This document was developed to inform those internally about what we do to accomplish our campaign goals and objectives within the District. Appendix A contains a list of annual project specific public safety initiatives. Appendix B contains the “If you love me” campaign product sample. Based on budget reductions, Appendix C contains some projects estimated unfunded costs which are anticipated to negatively affect the campaign.

II. INTRODUCTION.

A. Background. The St. Louis District is federal steward to over 300,000 acres of public lands and waters. This includes 5 multipurpose reservoirs, 5 navigational projects, 80 miles on the Illinois River, 36 miles on the Kaskaskia River, and 300 miles on the Mississippi River. Carlyle, Rend, and Shelbyville lakes are in Illinois. Mark Twain and Wappapello lakes are in Missouri. Our projects attract more than 17 million visits per year. According to visitation reports, 60% of these people engage in aquatic recreational pursuits such as swimming, boating, or fishing. Unfortunately, accidents happen and too often, some of them result in the death of a visitor.

B. District Objectives.

CEMVD-SO memorandum, dated 14 April 2008, subject: MVD Recreation Safety Program, established an initiative to reduce public recreation fatalities 50% by the end of FY09 using the FY07 amount as a base year. To meet this objective, St. Louis District must have only 6 in FY08 and 4 in FY09.

The CESO/CECW memorandum, dated 15 Sep 2006, subject: Visitor Recreation Safety, provided a USACE objective to reduce the recreation-related public fatality rate by 40% from the baseline rate, by the end of fiscal year 2008. Based on this guidance, St. Louis District’s objective was to have no more than three water-related fatalities in fiscal year 2007 and two in fiscal year 2008. Unfortunately, we did not accomplish that objective. However, we believe a thorough water safety campaign plan is a vital management tool in helping us accomplish our goal of potentially saving more lives.

C. CDC Drowning Findings. According to the Center for Disease Control’s (CDC) Web-based Injury Statistics Query and Reporting System (WISQARS) available at <http://www.cdc.gov/ncipc/wisqars>, drowning is our nation's sixth leading cause of unintentional injury death for all ages. It is the second leading cause for those in the 1-4 and 10-14 year old age groups. It is the third leading cause for those less than 1, 5-9, and 15-34 years old. CDC data includes all drownings regardless of source or activity. This includes home accidents (drownings in bathtubs; toilets; laundry tubs; swimming pools), occupational drowning and drowning as a result of recreational activity. While it is this last category (recreational activity) that the Corps is most concerned with, no archival data was found that provides breakouts. Therefore, CDC statistics can only be used as an indicator of trends.

III. PUBLIC FATALITY DATA AND TRENDS ANALYSIS. Boating and water-related fatality statistics at the national and district level have been analyzed in this section to identify current trends. The data allow us to identify target groups for boating and water safety education. At the National level, U.S. Army Corps of Engineers (USACE) statistics on water-related fatalities have been kept since 1998. The nation-wide USACE data in this document primarily refers to a 10-year time period between FY98 and FY07, unless otherwise stated. The St. Louis District data referenced in this document also includes that same time-frame.

A. Fatality Cause. The USACE data shows a total of 1641 water recreation related fatalities in the 10-year period. Drowning accounted for 1415 (86.2%) of these deaths. Trauma was responsible for 141 deaths (8.6%) and hypothermia for an additional 39 (2.4%). Based on this information, drowning prevention is the most efficient method to achieve the desired reduction in fatalities.

B. When Drownings Occur. Historically most drownings occur during times of peak visitation. Therefore, as visitation increases, the potential for fatalities increases. The majority of drownings at USACE projects occur on weekends during the months of April through Sept. Fifty-percent of all incidents are between June and July, when the projects are the busiest and water temperatures are warmest.

C. Activity. Swimming and boating constitutes the two largest categories of recreational activities that lead to drowning. Nationally for USACE, between FY98 and FY07, 47% of the deaths were swimming-related and 42% were boating-related.

1. Boating: Collisions are the main reason for boating accidents, according to the U.S. Coast Guard statistics. However, falling overboard and the vessel capsizing are the main causes of boating-related fatalities. They also reported that 70% of all reported fatalities occurred on boats where the operator had not received boating safety instruction.

The USACE data shows falls from vessels account for 12.5% of all water-related fatalities. Falls from docks and other shoreline areas account for 7.1 %. Unintentionally entering the water by falling, either from a boat or another structure, is the 2nd leading cause of public fatalities nationwide at 19.6%. Capsizing is 8.3% and collisions are 8.0%. Capsizing is primarily caused by weather or from overloading the boat.

The St. Louis District rate for falling incidents is 37% which makes falls our main cause of all water-related fatalities. Capsizing is 9%, and collisions are 14% of all water-related fatalities.

2. Swimming: Swimming is categorized in our statistics for recreational purposes as anyone who intentionally enters the water. People exceeding their swimming abilities are the main reasons for swimming-related fatalities.

USACE data show swimming in non-designated areas is the single highest (47%) cause of all water-related fatalities. Of all swimming fatalities 81% occur while swimming at non-designated, but legal portions of the shoreline. Most of the time this involves swimming along the shore in a campground or a day use area. Only 19% of swimming-related drownings nationwide occur at designated swimming beaches.

Swimming in non-designated areas is the second highest (23%) cause for all water-related fatalities in the St. Louis District. St. Louis District statistics show 64% of our swimming-related fatalities are in non-designated swimming areas.

3. Diving: Diving-related injuries paralyze thousands of people each year. However, USACE statistics for these non-fatal accidents are not kept and detailed information from any reliable source was not found.

D. Gender. The majority of water-related fatality victims are male. Males constitute 89% of USACE water-related fatalities. District-wide our figure is 93% male.

E. Age. Throughout the USACE, statistics show 38% of all drownings occur to individuals between the ages of 18-35. USACE records show the highest percentage of 24% in the 10-20 year old category. Other statistics show 21% ages 21-30, 16% ages 31-40, 12% ages 41-50, 9% ages 51-60, 6% ages 0-9, 5% ages 61-70, 4% over 70 and 3% unknown.

In St. Louis District, 18-35 year olds are only 21% of drowning fatalities. Our District records show our highest percentage of 23% in the 31-40 year old category. Other St. Louis District statistics show 19% ages 51-60, 16% ages 41-50, 14% ages 21-30, 12% ages 10-20, 7% ages 0-9, 5% ages 61-70 and 5% over 70.

F. Life Jackets/Personal Flotation Devices (PFD). U.S. Coast Guard data indicate that 90% of victims in 2006 were not wearing a life jacket. Nationally, USACE's data indicate over 92% of victims were not wearing a life jacket. In our District, 91% were not wearing a life jacket. It is a well-known fact that those who die in boating accidents have life jackets with them, but do not bother wearing them. Some USACE projects have implemented PFD requirements at their projects under the District Engineer's Title 36 authority, section 327.12.a-posted restrictions. Those who have done this have typically been projects with low visitation and therefore they did not have many political or negative repercussions from it. In 2008, USACE requested Districts volunteer to conduct an applied, and monitored for effectiveness, life jacket wear requirement exercise beginning in 2009.

G. Alcohol. The U.S. Coast Guard reported in 2006 that 20% of all boating fatalities involved alcohol. According to USACE statistics drugs and/or alcohol over a 10 year period were factors in 22% of the fatalities and 14% were unknown. In our District, 26% were confirmed to involve alcohol and 26% were undetermined. Involvement of alcohol or drugs is difficult to determine unless an autopsy is performed. The recent implemented Healthcare Insurance Portability and Privacy Act (HIPPA) regulations make it extremely difficult for USACE to obtain this information. Anecdotal evidence suggests a much higher impact from alcohol. For this reason, it is very important for those entering data into ENGLink to code alcohol use as "Unknown" unless clear evidence shows no alcohol use. To ensure accurate data ENGLink must be updated when information changes. Field office personnel and safety office staff must proactively work to obtain accurate information and update the data.

H. Minorities. According to the CDC WISQARS, drowning is the third leading cause of unintentional injury deaths in the United States for Hispanics of all ages, as compared with the sixth leading cause when all races are included. Thirty-eight of these Hispanic drowning deaths are in the 15-44 year old age group. Race is not tracked in USACE fatality statistics; however, there is speculation that swimming-related fatalities are on the rise among those of Hispanic origin.

I. Recreation/Navigation Conflict. There is a growing concern for conflicts on our nation's waterways between recreational boaters and commercial navigation traffic. The U.S. Coast Guard responds to accidents on navigable rivers that often involve fatalities. Unfortunately, USACE Safety Offices are seldom made aware of river incidents unless they or someone at our Rivers Project Office hears about them through their contacts with local agencies.

IV. EDUCATIONAL MESSAGES FOR TARGET GROUPS. The focus of our educational messages can be divided into two main categories: those messages geared toward children in grades K-7 and those targeting teenagers and adults. Drowning statistics serve as the basis for determining the main focus of these messages. The messages for children also apply to adults with a slight modification on the first one.

A. Key safety messages for K-7th grade children:

1. Make Sure Adults Are Watching You Around Water. Be careful to not wander very far away from the adults you're with and never go into the water or onto a boat dock unless they know it. Only swim in designated areas.

2. Always Swim With A Buddy. Never swim alone. Half of all drowning victims are alone when they drown.

3. Learn to Swim Well. Take swimming lessons and learn to swim well. Great swimming ability is a good defense against drowning. However, if you're on a boat it's always best to wear your life jacket. Check your state requirements. In MO children under 7 and in IL children under 13 are required to wear life jackets when on a boat.

4. Don't Depend on Floating or Air-filled Toys to keep you afloat. There is no substitute for a life jacket, especially if you are a weak or non-swimmer.

5. Wearing Your Lifejacket Can Be Fun and it can save your life. (*Take advantage of the amazing persuasive abilities of children and encourage them to have their parents wear lifejackets too.*)

6. Never Dive Into Water Head First. Unknown water depth in rivers and lakes and what lies unseen below the water's surface can be dangerous.

7. Know Four Signs of Drowning Victim. An estimated 60% of all drownings are witnessed; however, people are unable to identify the four classic symptoms of a drowning victim. These are head back (bobs up and down above/below the surface), mouth open, no verbalizing, and both arms outstretched moving simultaneously in an above-the-water, up and down stroke that appears as if they are slapping the water.

8. Reach, Throw, Row, Go for Help. You should never go near anybody struggling to stay afloat in the water because they could drown you! Most drowning victims are within 10 feet of safety, having unintentionally entered the water. To help rescue someone you can extend a

pole, stick, line, or clothing to reach them or throw something floatable within their grasp. The "Reach, Throw, Row, Go for Help" rescue method is encouraged to avoid dual drownings. It only takes a child an average of 20 seconds and an adult an average of 60 seconds to drown. *Make sure when teaching the rescue method that people understand that only a trained lifeguard should go after someone struggling in the water; others should only go for help.*

B. Key safety messages for teenagers and adults.

1. Watch Your Children. It only takes a child an average of 20 seconds to drown. Only swim in designated areas.

2. Wear It (10 min. vs 60 sec.)! While boating, be sure to wear your life jacket. It takes an average strong swimmer 10 minutes to put on a life jacket after entering the water, and that's after they have it in their hands. It only takes an adult an average of 60 seconds to drown. You cannot put on a seatbelt just before a car wreck, and you don't get a chance to put on a life jacket just before a boat accident. A life jacket can't save your life unless you wear it, and holding onto a life jacket can only save you if you are conscious. Avoid standing up in a boat, and if you must do so, be sure to wear your life jacket. The US Coast Guard estimates that 90% of boating accident victims might have lived if they had been wearing life jackets.

3. Know Your Limits. Exceeding your abilities is a risk often associated with peer pressure and it can lead to deadly consequences. Two prime examples of this are swimming farther or drinking more than you should. Swimming outside of designated beach areas leads to the most water-related fatalities at Corps projects. It is speculated that these individuals are exceeding their limits.

The "Don't Cross Your Stupid Line" campaign is a way to encourage individuals to make smart decisions when it comes to risky behavior. The Stupid Line is that line of choice we all have when faced with risk. It separates smart risk from stupid risk. It's up to you to decide where to draw the line. *(This media campaign was started in 1994 by an organization from Canada called SMARTRISK as a way to appeal to the senses of younger audiences.* <http://www.smartrisk.ca>)

4. Beware of Boater's Hypnosis. Be aware that "boater's hypnosis" is a condition created when the combination of sun, wind, boat vibration and noise over time can slow down a boat operator's reflexes. This could lead to operator inattention which the USCG reports as the third highest reason for boating-related fatalities in 2006. Boater's hypnosis, combined with alcohol, compounds the intoxicated effect and slows reaction time even more.

5. Alcohol and Water Don't Mix. It's against the law to operate a vessel while intoxicated. Many water-related accidents involve the use of drugs and alcohol and drowning victims are often intoxicated at the time of death. Boat sober and use alcohol responsibly if you are recreating in, on or near the water. Alcohol and drugs can also intensify an inner-ear condition (caloric labyrinthitis) which causes persons to become disoriented when suddenly entering the water and to swim down when they think they are going up. *Fatal vision goggles are a great teaching tool for simulating the effects of intoxication.*

6. Your Involuntary Gasp Reflex Can Kill You. Sudden unexpected immersion in cold water causes an involuntary gasp (or torso) reflex. It only takes ½ cup of water in your lungs to drown. The gasp reflex is delayed when people are under the influence of alcohol or drugs causing them to inhale water and drown. Falling overboard is the second-highest cause of water-related fatalities at Corps projects.

7. Take a Boating Safety Course. A NASBLA (National Association of Boating Law Administrators) approved boating safety course is best. These are offered by the US Coast Guard Auxiliary, U.S. Power Squadron, American Red Cross, state agencies, and on-line (<http://www.boatus.org/onlinecourse/> or <http://www.americasboatingcourse.com>). Typically, you can receive a discount on your boat insurance policy with proof of completing one of these courses. The majority (70%, according to USCG 2006 statistics) of boating-related fatalities involve operators who had not received any boating safety instruction.

- a. In IL, a person from the age of 12 to 18 must complete an IL Dept. of Natural Resources boater safety course before they can operate a water vessel without adult supervision. Illinois boater safety course information can be found at <http://dnr.state.il.us/safety/boat.htm>. Online course is available at www.boat-ed.com/il/index.htm.
- b. In MO, every person born after Jan. 1, 1984 who operates a vessel on MO lakes must have in their possession a boating safety identification card issued by MO State Water Patrol (along with a valid photo I.D.) while they are on the water. Information on obtaining the boating safety I.D. card is available at <http://www.mswp.dps.mo.gov> or call 1-800-830-2268. Online course is available at www.boat-ed.com/il/index.htm.

8. Cold-Water Immersion-HELP Response Can Save You. Cold-water immersion is the cause of many boating-related fatalities. The danger increases as water temperature decreases below normal body temperature (98.6 degrees F). 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, and not hypothermia. All boaters should wear a life jacket and dress for the water temperature, not the air temperature. If self-rescue is not possible, actions to minimize heat loss should be initiated by remaining as still as possible in the Heat Escape Lessening Position (HELP), where your knees are drawn to your chest with your arms grasping them together, or simply huddling with your arms around other survivors in a circle. The more layers of clothing you have on can actually 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. A report on cold-water immersion can be found at http://www.bordeninstitute.army.mil/published_volumes/harshEnv1/Ch17-ColdWaterImmersion.pdf

9. Be Aware of CO Poisoning Risks. Carbon Monoxide (CO) can harm and even kill someone inside or swimming outside of a boat. CO poisoning is preventable. Every boater should be aware of the risks associated with CO – what it is, where it may accumulate and the symptoms of CO poisoning. Downloadable educational tools are available at <http://www.uscgboating.org/>

10. File a Float Plan. Boaters should always leave a float plan with a relative, friend or marina. It's important that a responsible person on shore knows of your plans. Leave your schedule, route and other vital information with someone who will take action should you fail to return or check in on time.

11. Boat with Consideration for Others. You are responsible for any damage that your vessel or its wake cause. Be cautious and aware of your surroundings at all times. Obey all signs and posted restrictions. Typically, irresponsible actions of boat operators lead to accidents, so boat responsibly.

12. Steer Clear of Commercial Vessels. Commercial vessels have to stay within the navigation channel on the river. An average tow boat pushing barges can take $\frac{3}{4}$ to $1\frac{1}{2}$ miles to come to a stop. If you can't see the pilot, he or she can't see you, because a commercial pilot's blind spot can extend for several hundred feet to the front and sides of the vessel.

13. Inspect Your Equipment. Before every trip you should perform a safety check of your vessel. Make sure you have all the required equipment on board such as personal flotation devices, throwable PFD, certificate of number (state registration), fire extinguisher, visual distress signals, sound producing devices, and whatever additional items your state may require. Check your engine, ventilation, backfire flame arrestor, electrical systems and trailer before you go. Take advantage of courtesy vessel safety checks that are offered by the US Coast Guard Auxiliary and the Corps of Engineers.

14. Know Before You Go. Every boating outing will be more safe and enjoyable if you are familiar with the conditions where you're going. That includes having maps or charts of the waterways you're traveling and knowing the weather report. The current weather conditions along with reasonably predicted expectations of weather should be a prime consideration for anyone venturing out onto the water in any type of vessel. The USCG reports that the second highest cause of boating-related fatalities in 2006 was hazardous weather conditions.

V. CAMPAIGN ACTION DESCRIPTIONS. A wide variety of programs and management tools are designed to increase public awareness and to create a safe water recreation environment. Actions are described and categorized in this section. Project specific actions for 2008 are listed in Appendix A.

A. District Water Safety Team. In 2001, a water safety team was formed to combine our efforts in promoting this safety campaign. They meet semi-annually to develop their initiatives for the year. The team consists of representatives from each lake, Rivers Project, Navigation, OD-T, SO, and PAO, and advisory representatives from OD, OC, RM, and IM. By working together as a District, we can increase our campaign efficiency and effectiveness. For example, when we consolidate purchases of water safety promotional products for distribution to the public, it greatly reduces our costs.

B. The HQUSACE Water Safety Products Delivery Team (PDT) consists of a field office or district level representative from each USACE Division, and is led by Lynda Nutt

from the National Operations Center (NOC) for Water Safety in Sacramento District. This team develops safety products, which are available to field offices in an annual on-line catalog at <http://watersafety.usace.army.mil>. Products include award winners such as “Safe Passage” video and on-line curriculum, the “Young and the Reckless” video, and the “Bobber the Water Safety Dog” campaign with on-line cartoons (<http://bobber.info>). There are products available that appeal to all ages but the majority of the products are geared towards children. The National Water Safety Program will still carry those products but will start focusing on more products for adults especially men (age 18-35 years) because this is our “typical drowning victim” nationally. Members of the PDT developed a Resource Guide of water safety program outlines and scripts that are available on the Natural Resource Management (NRM) Gateway website in the water safety section at <http://corpslakes.usace.army.mil>. Everyone is encouraged to submit outlines and ideas to the Gateway’s “Good Enough to Share” section. This PDT has also made arrangements with companies to broker their safety items so that projects can purchase safety items via credit card at reduced costs. For example, the fatal vision goggles that simulate intoxication were a brokered purchase and the price was greatly reduced by the company because we were ordering so many. This PDT also coordinates photo contests for USACE employees.

C. Printed Materials.

1. Sea-Bags. These 14" X 17" litterbags have two sides of printed boating and water safety information. These bags are distributed to visitors and serve a dual purpose of keeping our projects clean and educating visitors about safety. This product was developed by the St. Louis District for many years and the idea was taken to the National Water Safety Team. The FY06 National Team adopted the concept of the litter bag and now litterbags are occasionally provided nationwide.

2. Project Brochures. Projects strive to include a water safety tip or message in each project brochure and park information guide.

3. NRRS Receipt Messages. Every National Recreation Reservation Service (NRRS) receipt has space for including a message. It is recommended that safety messages be added. For example, at Wappapello Lake, receipts state, “Life Jackets and Seat Belts Save Lives Buckle-Up.”

4. HQUSACE Products. Annually, each project orders products from the USACE Water Safety PDT’s on-line catalog. These items include the adult and children’s brochures, fun books, stickers, coloring sheets, posters, and various media products. Most of these products are bilingual in both English and Spanish. These products are used as educational incentives in a variety of ways to promote boating and water safety.

5. Posters. Water safety posters are placed on bulletin boards on project lands, especially those near water, i.e. boat ramps, beaches, marinas, etc.

6. Safety Promotional Products. Since the implementation of the National Policy that clarified the use of safety promotional products in 2002, we have worked together to pool any funds available to purchase these items as a District, because increasing quantities

reduces costs. Products that have been produced include pencils, wrist bands, magnets, fishing bobbers, can koozies, sticky-hands, and floating key chains. These types of educational products are what made Smokey Bear one of the most successful advertising campaigns ever. In 2007, PAO purchased magnets with the District slogan “Boat=\$\$\$\$, Life Jacket=\$, Staying Alive=Priceless—Wear Your Life Jacket!” Some projects have partnered with local cooperating associations or water safety councils as a way to minimize the costs on these types of items.

7. “If You Love Me” and “From Those Who Love You” Printed Products.

This campaign was designed by the District water safety team to tug at people’s heart strings. These messages are featured on posters, post cards, business cards, magnets, and stand-up countertop display cards. Appendix B contains a sample showing complete text of these items. The stand-up countertop displays are designed for distribution to area marinas and restaurants.

D. Media.

1. Phone Information Hotlines. Rangers at the lakes maintain 24-hour project information recordings for people to call for current fishing conditions, weather forecasts, upcoming special events, water levels, and other pertinent information. Each recording should include a seasonally related safety message.

2. Travelers Information AM Radio Station. These low wattage, short- range, AM radio stations provide programming similar to that used for years on the phone hotline service, but it can be more beneficial as well. For example, instead of remembering to call prior to leaving home, visitors are reminded of the radio station by signs along the roadway and can learn what's going on at the project while en-route. Rend and Mark Twain lakes have purchased their own stations.

3. Radio Programs. Periodically throughout the year, the USACE is invited to appear on local radio stations. Although the main topic of conversation is not always water safety, rangers should take every opportunity available to educate the media and the public about the importance of boating and water safety.

4. Public Service Announcements (PSA's). When HQUSACE provides audio and video PSA tapes, these should be distributed by each project to local television and radio stations. In addition to those, some field offices have produced their own audiotapes in cooperation with local radio stations. Overall, use of PSAs by the media on a voluntary basis is low. Since PSA requirements were relaxed in the 1980s, it has been almost impossible to get the media to use PSAs without some expenditure. Purchasing airtime or space for water safety public service announcements (PSAs) through television, radio, and print media is often the only way to guarantee their use. Since our funding is limited, major holiday weekends should be targeted for these expenditures due to higher visitation rates. It is recommended that projects in close proximity of each other combine their PSA efforts to reduce costs.

5. News Releases/Newsletters. Each field office distributes a large number of news releases to the media. Since the theme is not always boating or water safety, it can be

included as a secondary topic when appropriate. The District's Public Affairs Office also sends out an annual water safety press release in conjunction with National Safe Boating Week and prior to the Memorial Day weekend. Lake Shelbyville and Carlyle Lake produce Camper Newsletters that contain water safety articles and PSAs. The newsletters are distributed to visitors during the recreation season.

6. Billboards. Water safety billboards along entrance roads to recreation areas were initially placed at Carlyle Lake and have spread to the other field offices. Mark Twain Lake has a water safety poster contest for high school students. The winning poster is made into a billboard and displayed around the lake.

7. Web sites. Each project as well as the District maintains a web site. Rend Lake's web site was the first in the district to include a "Kids Korner." "Kids Korner" featured a water safety-coloring contest, safety puzzles, and other "fun stuff" which focused on safety for kids. These project web sites offer the perfect place to display water safety messages, safety games, and informational links to other safety-related web sites. The District's recreation homepage has links to HQUSACE's Water Safety Program web site, as well as <http://bobber.info> which is the Bobber, The Water Safety Dog web site.

8. Telephone Hold Messages. Carlyle and Wappapello lakes have incorporated safety messages and Willie B. Safe safety songs for callers to listen to while they are on hold. These seasonal safety messages cover water and hunting safety.

9. Television. Every year, particularly around Memorial Day and Fourth of July weekends, the District's Public Affairs Office contacts St. Louis metro television stations proposing water safety segments. Due to distance, the two projects pitched are Rivers Project Office in West Alton, MO, and Carlyle Lake in Carlyle, IL. The District has been sometimes been successful in garnering interviews highlighting water safety. Rivers Project takes advantage of KSDK Channel 5 NBC affiliates "Windows on St. Louis" to promote Rivers Project's Mid-America River Expo. Seamoor Safety has always been there to promote the event and boating and water safety.

E Visitor Assistance.

1. Boat Patrol. During regularly scheduled periods of boat patrol, USACE rangers should perform boat safety checks and issue safety tips and materials to the boating public. DR 385-1-1, Water Vessel Standard Operations Procedures, dated 31 May 2001, was developed to ensure that USACE vessel operators take necessary precautions to prevent injury or property damage.

2. Boat Safety Checks. Park rangers perform checks for safe boating equipment, both at boat ramps before boats are launched and on the water. This is primarily done during National Safe Boating Week, which is typically held the week prior to Memorial Day.

3. Kite Tubing Policy. Based on Consumer Product Safety Commission

warnings and product recalls, the District implemented a policy to prohibit the use of kite tubes, which are defined as “towable inflatable devices designed to become airborne”.

F. Recreation Facility Management.

1. Beach inspections. Beaches are established in accordance with the criteria in EM 1110-1-400, Recreation Facility and Customer Service Standards, dated 1 Nov 2004. Beaches are inspected annually, and as deemed necessary by each Project, to eliminate underwater obstructions and hazards. District guidance on these facilities is described in the “District Policy on Beaches,” G-18 of the Operations Management Manual.

2. Signage. Beach rules are placed at all entrances to those facilities and published in the additional regulation section of each project’s Park Information Guide. Safety suggestion signs should be separated from beach rules on signs to avoid customer confusion with what is enforceable by issuance of a citation. Signs for no lifeguards, no diving, watch your children, and “Drownings to Date” are displayed as necessary. Lake Shelbyville purchased water safety slogan signs that include symbols to place in the boat ramp areas.

3. Stencils. Stencils are used to place water safety messages on sidewalks at beaches and boat ramps. Lake Shelbyville purchased a life jacket with a water safety message stencil from the New England Sign Shop. Upon request these stencils are shared with other projects within the District.

4. Rescue equipment. According to EM 1110-1-400, it is optional to have lifesaving posts at designated beach areas. This should include one ring buoy with rope (or the equivalent throw bag) and a 10-12 foot pole (shepherd’s hook).

5. Life Jacket Loaner programs have been implemented at all of our lake projects. A variety of sizes of life jackets are placed at convenient places (i.e. visitor center, office, beaches) for people to borrow for the day and return after they’re done. Typically an informative display accompanies the distribution point that describes the program and the importance of wearing a properly-fitted life jacket. Life jackets are sometimes donated by area businesses, safety councils or funded by BoatUS grants.

G. Employee Professional Development.

1. Employee Safety Awareness Training. All new employees must be given basic water safety training. One of our great success stories was when an employee who did not know how to swim was able to identify a drowning victim and save the life of a child using a "reaching" technique he had learned. Also, CPR and first-aid courses are required training for rangers.

2. Motorboat Operators. It is the policy of the USACE that all employees who operate USACE vessels less than 26 feet in length, be trained, tested, and licensed in accordance with ER 385-1-91 and other applicable regulations. Each project has an instructor for this course.

3. Critical Incident Stress Management Program (CISM) is a peer-driven stress management program that combines pre-crisis preparation, stress education, and post-event response to help people recover more quickly from abnormally stressful job-related incidents and trauma, collectively known as "critical incidents." CISM can be very helpful to those dealing with public fatalities. Rend Lake Ranger Mark Roderick is our MVD Subject Matter Expert on CISM.

4. National Water Safety Congress (NWSC)/ National Safe Boating Council (NSBC). Membership in these organizations is encouraged especially for our non-profit partners who may be eligible for grants. It is recommended that District employees attend the International Boating & Water Safety Summit annual meetings, which allows interchange of ideas with many experts in the field. Wappapello Lake rangers gave a presentation on their successful Ranger Willie B. Safe campaign at the Summit in 1999. St. Louis District gave two presentations at the 2008 Summit. They were "A District-wide Approach to Water Safety" and "Creating Water Trails on Americas Great River".

H. Interpretation, Outreach & Education.

1. Projects that present beach and campground interpretive programs should strive to make water safety the main focus of at least one-third of all these presentations. Weekend presentations are recommended during peak visitation periods. Safety messages, if not the main topic, should be incorporated into all interpretive programs. Rivers Project includes information on navigation and river safety in all of their Lock & Dam tours.

2. Outreach interpretive presentations to schools, civic groups, and clubs at various off-project locations are strongly encouraged. The award winning "Safe Passage" video, developed by the National Operations Center (NOC) for Water Safety, has curriculum that is available on-line for kindergarten through sixth-grade teachers. This product is designed for teachers to use alone, and it reduces the need for a ranger presentation. A video targeting a teenage audience named "The Young and the Reckless" became available in 2005. Projects should make these videos available to all schools in their area and campaign to make sure teachers are aware of them.

3. Wappapello Lake now manages the remote-control boat robot named Corkey- "the Corps key to boating and water safety." Corkey was originally purchased in 1998, and it was shared by all the field offices for many years. It is a very successful interpretive tool that is loved by all ages. As its operation became less dependable with age, Corkey stopped traveling throughout the District and currently resides at Wappapello.

4. Park Ranger Willie B. Safe (WBS) is a campaign that began at Wappapello Lake in 1998, and it has expanded throughout the district and the nation. WBS was featured in some FY98-99 nationally-distributed products. Wappapello staff developed this campaign to provide a humanistic approach to promoting water safety. Ranger WBS is not a mascot, but represents the spirit of safety that all rangers carry. WBS unites rangers under one name that children can relate to and easily remember. Any ranger in a uniform wearing a life jacket can portray Ranger WBS. Ranger Willie's thumbs-up "Be Safe" sign is his/her signature message.

Products that have been developed include an activity book, songs, magnets, color-on/iron-on decals, photo opportunity boards, 3' X 4' seasonal safety display boards, buttons, and PSAs. The world's largest Willie is featured on a water tower in the Wappapello Lake area. In 2001, COL Morrow selected WBS as our District Icon and designated July as WBS month.

5. Seamoor Safety-The Water Safety Sea Serpent. The USACE National Operations Center for Water Safety, led by Lynda Nutt from the Sacramento District, shares three personal watercraft robots driven by a Sea Serpent named Seamoor Safety. The Water Safety PDT oversees the Seamoor Safety Campaign and Dana Matics, from Wilmington District is the current National Seamoor Coordinator. Pam Doty at Lake Shelbyville coordinates the schedule for the Midwestern Seamoor. Projects interested in using Seamoor are responsible for the shipping charges to their project, training operators utilizing the training video and manual, and damage costs created by operator error. The Midwestern Seamoor use can be requested by emailing Pam Doty or by going to the NRM Gateway website in the water safety category.

6. Special Outreach Campaigns. Since 2000, park rangers at Rend Lake have made optimum use of the robotic tools available to the USACE. Each year the Interpretive Services and Outreach Program (ISOP) team has dedicated a spring month (March or April) as water safety month. Park rangers visit local schools and present a water safety skit which features a water safety robot to school age children in grades pre-K thru 4th. Program titles have included: Happy Birthday Corkey, Land Before Water Safety, Commander Seamoor of the Intergalactic Water Safety Team, Sergeant Seamoor and the Corps of Discovery, Seamoor the Buccaneer, King Seamoor and the Knights of Water Safety and Detective Seamoor. These 30-minute programs creatively teach the five rules of water safety – Swim with a buddy, never swim alone, look before you leap, learn to swim well, and wear a life jacket that fits. Wappapello Lake also does spring water safety programs to 28 different schools in southeast MO.

7. Bobber the Water Safety Dog. The USACE National Operations for Water Safety loans out Bobber the Water Safety Dog costumes for projects to borrow and use during their special events and interpretive programs. Pam Doty at Lake Shelbyville oversees the scheduling for the MVD costume. The costume can be requested by emailing Pam.

8. Boating Safety Education courses are conducted at all projects on an annual basis. Many of our rangers are instructors for the state-authorized curriculum. Cooperating agencies that assist us in conducting these courses include the IL Departments of Natural Resources, MO Water Patrol, U.S. Coast Guard Auxiliary, and U.S. Power Squadron. The IL and MO Boating Courses are now available on-line at www.boat-ed.com. A small fee is charged to take the exam and upon passing the exam the completion certificate is mailed to the recipient.

I. Special Events, Contests & Displays.

1. Each project sponsors a variety of weekend special events. Some of these events deal with water safety themes, i.e. water safety carnivals, fishing fairs, or family safety days. Projects take advantage of any gatherings of large audiences to promote boating and

water safety. In addition to events that we directly sponsor, it is encouraged to become involved with events that other agencies organize to promote safety (e.g. fishing tournaments, mall displays, and parades). Carlyle Lake created a Bobber, the Safety Dog float for a local parade. Then the plywood painted Bobber figures were used at other locations to promote that campaign. Rivers Project has a Mid-America River Expo festival to promote water safety.

2. National Safe Boating Week in late May is a great time to kick off the recreation season promoting safety. The National Safe Boating Council provides radio and television PSAs and a variety of tools to assist in planning a great event. More information can be found at their website <http://www.safeboatingcampaign.com/> In conjunction with National Safe Boating Week and the approaching Memorial Day weekend, the District's Public Affairs Office sends out an annual press release. This release typically generates some articles and follow-up calls from the media.

3. The St. Louis Boat & Sport Show is the biggest show of its kind in the area. We coordinate payment and staffing of a booth space with Kansas City and Little Rock districts to provide project and safety information to a vast number of our customers. Workers are encouraged to wear their inflatable life jackets to promote their use.

4. Attractive displays can be an excellent educational tool when placed at local restaurants, businesses, libraries or when staffed at travel shows, fairs, or town festival parades. Our Rivers Project office has created table-top water safety displays that are placed at local libraries. In MO, we work with other districts to staff a USACE booth at the state fair. Projects typically combine efforts to staff booths at the travel shows and county or state fairs.

5. Water Safety Coloring or Poster Contests are used as a means to go into schools and inform children about being safe around water. Mark Twain Lake has their winning poster made into a billboard and displayed around the lake. Rend and Wappapello lakes also have these types of contests.

6. Wappapello and Rend lakes have visitor center (VC) displays that specifically address water safety. Rend Lake has a personal watercraft display that was donated by Sea Doo on display in their VC. Wappapello has an interactive kiosk shaped like the console of a boat with a monitor depicting the process of locking a boat through a Lock and Dam. The National Great Rivers Museum also has an exhibit with this program. This locking through game was developed Toby Isbell the creator of "Bobber" from Little Rock District.

7. The National Great Rivers Museum holds a Mid-America River Expo. The event's primary focus is water safety. In order to generate additional public interest, District staff took signs and Seamoor down to the windows at KSDK-TV (NBC affiliate) during the afternoon show -- Show Me St. Louis. Signs were shown periodically during the 30-minute show and the host interviewed one of the rangers and Seamoor at the end. The museum reported more than double the attendance at the event compared to the years without doing this promotion.

8. In 2007, the District Safety Office coordinated with the District Water Safety Team to develop and present the District Safety Awareness Day Event that involved participation from Corps employees across the District. The “Safety Zone” Jeopardy Powerpoint game involved many aspects of safety including water safety. Part of the event included a fashion show of personal protective equipment (PPE) including different types of life jackets. Bobber the Water Safety Dog and Sea Seamoor the Water Safety Sea Serpent were part of the event.

9. Inflatable Props. Unique inflatable props are used throughout the District to grab people’s attention while promoting water safety. Carlyle Lake purchased an inflatable ball and a small blimp with a water safety message that were both tethered at their beach areas during events. Carlyle and Wappapello lakes each have a 25 foot tall wind dancing ranger that is used at special times during the year to promote water safety. Mark Twain Lake has a portable six-foot tall life jacket that is easy to inflate and can be used indoors or outdoors.

10. Busch Stadium Electronic Display. During the third, fourth, and seventh innings of a St. Louis Cardinal Baseball game, the whole stadium could see our safety message of “Buckle Up! Life Jackets and Seat Belts Save Lives!” on the giant scoreboard. Short message requests such as this can be made on-line and the cost is \$30 per game.

VI. PARTNERING/COORDINATION WITH AREA BUSINESSES. This section presents partnering ideas, which involve coordinating the distribution of boating and water safety messages with area businesses in order to reach larger audiences. Projects are strongly encouraged to continue and expand these initiatives because they often require minimal effort and expenditure and can result in a tremendous impact.

A. “The Water Safety Story” video is a great tool to explain to potential partners the USACE’s water safety campaign. Also, a boating and water safety campaign partnering plan was developed by the National Water Safety Product Delivery Team to assist rangers in partnering initiatives. It is available on the NRM Gateway in the water safety section.

B. Water safety advertising slicks from the HQ Water Safety Media Kit and Guide have been provided to a variety of businesses for use on bank envelopes, restaurant placemats, ice bags, milk cartons, and grocery bags. This Media Kit provides numerous other ideas for distributing water safety information.

C. Water safety slides have been provided to project area movie theaters to show with their other PSAs prior to showing movies. Rivers Project has a water safety slide in their National Great Rivers Museum theater that shows prior to all audio-visual presentations.

D. Large (25') safety banners have been placed over highways on major approaches to projects and on the dams on holiday weekends. In the past, Lake Shelbyville has coordinated the procurement of banners, which stated "Designated Drivers Save Lives on the Water, DON'T DRINK AND BOAT," with the IL Department of Natural Resources Conservation Police, Mothers Against Drunk Driving, and State Farm Insurance Company.

E. Avenue Banners, approximately 60” x 30”, are placed on light poles along busy roadways. These colorful banners are effective in attracting attention. The double-sided banners display both a welcome message as well as a safety-related message. The banners are easily changed to reflect seasonal messages. The most common locations are along the dam roadway, boat ramps, and day use/picnic areas. Mark Twain Lake has banners on the light poles on the dam and at several boat ramps. Wappapello Lake has their avenue banners paid for by local water safety council.

F. Seasonal Safety Display Boards have been placed in eight Wal-Mart stores in southeastern Missouri towns of Poplar Bluff, Piedmont, Dexter, Sikeston, Malden, Fredericktown, Kennet and in Corning, Arkansas. These double-sided safety boards are 3’ X 4’ and suspended from the ceilings from the sporting goods sections of these stores.

G. Changeable Marquee Signs are owned by some of our projects. These are used to post information, as well as safety messages. For those who don’t have their own marquees, it is a good idea to solicit the support of area businesses with marquees to post safety messages, during National Safe Boating Week and the 3 major recreational holidays.

H. Electronic Message Boards/Signs. Safety messages are placed on outdoor electronic message devices at financial institutions and other businesses. The Kaskia-Kaw Rivers Conservancy (KKRC) in cooperation with Lake Shelbyville purchased a large electronic message board that includes a permanent water safety message pertaining to life jackets and interchangeable water safety messages can be added throughout the year. Wappapello Lake established a three-year agreement with the Black River Coliseum (Poplar Bluff, MO) to place a safety message (promoting usage of life jackets and seat belts) on an illuminated sign in the arena. This message is viewed by thousands of visitors who attend the arena for various events such as high school and college basketball games, circus, music concerts, etc.

I. Lake Shelbyville and Mark Twain Lake have borrowed grocery bags from local grocery stores and taken them to area school teachers so kids could color a water safety picture and message on the bag. Then the bags were taken back to the stores so they could use them to bag groceries and spread water safety messages to their customers.

J. Carlyle Lake project and the Carlyle Bank have worked together to promote water safety through a wooden coin/prize campaign. These small wooden coins had the banks logo, a water safety graphic, and a number on them. Participants that completed a registration form were given a coin. Each week throughout the recreation season, a registration form was drawn and a prize donated by local business was awarded to the winning coin holder. Each week, local newspapers published the winner’s photo and radio stations announced the winners. This summer long contest was fun and united local businesses in promoting water safety awareness.

K. Projects work with their marina concessionaires to share safety information on a variety of topics such as carbon monoxide poisoning, and provide safety promotional materials to post and distribute at those locations.

L. Pizza Stickers. 10,000 stickers for pizza boxes were distributed to 17 national franchises, local restaurants, and convenience stores over the recreation season and Super Bowl Weekend in the Wappapello Lake area. The stickers state “Any way you slice it: Make SAFETY a ‘Pizza’ your life, Buckle-Up Seatbelts and Life Jackets Save Lives”.

M. Utility Bills. Ozark Border Electric Cooperative Utility Company printed safety information on their monthly billing inserts to customers living near Wappapello Lake. They also print large ads in their “Rural Missouri” magazine, reaching more than 36,000 homes and businesses each month. These safety messages are different based on the season.

N. Gasoline Pumps Scrolling Message. Scrolling safety messages on gas pumps were placed at four Murphy Oil Gas Stations located adjacent to Wal-Mart stores. The message is “Buckle Up. Life Jackets and Seat Belts Save Lives”. They also print the message on their credit card receipts. The gas stations agreed to scroll the message throughout the recreation season. Wappapello continues to pursue similar agreements with other gas stations.

O. Rubber Stamps. The lakes have procured several different messages on self-inking stamps to use on various publications and envelopes that are mailed. Some projects have given these to campground hosts and local businesses (i.e. banks) so that all materials they distribute can be stamped with a safety message. The 2007 District water safety campaign featured a stamp that states “Boat=\$\$\$\$, Life Jacket=\$, Staying Alive=Priceless—Wear Your Life Jacket!”

VII. INTERAGENCY COOPERATION. Increased cooperation between the USACE and other agencies involved in boat and water safety issues can compound our success in promoting safety awareness. What follows is a description of some of our current interagency initiatives and suggestions for sustaining these relationships.

A. Missouri Partners for Safety. The five USACE districts in MO, the MO State Water Patrol and the MO State Highway Patrol signed a memorandum of agreement in 1998 to form the Missouri Partners for Safety team. Diane Stratton, from Wappapello Lake led this campaign to promote the use of life jackets and seatbelts. Initially this was primarily a statewide billboard campaign; however, initiatives expanded over the years. The MO Water Patrol has taken this idea to another level by initiating the development of a state-wide non-profit corporation with similar goals of combining our efforts to reduce public water-related fatalities.

B. Local Water Safety Councils or Task Forces. Projects have excellent working relationships with local rescue and law enforcement agencies that enable us to work efficiently in emergency situations. Some projects have formalized this relationship into a council or search and rescue organization that expands this effort to include preventive approaches to water safety, and this is encouraged. If these organizations incorporate as non-profits they become eligible for grants.

C. U.S. Coast Guard/ U.S. Coast Guard (USCG) Auxiliary/ U.S. Power Squadron. Memorandums of Understanding/Agreement (MOUs, MOAs) at the National level have been signed with all of these agencies. These suggest ways for the USACE to work together with them to promote our mutual interests. Lake Shelbyville has a local MOA with the USCG Auxiliary that explains in more detail their partnering initiatives.

D. Cooperating Associations. We have agreements at all of our projects with these non-profit, 501.c3 organizations and there are many ways the public benefits from these partnerships. These associations work with the USACE to support all of our educational initiatives, including boating and water safety promotion.

E. Other Interagency Suggestions. Projects should maintain current listings of all applicable state, regional, and local agencies that are involved in promoting safety issues to include names of contact persons, addresses, and phone numbers. Sharing resources such as printed materials and joint participation in events or education programs can assure wider distribution of information. At a minimum, a meeting should be held at the beginning of each recreation season to discuss shared goals, jurisdictional issues, and other plans with these agencies.

Suggested agencies include state departments of natural resources, water patrol, sheriff and police departments, highway patrol, search and rescue groups (civil defense, dive clubs), fire departments, emergency management agencies, Coast Guard, C.G. Auxiliaries, local water safety councils, Power Squadrons, hospitals, other medical facilities, and ambulance services, county health departments, coroners, Federal Magistrate, U.S. Marshal, District Attorney's, public health departments, American Red Cross, resort owners, marinas, and tourism offices.

VIII. NATIONAL PROGRAM ASSISTANCE FROM CEMVD.

A. The HQUSACE Water Safety Products Delivery Team is led by Lynda Nutt from the National Operations Center (NOC) for Water Safety in Sacramento District. This team develops safety products, which are available to field offices in an annual catalog on-line at <http://watersafety.usace.army.mil>.

Currently our MVD representative on this National PDT is Pam Doty, from Lake Shelbyville in St. Louis District. Typically representatives serve 3-year rotational assignments and Pam's term began in FY 2006.

St. Louis District's Rachel Garren, Natural Resource Specialist, OD-T, has served on this team since its inception in 1995, first as the MVD representative and subsequently, since 2000, as their Policy Advisor. She is currently conducting the Life Jacket Mandate Study initiated by MG Riley in 2007. Ms. Garren was instrumental in developing a National policy in 2002, which clarifies the use of approved funds for purchasing safety promotional materials that increases our ability to reach the public with key safety messages and furthers the USACE water safety mission. This policy can be found on the Gateway website at <http://corpslakes.usace.army.mil/employees/watersafety/pdfs/02nov27-promotion.pdf>

St. Louis District's Nicole Dalrymple, Public Affairs Specialist, was selected by HQ-PA in February 2008 to serve as the permanent PA representative on the National Water Safety PDT.

Kevin Ewbank, Rock Island District, assists the HQUSACE Safety Office and the NOC for Water Safety in consolidating water-related fatality information and statistics for the

USACE. These statistics show a steady decline in water-related fatalities at USACE projects since the USACE began its National campaign to promote boating and water safety.

IX. CONCLUSION.

This St. Louis District strategic campaign plan analyzes water-related fatality statistic trends nationwide and within the District, identifies key educational messages for target groups, and recommends methods for educating the public about boating and water safety. These recommended methods include a summary of District campaign action descriptions, partnership endeavors, interagency cooperation and National program assistance. Our goal is to reduce the number of water-related deaths and mishaps, and minimize potential liability claims against the government. Our objective established by MVD to measure whether we have accomplished that goal is to reduce public recreation fatalities 50% by the end of FY09 using the FY07 amount as a base year. We believe a thorough water safety campaign plan is a vital management tool in helping us accomplish our goal of potentially saving more lives. Projects are encouraged to use the methods in this plan and to continue to discover innovative ways to achieve our safety campaign goals and objectives.

Appendix A

FY 2008 St. Louis District Water Safety Promotional Actions

Carlyle Lake:

1. Include a water safety or boater safety message on the daily updated code a phone message service during warmer months of the year when high visitor numbers are expected.
2. Large banner (50' x 5') promoting water safety will hang from the main dam throughout the summer months.
3. Purchase drinks insulators and wrist bands. Products will have water safety messages on them and will be given out as incentives to practice water safety. Items will be purchased through the COE or by partnering with local businesses.
4. Work with Coca-Cola or Pepsi to place banners at boat ramps, marinas, resorts, in various locations at Eldon Hazlet State Park, Party Cove, Shipley Island, Point 6, etc. promoting water safety messages.
5. Work with local schools, supermarkets, convenience stores, and restaurants to place water safety slogans on all receipts during summer months.
6. Print water safety article on front page of Camper Times to be distributed at Dam West, Coles Creek, and Boulder campgrounds during the month of July.
7. Place water safety message on day use fee envelope with a life jacket logo to make it visible to the public.
8. Update all reader boards on the project to promote water safety, emphasizing on use of PFD's.
9. Post signs at beach entrances regarding life jacket loan out program.
10. Place water safety checklist signs at boat ramp launching area to give boaters a final safety reminder before launching their boat.
11. Purchase items such as: bumper stickers cling-on's, key chain floats, wrist and neck lanyards, antenna balls, bandannas, whistles, and T-shirts. Products will have water safety messages on them and will be given out as incentives to practice water safety. Items will be purchased by partnering with local businesses.
12. Work with area newspapers to feature photos taken of lake visitors during courtesy boat checks "You were Caught with your Life Jacket On".

13. Distribute water safety pamphlets to local hotels, cabins, lodges and campgrounds to place in each room and distribute to all visitors.
14. Contact personnel at Busch Stadium and with the Gateway Grizzlies to display water safety messages during home games.
15. Purchase wrist bands to distribute to boaters, swimmers and campers promoting “you look best in your life vest” slogan.
16. 20’ x 7’ helium blimp with water safety messages placed on both sides to promote safe recreation on the water. The blimp will be used at different locations to promote water safety.
17. The City of Carlyle to have water safety messages displayed at all times on scrolling sign located at intersection of IL 127 and Lake Road.
18. 25’ Skydancer Water Safety Ranger with Banner will be placed in front of the visitor center from Memorial Day through Labor Day to draw attention water safety.

Rend Lake:

1. Annual Water Safety School Assemblies in Southern Illinois utilizing Seamoor Safety: Each year during the month of March or April the Rend Lake interpretive staff presents water safety programs to grades pre-K -5th grade. Titles of the assemblies have been King Seamoor and the Knights of Water Safety, The Land Before Water Safety, Commander Seamoor and the Intergalactic Water Safety Patrol, Detective Seamoor and the Case of the Missing PFD, Sergeant Seamoor of the Corps of Discovery, Seamoor the Buccaneer and Detective Seamoor and the Case of the Missing PFD.
2. Water safety banners at boat ramps and along the dam
3. Annual Beach Blast Water Safety Event
4. Daily safety message on the traveler’s info station.
5. Water safety messages on Visitor Center marquee.
6. Partnering with Wal-Mart to display water safety messages
7. Present water safety programs in conjunction with the local library reading program.
8. Hand out water safety posters and brochures to local businesses and bait shops around the lake
9. Promote water safety during school field trips to the visitor center

10. On- and Off-site water safety programming upon request
11. Life jacket loaner program at Rend Lake Visitor Center

Rivers Project:

1. Provided on-site programs for Girl Scout troops to earn their water drop patch and assisted Boy Scout Merit Badge program. Provided assistance with scouts earning their River Rat Patch which encompasses water safety.
2. Utilized the robotic unit, Seamoer Safety, during school field trips and at special events. Made and distributed Seamoer buttons that included a water safety message.
3. Attended Great Rivers Rendezvous held in May and Paddlefest held in September to promote safe use of the water trail.
4. Distribute water safety materials in the National Great Rivers Museum, Rivers Project Office and on our bulletin boards.
5. A water safety message is included in every Locks and Dam tour.
6. Show “Safe Passage” in the theater to school groups.
7. Handing out water safety materials and talking to boaters during boat patrols.

Wappapello Lake:

1. Continue partnership with financial institutions that are located in Poplar Bluff, Wappapello, and Greenville, MO. in placing safety messages on their money envelopes. Some messages were printed on money envelopes and others were placed on the envelopes using one of the rubber ink stamps.
2. Procure air time for thirty second PSA television spots which will be aired on Poplar Bluff City Cable during the summer recreation season.
3. Partnered with SEMO Regional Water Safety Council and Missouri State Water Patrol in developing new thirty second TV PSA’s which will be aired on Poplar Bluff City Cable during the summer recreation season.
4. Place Ranger Willie B. Safe message on Cardinals Scoreboard at Busch Stadium again in 2008.
5. Procure air time for 7 new thirty second radio PSA’s to be aired throughout the 2008 summer recreation season.

6. Procure new rubber ink stamps with safety message, "Wear It. Boat Smart! Boat Sober!"
7. Procure safety bumper stickers with message, "Wear It Missouri!"
8. Work with SEMO Regional Water Safety Council and local Chamber of Commerce members to print new Ranger Willie B. Safe and the Safety Team Activity Book.
9. Placement of new safety message on illuminated display board at Black River Coliseum featuring Ranger Willie B. Safe (3yr Agreement).
10. Procure 10,000 more pizza stickers to be distributed throughout the 2008 summer recreation season.
11. Increase gasoline station partnerships to place safety message on gas pumps.
12. Placement of 25' Inflatable Wind Dancer at Visitor Center on weekends throughout the 2008 summer recreation season.
13. Staff booth at 2008 Drag Boat Races and distribute safety information and conduct water safety activities.
14. Conduct water safety programs at elementary schools in the following southeast Missouri towns: Poplar Bluff, Neelyville, Greenville, Williamsville, Puxico, Zalma, Bloomfield, Advance, Dexter, Clarkton, Malden, Bernie, Farmington, etc.
15. Development and printing of new diverse activity book.
16. Procure large banner for emergency spillway wing wall with "Wear It" message.
17. Work closely with the SEMO Regional Water Safety Council to help establish an expanded life jacket loaner program, implement grants, and Waterfest.
18. VA Rangers will be conducting boat patrol on Weekends from Memorial Day Weekend to Labor Day Weekend. Purpose is to take a proactive role in making direct interpretive (personal) contact with these visitors at familiar gathering locations on the water.
19. Continue with monthly in studio radio interviews and weekly radio reports Memorial Day through Labor Day
20. Continue beach programs at all three beaches on Saturdays and Sundays
21. Work with local Automobile Dealerships to place "Buckle Up for Safety" on Dealership logo's.
22. Placement of Water Safety Banners along Dam and at boat ramps and beaches.

Lake Shelbyville:

1. Developed a local water safety task force that includes multiple partners uniting to increase the awareness of how important water safety is when on or near the water. Partners include USACE, Illinois Department of Natural Resources, Illinois State Police, local law enforcement, dive teams, and search and rescue departments, tourism offices, marinas, and other offices and agencies interested in promoting water safety.
2. Distribute “I was caught wearing my life jacket” cards during beach and boat patrol to people who are wearing their life jackets. The card will be good for one boat ramp or beach day use fee at Lake Shelbyville.
3. Check into the possibility of creating Radio PSAs utilizing law enforcement officers and park rangers to promote buckling up of both life jackets and seat belts
4. Life jacket loaner program at beaches, campgrounds, and visitor center. Adult and children size life jackets are for loan using the honor system to distribute them. Life jackets received from BoatUS will be incorporated into the loaner program.
5. MOA with Local Coast Guard Auxiliary Flotilla has been in place since 2004. Lake Shelbyville and the USGGA jointly support and conduct Vessel Safety Checks, promote and expand water safety awareness by conducting boating safety courses, offer assistance to stranded boaters, offer assistance during search and rescue operations, and establish and maintain homeland security initiatives.
6. Pam Doty serves as MVD Representative on the USACE National Water Safety PDT . Her duties include networking throughout the Division concerning water safety initiatives, supplying information concerning national water safety products, and serving on the St. Louis District and MVD Water Safety PDTs.
7. Two employees are State of Illinois Boater Safety Instructors
8. Conduct on-site and off-site water safety interpretive programs. Presented water safety programs on 23 April 2008 to 427 4th grade students and teachers during the 2008 Safety Day sponsored by the Shelby County Extension Office. Programs included hands-on activities pertaining to the four signs of a drowning victim and how to help someone if they were in trouble in the water (Reach, Throw, Row, Don't Go).
9. Presented water safety programs on 24 April 2008 to 7th grade students and teachers during the Get Up, Get Out, and Enjoy Lake Shelbyville special event in the Dam West Recreation Area. Programs included the concept of not crossing their stupid line and knowing their limits when it comes to swimming and other activities on or near the water. Hands-on activities included how to recognize someone that is drowning and the proper ways to save someone if they are drowning.

10. Present water safety programs during the Shelby County Conservation Day sponsored by the Shelby County Soil and Water Conservation District.
11. Dare Program at Eagle Creek
12. Incorporate a water safety message in each interpretive program
13. The Annual Aquafest Water Safety Carnival is scheduled for 12 July 2008
14. Utilize Seamoor Safety robotic unit and Bobber the Water Safety Dog costume during interpretive programs and special events
15. Daily safety messages on the lake information telephone (code a phone).
16. Safety messages at the end of news releases
17. Water safety messages and/or articles included in Lake Shelbyville Camper News.
18. Floor mats with a water safety message concerning wearing life jackets are placed in the visitor center and administrative office. Additional floor mats will be loaned to lake partners such as state parks, marinas, etc so they can place them in high public traffic areas.
19. Water safety message banners at local businesses, Wal-Mart, Alco, Ace Hardware (Shelbyville & Sullivan), D & M (Sullivan).
20. Water safety banners on light poles at boat ramps and across main dam
21. Distribution of water safety information such as brochures, posters, decals, and videos to area schools, organizations, tourism offices, convenience stores, and marinas
22. Distribute the Rental Boat Education Package and check-off sheets prototype developed by the US Coast Guard to the marinas. Let the marinas use the products as needed and provide comments concerning the products back to the US Coast Guard.
23. Display water safety posters on information boards throughout the recreation areas around the lake including the boat ramp and beach areas
24. Place water safety posters in laundry rooms, shower buildings, and comfort stations in the recreation areas
25. Contact local businesses in communities surrounding the lake and ask if they will place water safety messages on their interchangeable marquee signs
26. Contact gas stations in the communities surrounding the lake and ask if we can place water safety messages on top of the gas pumps

27. Contact stores and marinas and ask if we can place large double-sided water safety posters at their place of business
28. Create “If You Love Me” & “From Those Who Love You” stand-up restaurant table cards and distribute them to the restaurants in the communities surrounding the lake
29. Watch your children, no diving, and safety hint signs are in place at the beaches
30. Boat Sober and Life Jacket: Get It On symbol slate signs will be placed in the boat ramp areas and Know Your Limits symbol slate sign will be placed at the beaches
31. Use life jacket stencil that was purchased from New England sign shop to stencil primary boat ramps and sidewalks at the beaches.
32. Low water beach bottom inspections at all of the beaches are conducted on an annual basis to comply with the District policy. If the lake level reaches conservation pool then the beach bottoms are inspected by walking the beaches. Through a partnership with the Shelby County Dive Team if the lake level does not reach conservation pool then the beach bottoms are inspected using a sidescan sonar and underwater camera.
33. Depth markers, life saving equipment, and buoyed swimming area are present at all of the beaches
34. Employees carry water safety products such as Frisbees, stickers, temporary tattoos, fishing bobbers, pencils, and can koozies in their vehicles and distribute them with a verbal water safety message to our visitors throughout the recreation season
35. Bobber the Water Safety Dog Exhibit Touch Kiosk in the Visitor Center, so visitors can view the cartoons.
36. New visitor center display concerning boating safety. Part of the display is a small boat in which visitors can get into and in the process put on their life jacket correctly and learn the proper loading procedures.
37. Working with the Kaskia-Kaw Rivers Conservancy (KKRC) to distribute water safety information and conduct water safety programs during public pool nights at the Shelbyville City Pool
38. Water safety messages are displayed on the electronic message board that is located on IL Route 16 in the main dam area. This message board was made available by the KKRC. The message board also includes a permanent water safety message “Wear It” with the life jacket symbol.

Mark Twain Lake:

1. Continue to do water safety programs at the beaches and ramps.
2. Light pole water safety banners on the dam and at Ray Behrens, Spalding, South Fork, Indian Creek and Stoutsville Ramps.
3. Rangers will visit schools in Perry, Paris, Center, New London and Monroe City and present water safety programs.
4. Partnership between the Corps and the Missouri Department of Natural Resources (Mark Twain State Park) for assistance with outreach and on-site programs. If available the DNR Seasonal Interpreter will present programs at Corps facilities.
5. Partnership between the Corps, Missouri State Water Patrol and Ralls County Historical Society with a grant from Quincy Area Safety Council will run an "I got caught wearing my lifejacket" T-shirts campaign. Water patrol will stop boats with people wearing lifejackets on Memorial Day Weekend and give them the T-shirt.
6. Implemented a life jacket loaner station at Spalding Beach. This was done through a grant and partnership with the Quincy Area Safety Council, and our Cooperating Association the Ralls County Historical Society.
7. PSA's aired local radio during the Memorial Holiday Weekend
8. Water Safety Flower garden to be installed in front of Management Office. Will have stepping stones with water safety inscribed in them, water safety painted BB box, etc. Volunteers are moving this initiative forward.
9. Boating Safety Course will be taught at the administration building.
10. Life jacket inflatable prop and Water Safety Pop-Up Exhibit Display will be used at various locations and events.
11. Water Safety Messages for Shoppers Grocery bag campaign with area schools.
12. Life jackets/seat belt save lives vehicle magnet.

Operations Division – Technical Operations and Policy Branch:

1. Lynn Neher developed MVD Water Safety PgMP and organized a new PDT.
2. Rachel Garren, Branch Water Safety POC, working on developing Communications Plan for National Water Safety PDT.
3. Garren updated St. Louis District Water Safety Strategic Plan and Headquarters & District fatality statistics spreadsheets.

4. Garren Assists Public Affairs Office and Rivers Project with “Windows on St. Louis” during KSDK-TV’s “Show Me St. Louis” to promote Rivers’ Mid-America River Expo by utilizing Seamoor Safety.
5. Garren is the District POC for the St. Louis Boat and Sports Show. Working on coordinating our representation at the show with Kansas City and Little Rock Districts.

Public Affairs Office:

1. Nicole Dalrymple is the new PA representative on National Water Safety PDT. She will coordinate with other PA offices to promote boating and water safety media efforts.
2. Assists with “Windows on St. Louis” during KSDK-TV’s “Show Me St. Louis” with Rivers Project Office and OD-T staff utilizing Seamoor Safety.
3. Issues press releases and coordinates or conducts interviews pertaining to water safety.
4. Coordinates or writes articles for the District Newsletter (Esprit) concerning water safety

Safety Office:

1. Distributes Safety SNAC emails with boating and water safety information to District employees.

Appendix B – If You Love Me/From Those Who Love You Product Sample



If You Love Me...

Teach me to swim well.

Children who know how to swim well are less likely to drown than non-swimmers.

Don't let me swim alone.

One of the leading causes of accidental death for children is drowning. Make sure I swim with an adult.

Watch me closely at all times when I'm near water.

It only takes 20 seconds for a child to drown.

Don't let me use inflatable toys.

Poor swimmers often drown when inflatables collapse or float away.

Make sure you put a life jacket on me before I get near water.

96% of drowning victims would be alive today if they had worn a life jacket.



**US Army Corps
of Engineers**
St. Louis District

From Those Who Love You...

Think before you drink.

Even excellent swimmers under the influence of alcohol can become disoriented underwater and not know which way is up. Alcohol leads to many accidents and deaths around water because it impairs your judgment, response time, and swimming capabilities.

Swim only within beach boundaries.

Swimming beyond your capabilities has resulted in many drownings because people venture out too far.

Don't dive from bridges, cliffs or other structures.

Permanent disabilities or death often occurs from striking submerged rocks or other unseen hazards.

Wear a Life Jacket. It can only save your life if you wear it. Many people who drown never intended to enter the water.

Risk taking can be hazardous to your life!

FY 2008 St. Louis District Campaign Unfunded Cost Estimates

The following projects reported unfunded costs for their interpretive services and outreach program in FY2008 which could have a negative impact on their boating and water safety campaign efforts. Labor reduction costs for these projects listed below total an estimated \$176,200. Not having these summer-hire employees to conduct interpretive programs will significantly affect our efforts for making direct interpretive water safety contacts with our visitors. Therefore, we will be seeking other ways through partnerships and indirect interpretive contacts to reach our campaign goal.

Mark Twain Lake: Reduced 100%, or a total of 4 STEPS for ISOP. Total Funding Needed to restore: \$73,700

3 GS-02's at \$18,000 each (\$25.77/hour x 700 hours) for a total of \$54,000

1 GS-03 at \$19,700 (\$28.13/hour x 700 hours)

Other interpretive efforts not funded:

Budget impacts at Mark Twain Lake have had major impacts on the Interpretive Services and Outreach Program. The loss of ALL summer staff (4 STEP positions) significantly impacts the ability of the remaining staff (2 full-time with one primarily assigned to Interpretive Programming) to engage key audiences to promote awareness, understanding, commitment, and action in support of USACE missions to the maximum benefit possible.

In 2007 our water safety program efforts doubled (11,975 direct on/off-site contacts) in-line with the HQ directive to reduce water related deaths. Under the current budget restrictions and loss of summer staff those efforts will be reduced to approximately 25% or approximately 3,000 direct contacts and significantly reduces effectiveness in regards to the HQ directive.

Interpretive Programs such as campfire programs, beach programs, outreach in area schools and safety days with topics including water safety, environmental, Corps mission will decrease by approximately 75% with the loss of summer staff to approximately 6,500 contacts (from 25,887 totals contacts in 2007). An example of the impact: summer campfire programs will decrease from approximately 42 programs to approximately 9 total.

The Corps has steadily been decreasing involvement in the long-standing event, the Salt River Folklife Festival, because of budget reductions. Involvement now is limited to providing picnic tables and trash barrels. The Corps has been a partner in this event for 27 years. Corps original financial commitment: \$3,000 and summer staff overtime. (up to 70 hours OT)

Reduction of water safety promotional items such as pencils, whistles and magnets may occur. Minimum \$2,500.

Lake Shelbyville: We reduced our interpretive staffing by 2 at \$23,500.

Rend Lake: We did not hire the usual three students for interpretation which equates to about \$39,000 in labor.

Other interpretive efforts not funded: Cuts include campground programs, beach programs, environmental science series and sunset concert series. The beach blast that concentrates on water safety and the water safety school programs will go on as normal.

Carlyle Lake: Interpretive staff will be reduced by 3 students (Reduced from 3 full time students and 1 student spending 50% of time on interpretation to 1 student spending 50% on interpretation) Staffing reduction costs \$40,000.

Other interpretive efforts not funded: Total \$50,000

- Reduction of campground interpretive programming from six programs per weekend (Memorial Day through Labor Day) to 2 programs per weekend (30 programs throughout the summer, compared with 90 in the past).
- Unscheduled beach water safety programs when feasible versus 8 per week Memorial Day through Labor Day
- 70% reduction of courtesy boat checks
- 70% reduction of water safety outreach efforts
- No participation in Clinton County Fair
- 70% reduction in overtime to support special events (Fireworks Spectacular, Duck Race and Wine and Art Festival). Significant reduction in assistance with parking/traffic control, public safety efforts, water safety and interpretive programming efforts during events. (\$20,000)
- Eliminate Summer Beach Blast / Safety event (\$5,000)
- Visitor Center will only be open on Fridays, Saturdays and Sundays rather than daily Memorial Day through Labor Day and will close following the Labor Day holiday rather than staying open on weekends through the end of September (\$10,000)
- 70% reduction of materials and supplies for use in Interpretation program (\$15,000)