

# Boating Week

National Safe Boating Week is generally the week before Memorial Day weekend and the National Safe Boating Council sponsors it.

You can start planning early to obtain maximum publicity for this special week. News releases, photographs and PSA artwork, can be prepared weeks in advance and given to the media about the middle of May. If you are planning many unique events and you desire coverage, plan ahead.

What the week does for you is give you an event – community leader signing a document -- that you can use as a public relations opportunity to promote water safety in your area. This is an excellent time to appear on radio and television talk shows to chat about water safety.

Schools are preparing to turn children out for summer vacation so you may want to plan your week's events around Scouts or church or sporting groups. Teachers are always looking for field trips about this time of year, if schools are still in session. If transportation is a problem, you may want to take your water safety program "on the road" to the schools. The USACE National Water Safety Product Catalog has an excellent coloring book featuring Bobber the Water Safety Dog that is available free of charge to any Corps of Engineers project. Take them with you to the elementary schools. This is a good time of year since many children will be on the rivers and lakes during the summer.

One of the most useful tools available is the National Safe Boating Council's Safe Boating Week Campaign Packet. Best of all, it's free. It is packed with ideas and material to help you pull off a successful Safe Boating Week. You can order it online at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).

You have an entire week to plan your activities around. One large event per day might be what is needed. Don't forget the senior citizens. At one event you might want to show different types of life jackets and life rings. A demonstration of what kind to wear or toss might be helpful. Demonstrate what the "kill switch" does and how it saves lives. Update the attendees about lake laws, from the number of

life jackets required to drinking and boating to fire extinguisher requirements. Explaining "No Wake Zone's", or where the No Skiing, or No Swimming areas are located can help fill your week's schedule. Cleaning up the lake on another day can blend in with water safety, also.

Remember the other agencies during your National Safe Boating Week planning. They have materials as well as people, and they want to be a part of saving lives, too.

Good luck with "your week."