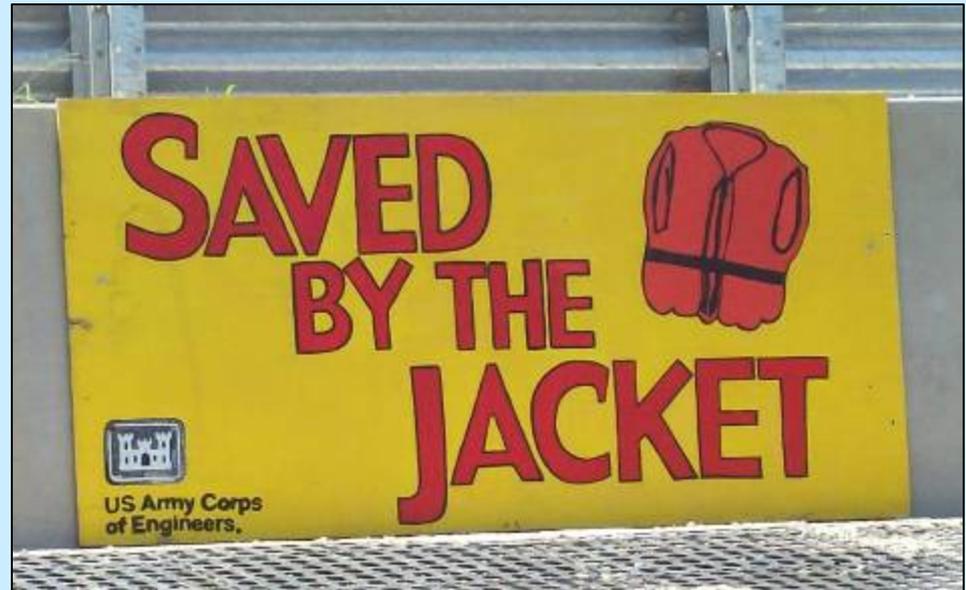
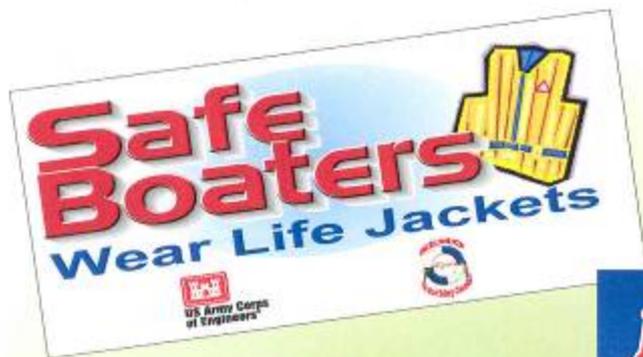
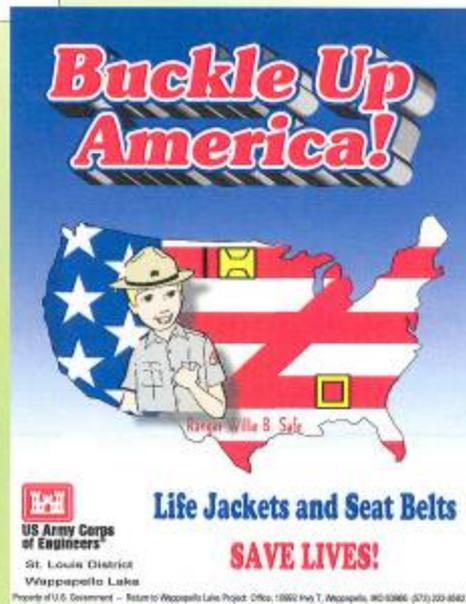


# Banners





Safety Banners  
at Boat Ramps



Message Boards

WE APPRECIATE YOUR BUSINESS



**First  
Midwest  
Bank**



MEMBER FDIC

Money Envelopes



Day Use Fee  
Payment Vouchers



Safety Messages in  
Ozark Border Electric Cooperative  
Monthly Newsletter

# Banners



# Wear It Billboard

**Description:** This water safety billboard was made possible through a partnership with Entergy (FERC) and the Arkansas Game and Fish Commission. Our water safety budget is minimal at best and we are continually forced to more with less. In this case, this partnering effort essentially free to Corps, funded by our partners promotes water safety to 30,000 motorists per day on Arkansas Scenic 7 Byway adjacent to DeGray Lake project lands. Maintaining quality customer care while facing continued funding shortfalls is difficult at best, yet through partnering efforts we have helped make DeGray Lake and surrounding waters a safer place to work and visit.

**Point of Contact:** Brian C. Westfall, 870-246-5501 Ext. 4008,  
[Brian.C.Westfall@MVK02.USACE.ARMY.MIL](mailto:Brian.C.Westfall@MVK02.USACE.ARMY.MIL)



Customer Approval: \_\_\_\_\_

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**LAMAR**  
Phone: (501) 562-2476  
Fax: (501) 568-0085

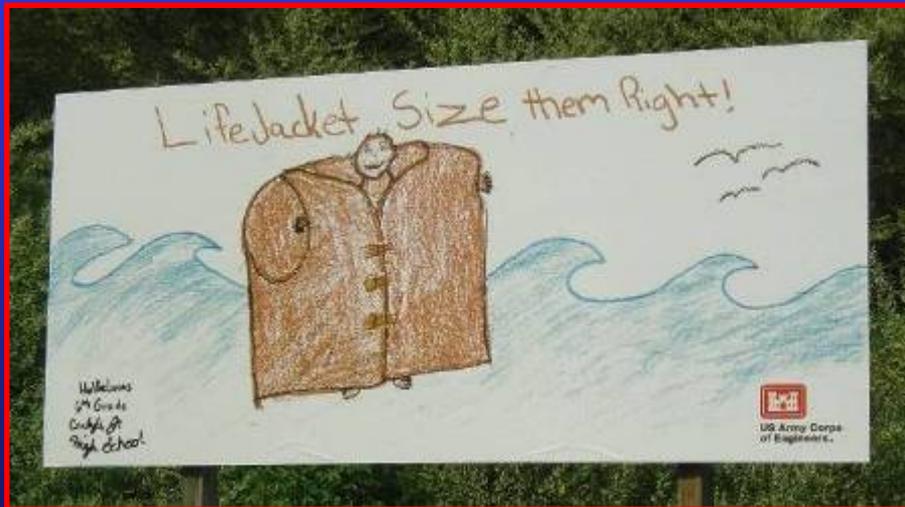
Product Size:  
Plant: Little Rock, Arkansas  
Artist: Jon B. Collins

# Billboards

**BUCKLE UP!**  
**Life Jackets & Seat Belts**  
**Save Lives!**

Join Our Safety Team!

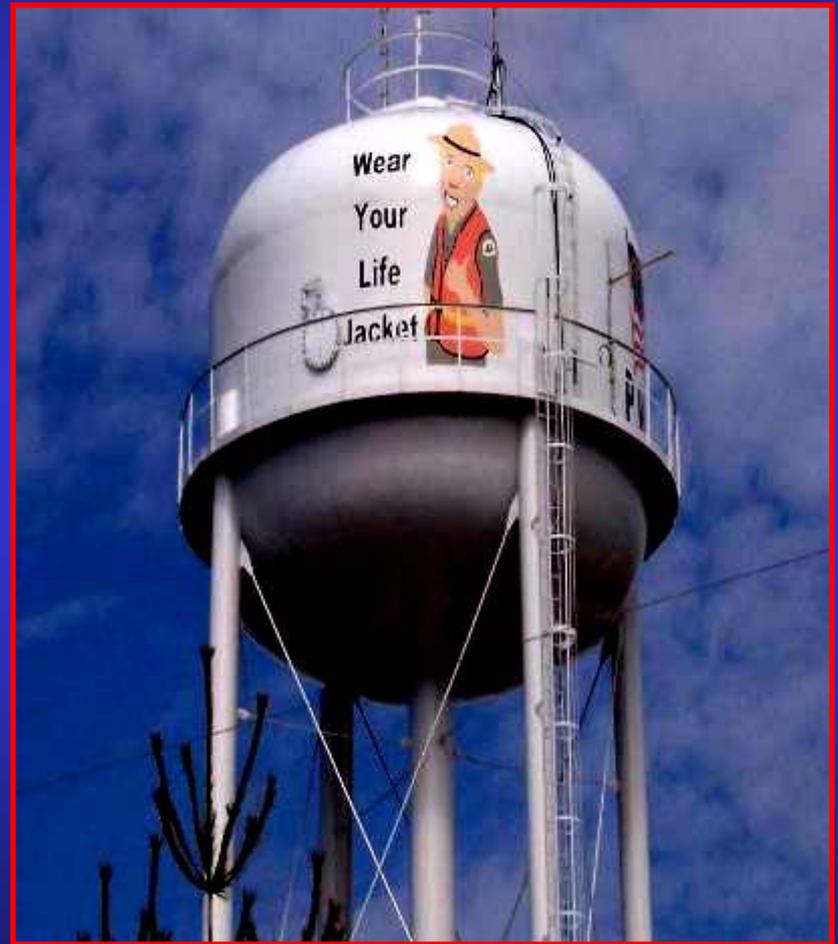
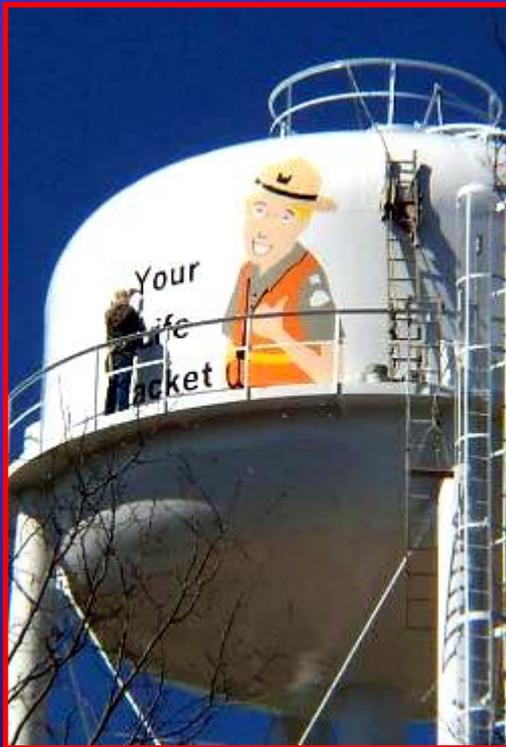
US Army Corps of Engineers  
Westford Fire Department  
Westford Police Department



# Partners

## Wappapello Water District

- Water Towers



**Biggest Willie in the World**

# Partners

## Financial Institutions

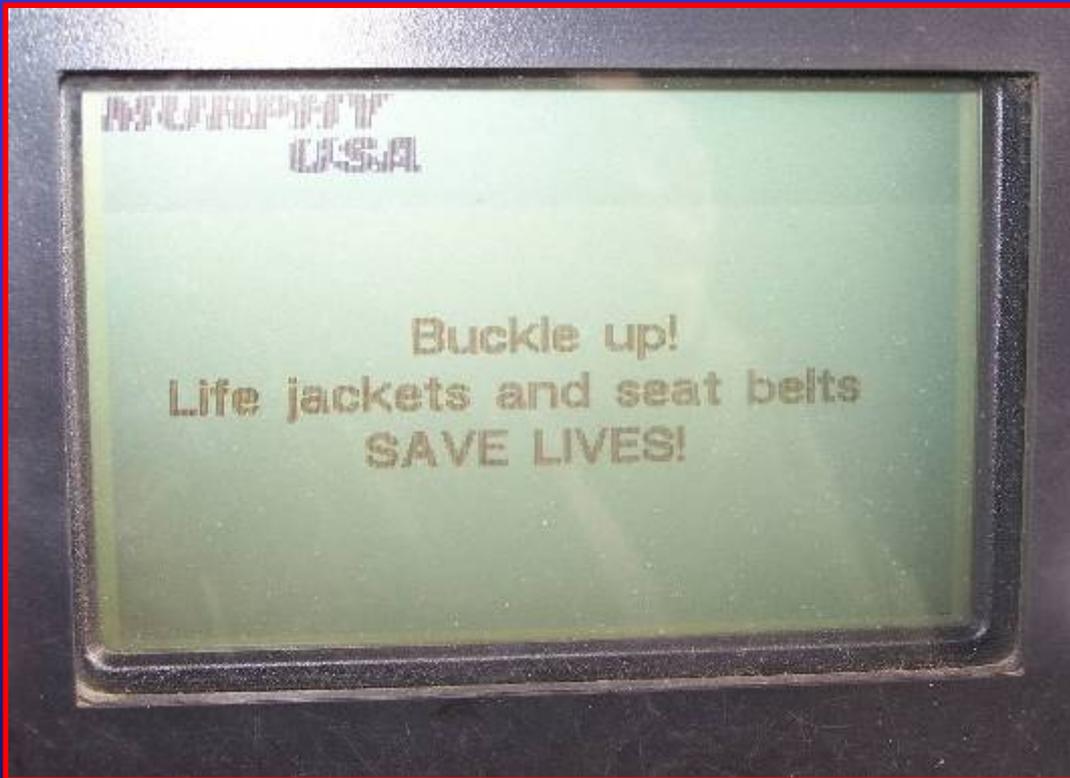
- Plastic Bags
- Electronic Message Boards
- Rubber Self-Ink Stamps



# Partners

## Pop Murphy Oil Corporation

- Safety Message on Gas Pump



# Safety Message on Gas Pumps

Description: In December 2007, Pop Murphy Oil Corporation placed a dual scrolling safety message on gasoline pumps in five towns located in southeast Missouri. The message was "Buckle Up. Life Jackets and Seat Belts Saves Lives." This message was also printed on the credit card receipts. This did not cost any money to the government nor Murphy Oil. This safety initiative will resume during the 2008 summer recreation season.

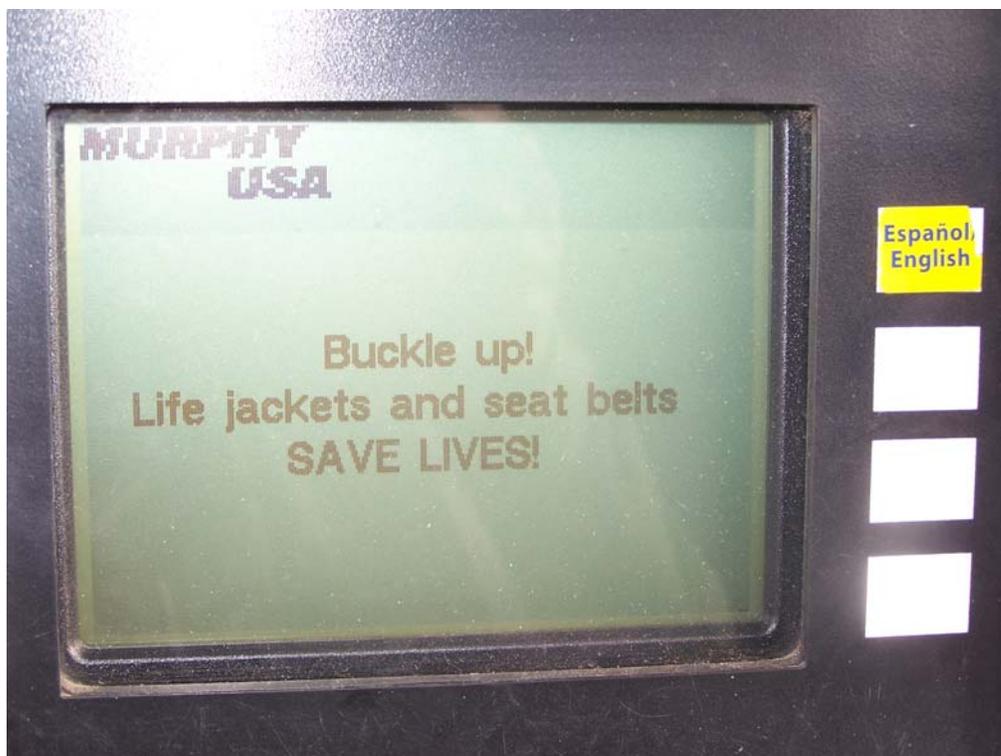
## Contact Information:

Name: Andrew Jefferson

Division/District/Project Office: MVD, St. Louis District, Wappapello Lake

E-mail: Andrew.Jefferson@usace.army.mil

Phone: 573-222-8562

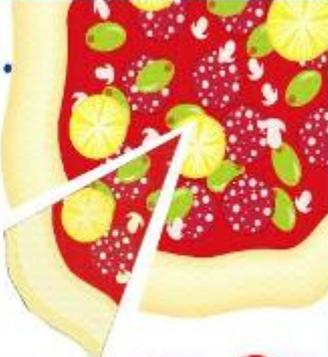


# Partners

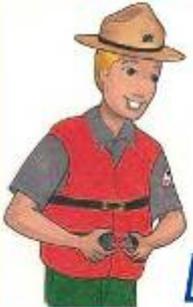
## Pizza Restaurants

- Safety Stickers

Any way you slice it...  
Make **SAFETY** a  
"**PIZZA**" your life.



**Buckle Up!**  
Life Jackets and Seat Belts  
**SAVE LIVES!**



# Partners

## St. Louis Cardinals Busch Stadium

- Safety Message on Scoreboard During Ball Game



# Electronic Safety Message at Busch Stadium

**Description:** A safety message from Ranger Willie B. Safe was placed on the giant score board during a Cardinals Baseball game at Busch Stadium in St. Louis, MO in the summer of 2007. The message was, "Ranger Willie B. Safe Reminds You to Buckle Up! It was shown in the 3rd, 4th, and 7th innings. The cost of having this done was \$30.00. Attendance at the game was approximately 44,615 attendees.

## Contact Information:

Name: Andrew Jefferson

Division/District/Project Office: MVD, St. Louis District, Wappapello Lake

E-mail: Andrew.Jefferson@usace.army.mil

Phone: (573) 222-8562



# Partners

## Southeast Missouri Regional Water Safety Council

- Water Fest
- Life Jacket Loaner Program
- Double-Sided Bilingual Safety Banners



# Partners

## Black River Coliseum

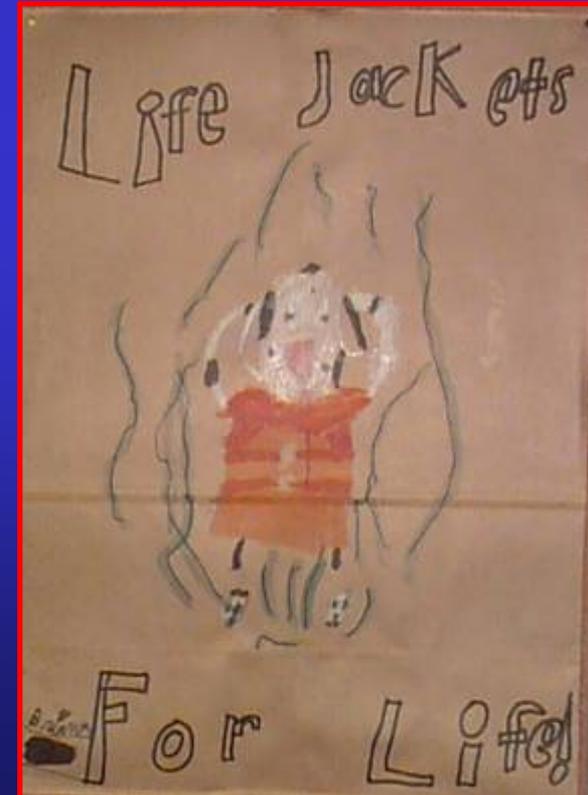
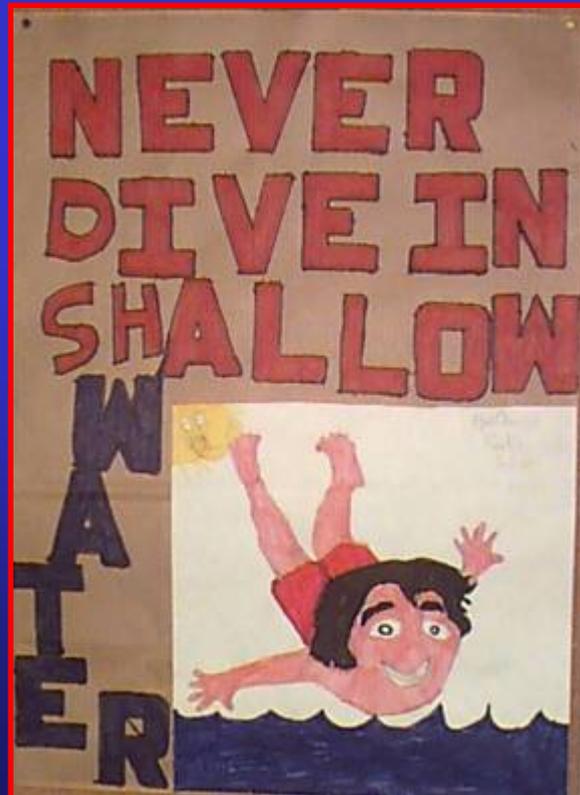
- Illuminated Safety Display



# Partners

## Grocery Stores

- Water Safety Messages for Shoppers



# Partners

## Kaskia-Kaw Rivers Conservancy

- Electronic Message Board
- Interpretive Signage
- Aqua-fest Water Safety Carnival



# Partners

## Wal-Mart Stores

- Safety Display Boards

**Buddy Up!**  
Always swim with a buddy.

**Buckle Up!**

Wear your properly fitted, Coast Guard approved life jacket.

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

A message from Ranger Willie B. Safe  
Wappapello Lake Project Office  
(573) 222-8562

**Arrive Alive.**  
**Don't Drink and Drive!**

**Buckle Up!**  
Life Jackets and Seat Belts  
SAVE LIVES!

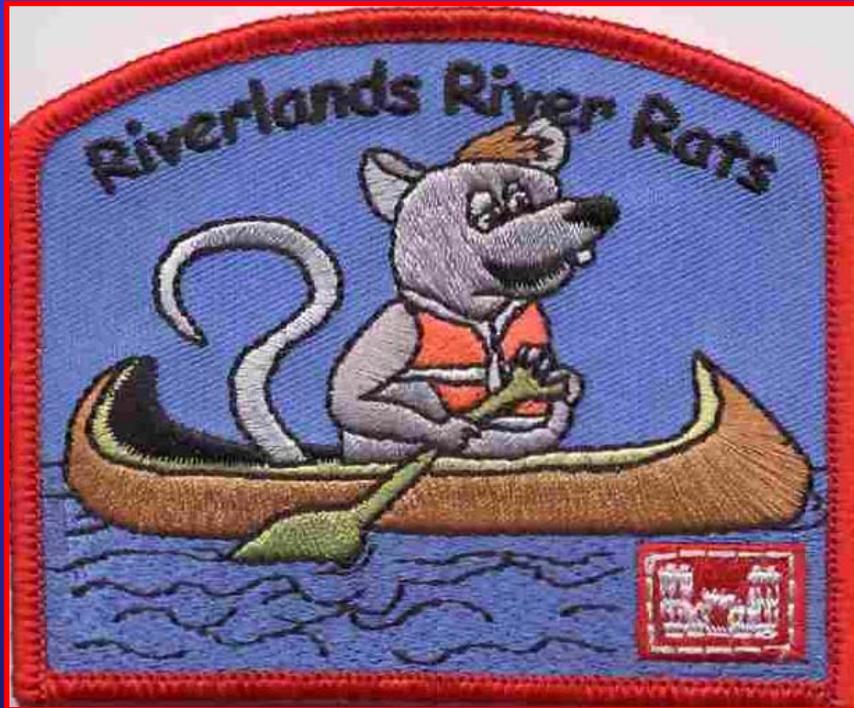
**US Army Corps of Engineers**  
St. Louis District

A message from Ranger Willie B. Safe  
Wappapello Lake Project Office  
(573) 222-8562



# River Rat Program

## Girl & Boy Scout Activities



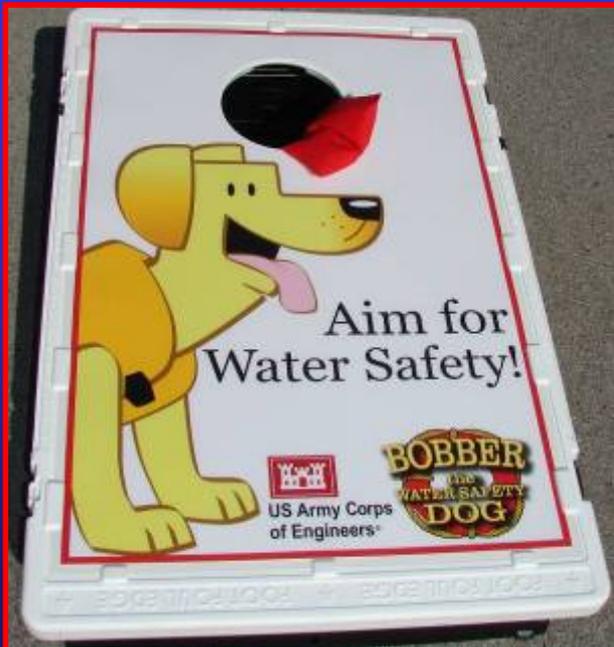
# Parades



# Exhibits



# Games



# Props



# New Graphics



**46 Drownings In This Lake**  
**You or Someone You Love  
Could Be Next**  
**Return Home Alive!**

WEAR IT!

This blue rectangular graphic contains a circular icon of a life jacket with the text "WEAR IT!" below it. To the right of the icon, the text reads "46 Drownings In This Lake", "You or Someone You Love Could Be Next", and "Return Home Alive!".



# SCA and Volunteers



**BUILDING STRONG®**

# Theater Slide (all SWD and MVK)



IT DOESN'T WORK UNLESS YOU  
**WEAR IT**

  
US Army Corps  
of Engineers®

*There's a Corps Lake Near You*  
[WWW.CORPSLAKES.US](http://WWW.CORPSLAKES.US)

© THIS ARTWORK IS COPYRIGHT TO SCREENVISION DIRECT



BUILDING STRONG®

There's a reason it's  
called a  
**Life Jacket!**

**Just Wear It!**



Last year, more than 4000 people drowned in the U.S. while swimming or boating. If they had just worn a Life jacket many of these tragic deaths could have been avoided. Life jackets work and they save lives...maybe yours or someone you love!

**Other Water Safety Tips:**

- Boaters**
  - Check your boat for all required safety equipment
  - Don't overload your boat
  - Don't drink alcohol
  - Know the weather forecast
- Swimmers**
  - Don't over estimate your swimming skills
  - Swim only in designated swimming areas
  - Never swim alone
  - Remember, alcohol and water don't mix



Sponsored by Our Lands & Waters Foundation, a public partnership with the U. S. Army Corps of Engineers.

[www.ourlandsandwaters.com](http://www.ourlandsandwaters.com)

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# OLWF Campaign



**Just Wear It!**

**There's a reason it's called a *LIFE* Jacket!**



Sponsored by Our Lands & Waters Foundation, a public partnership with the U. S. Army Corps of Engineers.

[www.ourlandsandwaters.com](http://www.ourlandsandwaters.com)



**BUILDING STRONG®**

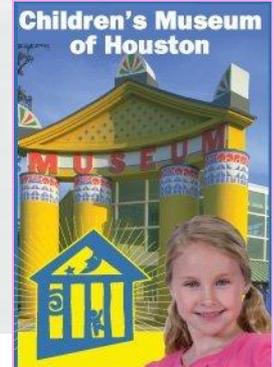


# NASCAR Nation



**BUILDING STRONG®**

# Water safety partners in the Safe Kids Greater Houston Water Safety Coalition





SWL water team partnering with Ms. Arkansas for outreach



**BUILDING STRONG®**

# LITTLE ROCK DISTRICT

## Partnerships – New Ventures

*Ozark Rivers Heritage Foundation (ORHF)*



**BUILDING STRONG®**



*"Boat Safe / Boat Smart"*

*"Be Cool... Follow Rules"*

*"Hey Mom, Watch Me!"*

*"Safe Pools / Safe Kids"*

*"Household Hazards"*

*"Splash Into Ocean Safety"*

*"Open Water Fun"*

*"Ready to Respond"*

**Safe Kids.**  
Northeast Florida

**Wolfson Children's Hospital**  
BAPTIST HEALTH

# Gear Up for Safety

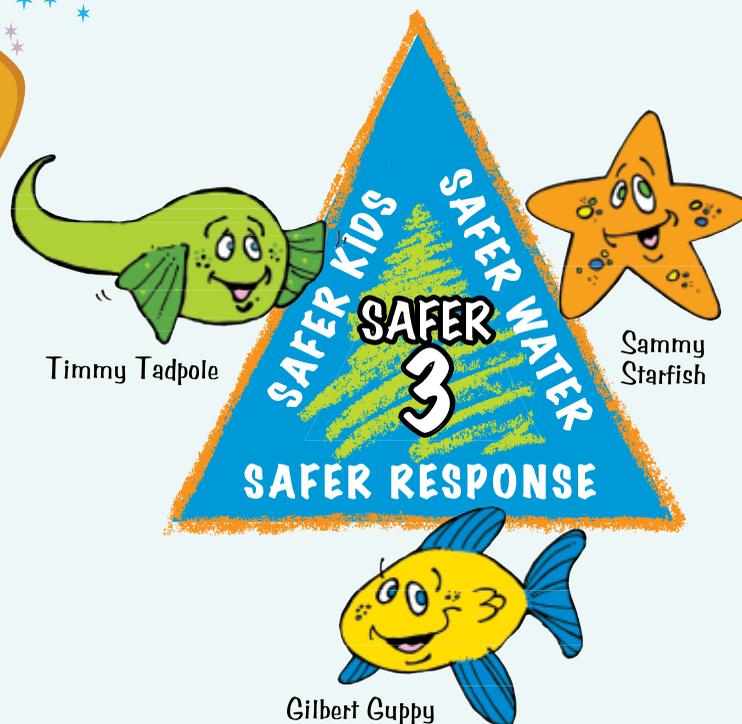


Ronald McDonald® reminds all kids and parents to...

**Follow the Safer 3**



Complete a series of swimming lessons at a participating swimming program during the summer of 2009 and receive a Gear Up for Safety Summer Certificate redeemable for a complimentary cone at a participating McDonald's® restaurant in Northeast Florida and Southeast Georgia. For more information, please visit [www.usswimschools.org](http://www.usswimschools.org) or call 904-730-2778.



## Safer Kids

Always provide constant adult supervision and never allow a child to be unattended. Develop swim skills through on-going and qualified instruction. Learn and practice proper behavior in and around the water. *Children should never be thought of as "water safe."*

## Safer Response

Learn and renew CPR, first-aid and rescue techniques through on-going courses. Keep an emergency action plan, rescue equipment and phone by the pool at all times. *Be prepared.*

## Safer Water

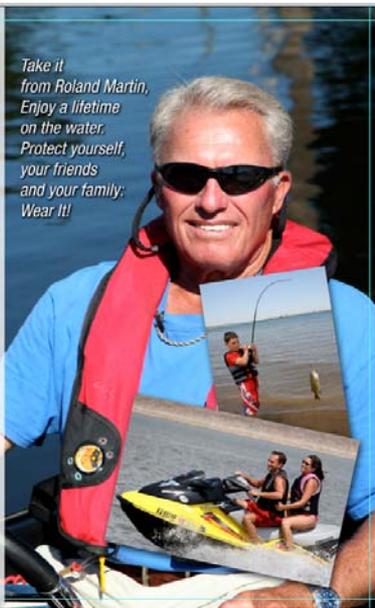
Install, maintain and utilize proper fencing, self-closing gates and latches, pool and spa covers, pool alarms and additional safety equipment to protect the swimming perimeter. *No barrier is 100% effective.*

Proud Partners



**Corps  
Lakes:  
Your  
connection  
to outdoor  
fun!**

Take it  
from Roland Martin,  
Enjoy a lifetime  
on the water,  
Protect yourself,  
your friends  
and your family;  
Wear It!



US Army Corps  
of Engineers



IF YOU COULD SEE  
**CARBON MONOXIDE**  
IT MIGHT LOOK  
**LIKE THIS**

WHETHER INSIDE  
OR OUTSIDE  
YOUR BOAT,  
**CO ACCUMULATION  
MAY HARM YOU!**

**LEARN MORE  
ABOUT IT!**  
[www.uscgboating.org](http://www.uscgboating.org)

Special Notes:  
None

**LAMAR**

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Product Size: 10-5 x 22-8  
Plant: Boise, ID  
Artist: Dom Palmintier  
Tuesday, December 12 2006



# Billboard

**Join Our Team!**  
*Wear your Life Jacket*



**US Army Corps  
of Engineers®**  
Vicksburg District



**USACE and Universities Team up for Water Safety Outreach**





**Keep Your Team Afloat.  
Wear A Life Jacket!**



Virginia Tech Coach Frank Beamer

U.S. Army Corps  
of Engineers  
Wilmington District

**Tackle Your Day  
Of Fishing Right!  
Wear Your P.F.D.!**



U.S. Army Corps  
of Engineers  
Wilmington District

# Be on our team, wear a life jacket

Coach Mike Dubose  
University of Alabama

Coach Hal Mumme  
University of Kentucky

Coach Phillip Fulmer  
University of Tennessee



US Army Corps  
of Engineers®



US Army Corps  
of Engineers®

**Make it Your Goal to Always Wear Your Life Jacket!**



US Army Corps  
of Engineers®



**"We Want YOU to Wear Your Life Jacket!"**



US Army Corps  
of Engineers

# 1996 NATIONAL CHAMPIONS



**Champions Know to Wear the Proper Safety Gear.  
Wear Your Life Jacket!**

This is...  
**THE SWAMP**

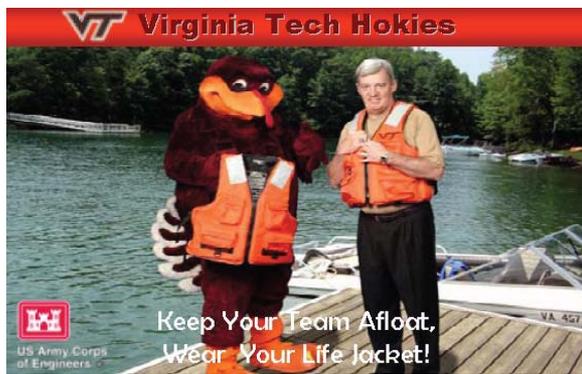


**On the Lake  
or in The  
Swamp,  
Safety Gear  
Saves Lives.**

**Wear Your  
Life Jacket!**



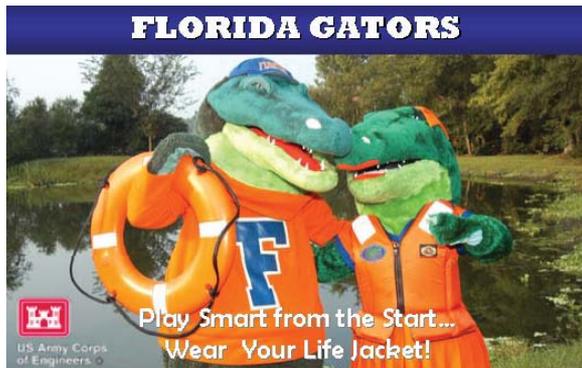
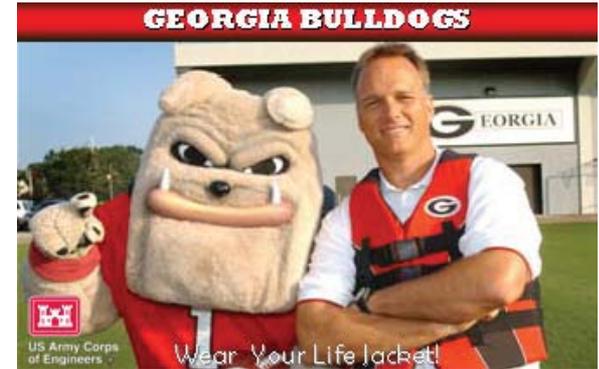
US Army Corps  
of Engineers



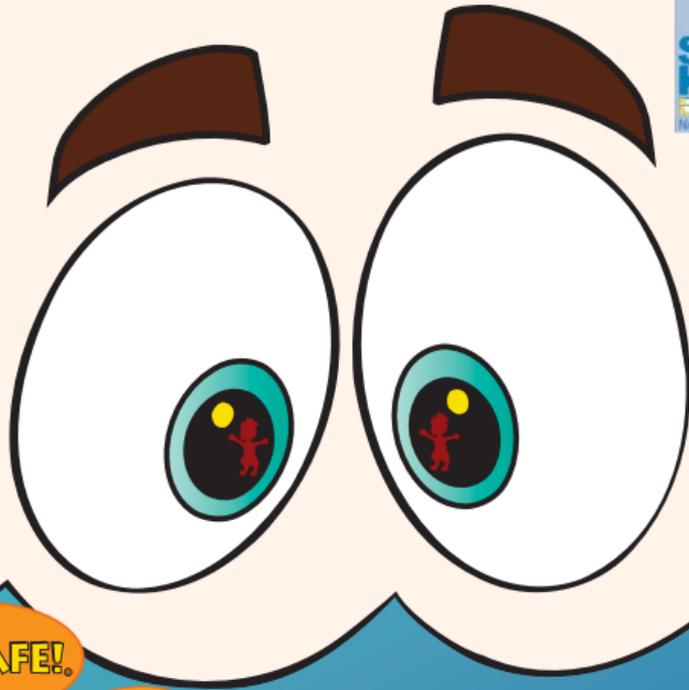
Front



Back



Trading cards with football schedule



I'M SAFE!

**Official Water Watcher**

[www.imsafe.com](http://www.imsafe.com)

# Water Watcher Pledge



- ★ While wearing this tag, I agree to constantly watch the children who are in or near water and keep them within reach.
- ★ If I need to leave the area for any reason, I will give this tag to another adult who agrees to constantly watch the children.
- ★ In a drowning emergency, I will
  - immediately yell for help and safely remove the child from the water.
  - call 911 (or quickly get another adult to call).
  - check the child's pulse and breathing.
  - start rescue breathing and/or administer CPR as needed. Continue until help arrives.



**I'M SAFE!**

**Drowning is silent and fast. Supervision is your child's best protection.**

[www.imsafe.com](http://www.imsafe.com)



# WATER WATCHER



While wearing this tag, I accept responsibility for guarding the pool to protect children from drowning. I will not leave the pool area without a replacement at any time.

 <p><b>SAFE KIDS</b> Northwest Florida</p>	<p>Lead Organization:</p>  <p><b>Wolfson Children's HOSPITAL</b> BAPTIST HEALTH</p>
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[e-baptisthealth.com](http://e-baptisthealth.com)

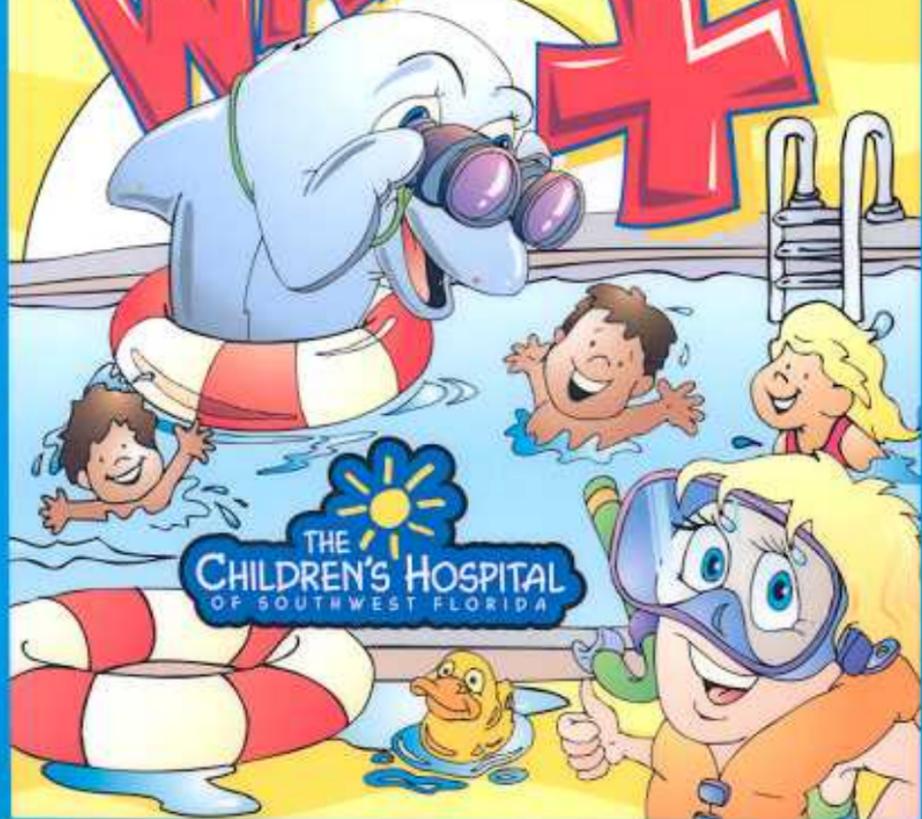


### Children Drown... Without a Sound

- I will limit the number of kids in the pool area and get help if I need it before kids go into the water.
- I will continuously scan the water's surface and the bottom of the pool with my eyes.
- I will avoid poolside chats, eating, talking on a phone and all other distractions.
- I will stop unsafe play and running in the pool area.
- I will keep a phone by the pool for emergency use only.
- I will locate and learn how to use the pool safety equipment.
- Learn CPR and First Aid!  
Call 202-2229.

In co-operation with:  
**WATER PALS**  
www.waterpals.com

# CHILD WATCHER



THE  
CHILDREN'S HOSPITAL  
OF SOUTHWEST FLORIDA

## Water Watcher Tips!

-  Designate an adult as a **Child Watcher** who will wear this badge whenever children are near the water.
-  Always pay attention to your child in a swimming pool, hot tub, or wading pool and **never leave him or her alone**, even for a second.
-  Use four-sided fencing at least five feet high to **enclose your pool or spa**, with gates that close and latch themselves. Your house should not be used as one of the four sides.
-  Become **CPR certified**—keep a telephone, emergency numbers and rescue gear on your pool deck.
-  Have alarms for your doors, windows, pool and gates, and for **extra protection** use automatic pool covers.
-  Give your child **swimming lessons**, and remember that lessons alone are no substitute for a parent's eyes.
-  Have water play **rules**, which you consistently enforce.

SWIM Lee



  
THE  
CHILDREN'S HOSPITAL  
OF SOUTHWEST FLORIDA  
LEE MEMORIAL HEALTH SYSTEM



While wearing this whistle, I accept responsibility for guarding the children in the pool to prevent them from drowning. I will avoid any distraction from guarding the children in the pool area or if I am distracted, for any reason, I will find a replacement Lifeguard.

**I'M IN CHARGE!**  
**LIFEGUARD ON DUTY**

Swimming Whistle  
© 1998 American Red Cross

**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