



California's 2014 Boating Season Media Kit

www.BoatCalifornia.com





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A message from DBW's Deputy Director

Dear Boating Safety Partner:

Welcome to California's 2014 boating season! Memorial Day through Labor Day marks our busiest time of the year, and we want to work together on public outreach for safety and water conservation. This year, Governor Edmund G. Brown, Jr. declared a drought emergency across the state, and encouraged all Californians to conserve water. However, boating safety is our number one priority. No matter how low water levels may seem in some water bodies, a life jacket is always advisable. Never get too comfortable around water!

California State Parks Division of Boating and Waterways (DBW) is looking forward to working with our partners once again this year to increase safety on all of California's waterways. But this year, we need to work on additional efforts. We need to ask boaters to adapt to the evolving effects of the state's drought and to save water. That's the theme of this year's public outreach campaign: "Be a hero. Wear your life jacket and save water". We need to do everything we can to educate our public, and protect our water today and into the future.

Last year's boating accident statistics show that fatalities can be decreased significantly when wearing a life jacket. They save lives, and in today's world, there are life jackets for everyone in the family.

In addition, our state is facing one of the most severe droughts in history. Water is a precious commodity in California, and we must all do our part to conserve our water resources. Because of the drought and low water levels, some recreational boating may be impacted throughout the season in some bodies of water. Let's conserve together, and never get too comfortable around water when recreating, no matter how low the levels are.

Within this media kit, you will find information on what boaters can expect this year, and how we can educate them to boat safely and responsibly, as well as help in the water conservation effort. DBW encourages you to share this information within your recreational boating communities, on your websites and on social media sites. The more exposure this information receives, the safer our California's waterways will be and the more water we'll have for our economy, environment, farms, communities and recreational boating.



Following are key resources for this year's educational efforts:



Recreational Boating
www.BoatCalifornia.com
Facebook.com/BoatCA
Twitter @Boat_California



Save Our Water
www.saveourh2o.org
Facebook.com/Save-Our-Water
Twitter @saveourwater

Should you have any questions, please contact California State Parks Deputy Director of Public Affairs Vicky Waters or Public Information Officer Gloria Sandoval via e-mail (Vicky.Waters@parks.ca.gov, Gloria.Sandoval@parks.ca.gov).

Thank you for your support!

Sincerely,

A handwritten signature in blue ink that reads "Sylvia O. Hunter".

Sylvia O. Hunter
Deputy Director, DBW



Talking Points

Tagline

Be a Hero. Wear your life jacket and save water.

Talking Points

- This year, we are encouraging boaters to boat safely by wearing [life jackets](#) and [conserving water](#).
- Safety is the number one priority for DBW.
- Last year, 531 boating accidents, 272 injuries and 38 fatalities were reported to California State Parks Division of Boating and Waterways.
- The top three causes of boating accidents last year included operator inattention, excessive speed and operator inattention.
- Statistics continue to prove that wearing a life jacket increases the chances of survival in the event of a capsizing, fall-overboard or any other water-related accident. Of the 38 boating fatalities in 2013, 68% of victims drowned. Of that group, 81% were not wearing a life jacket.
- Properly-fitted life jackets keep you afloat until help arrives, save lives and are available for everyone in the family.
- It is very important to be prepared. DBW offers a variety of [life jacket programs](#) aimed at reducing fatalities.
- In 2013, none of the boat operators involved in fatal accidents had taken a formal boating safety course when education was known.
- 14% of all boating accidents each year occur during the three summer holiday weekends of Memorial Day, Fourth of July and Labor Day.
- Our state is facing one of the most severe droughts in history.
- Governor Brown declared a [State of Emergency](#) in January and issued two [proclamations](#) urging Californians to cut back on their water use by 20 percent.
- We must all do our part to help in the water conservation efforts.



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- It is critically important for all Californians to conserve water. We need to do everything we can to protect our water resources.
 - Conserving water can also keep water in California's lakes and therefore provide more recreational opportunities.
 - Recreational boating may be impacted due to the drought. So what should boaters expect this boating season?
 - PLAN AHEAD: Boaters should plan ahead and [find out](#) if their favorite boating spot has any boating operating restrictions as a result of the drought conditions. If your favorite spot is closed for boating and you opt to boat in a river or ocean, remember that operating vessels in these environments is very different than in lakes. Plan ahead, take a [boating safety class](#) or invite someone with experience to show you how to safely boat in rivers or the ocean.
 - EQUIP YOUR BOAT: Make sure your boat is ready for the boating season. Make sure you have all of the [required equipment onboard](#). Most importantly, make sure you have Coast Guard-approved and properly fitted [life jackets](#) for everyone on board.
 - HAZARDS: Adjust your boating activities to the [drought conditions](#). Water conditions are low enough in many places to make for hazardous boating. Areas that were easily boated a year ago may be dangerous this year. Keep a proper lookout for trees, snags, sandbars, etc.
 - BOAT RESPONSIBLY: Take a [boating safety class or course](#) to further minimize boating accidents. It is also critical for everyone in a boat to practice [common sense measures](#), such as wearing life jackets at all times, avoiding the consumption of alcohol and operating boats at safe speeds. Last year, the [top three causes \(statewide\)](#) of accidents were operator inattention, excessive speed and operator inexperience. Remember, never get too comfortable around water when recreating, no matter how low the levels are.
 - We must encourage boaters to continue using safety measures—like wearing life jackets—when recreating in any body of water—no matter if [water levels](#) are low.
 - For more boating safety tips or resources, visit www.BoatCalifornia.com. Information on how to conserve water or about the “Save Our Water” public education program can be found at www.saveourH2O.org.



News Release

California's Recreational Boaters Encouraged to Wear Life Jackets & Save Water

SACRAMENTO, Calif. -- California State Parks Division of Boating and Waterways (DBW) encourages recreational boaters this year to wear [life jackets](#) and [save water](#).

Recreational boating activity and boating accidents increase during the boating season, which runs from Memorial Day through Labor Day. It is critical for boaters to plan ahead, exercise precaution and encourage everyone in a boat to wear a life jacket in order to minimize being involved in a boating accident or reduce the severity of them.

[California's 2013 boating accident statistics](#) show that fatalities can be decreased significantly when wearing a life jacket. Of the 38 boating fatalities in 2013, 68 percent of victims drowned. Of that group, 81 percent were not wearing a life jacket. Life jackets save lives. There is no excuse not to wear one. Modern life jackets are much more comfortable, lightweight and stylish than the bulky orange style most boaters are familiar with.

This year, boaters are also being asked to adopt a new habit. Our state is facing one of the most severe droughts in history. Water is a precious commodity in California, and we must all do our part to conserve our water resources. Because of the drought and low water levels, recreational boating may be impacted throughout the season in some bodies of water. Let's conserve together. Conserving can keep water in our lakes and therefore provide more recreational opportunities.

That's this year's theme for DBW's public safety outreach campaign: "Be a hero. Wear your life jacket and save water".

"Boating accident statistics repeatedly show us that life jackets can save lives", said Sylvia O. Hunter, Deputy Director of DBW. "Therefore, this year's boating safety media campaign focuses on the fact that we must ensure everyone that is on a boat or recreating near water to wear a life jacket."

So what should boaters expect this boating season? Below are some tips from DBW to boaters on how they can safely and responsibly enjoy California's waterways:

- **PLAN AHEAD:** You should plan ahead and [find out](#) if your favorite boating spot has any boating operating restrictions. If your favorite spot is closed for boating



and you opt to boat in a river or ocean, remember that operating vessels in these environments is very different than in lakes. Plan ahead, take a [boating safety class](#) or invite someone with experience to show you how to boat safely in rivers or the ocean.

- **EQUIP YOUR BOAT:** Make sure your boat is ready for the boating season. All [required equipment](#) must be onboard. Most importantly, make sure you have Coast Guard-approved and properly fitted [life jackets](#) for everyone on board.
- **HAZARDS:** Adjust your boating activities to the [drought conditions](#). Water conditions are low enough in many places to make for hazardous boating. Areas that were easily boated a year ago may be dangerous this year. Keep a proper lookout for trees, snags, sandbars, etc.
- **BOAT RESPONSIBLY:** Take a [boating safety class or course](#) to further minimize boating accidents. It is also critical for everyone in a boat to practice [common sense measures](#), such as wearing life jackets at all times, avoiding the consumption of alcohol and operating boats at safe speeds. Last year, the [top three causes \(statewide\)](#) of boating accidents were operator inattention, excessive speed and operator inexperience.

In addition to DBW's safety media campaign, the division will be carrying out several life jacket awareness campaigns during [National Safe Boating Week](#) (May 17-23) and throughout the summer. Programs encourage life jacket use through the [distribution of free life jackets](#), [loaner stations](#) and a [trade-in event \(May 17\)](#). The division encourages water enthusiasts to partake in these programs. Remember, never get too comfortable around water when recreating, no matter how low the levels are.

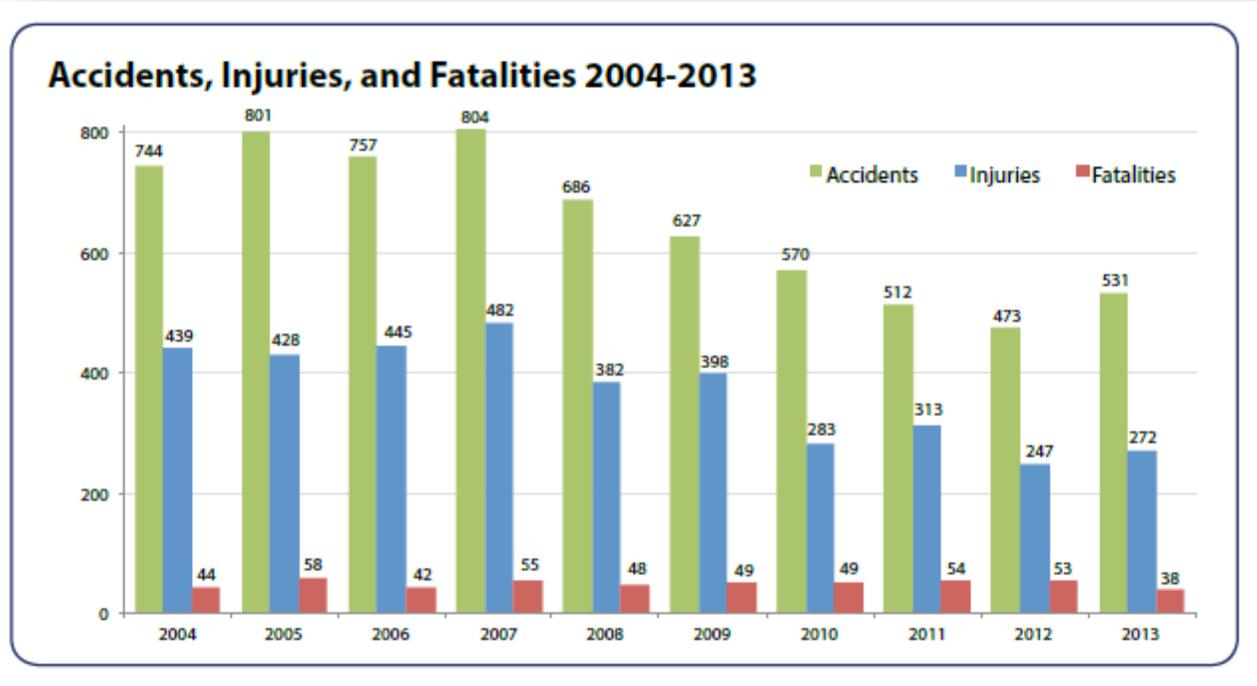
For more boating safety tips and laws, or resources visit www.BoatCalifornia.com. Information on how to conserve water or about the "Save Our Water" public education program can be found at www.saveourH2O.org.

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NOTE TO MEDIA: Story opportunities on boating and water safety can be scheduled with California State Parks.



2013 California Boating Accident Statistics



- **Accidents: 531 Injuries: 272 Fatalities: 38**
- Of the 38 boating fatalities, 68 percent of victims drowned. Of that group, 81 percent were not wearing a life jacket.
- In 2013, none of boat operators involved in fatal accidents had taken a formal boating safety course when education was known.
- 14 percent of all accidents each year occur during the three summer holiday weekends of Memorial Day, Fourth of July and Labor Day. .
- [View the 2013 Boating Accident Report.](#)*

**Recreational boaters are required to file a written [accident report](#) with DBW in the case of a death, disappearance or injury requiring medical attention beyond first aid; damage to a vessel or other property exceeding \$500; or complete loss of a vessel, regardless of value.*



National Recreational Boating Statistics

All figures are from the Coast Guard's latest official record of reported recreational boating accidents. The full report is available online at www.uscgboating.org/statistics.

2012 Top-Ranking States for Boating Deaths

RANK	STATE	TOTAL DEATHS
1	Florida	50
2	California	49
3	Texas	32
4	Washington	30
5	New York	27
6	Louisiana	25
7	North Carolina/Wisconsin (tie)	23
8	Arkansas	22
9	Tennessee	21
10	Oregon	19

2012 Top-Ranking States for Reported Boating Accidents

RANK	STATE	TOTAL ACCIDENTS
1	Florida	662
2	California	365
3	New York	197
4	Texas	162
5	Tennessee	147
6	North Carolina/Maryland (tie)	145
7	Missouri	141
8	Ohio	136
9	Louisiana	129
10	New Jersey	128



National Safe Boating Week May 17-23, 2014

[National Safe Boating Week](#) is the official launch of the 2014 North American Safe Boating Campaign. This yearlong campaign promotes safe and responsible boating and the value of voluntary life jacket wear by recreational boaters through the national theme, Wear It! DBW invites California's boaters to partake in this nationally-driven effort by participating in one or two of the events listed below.

Wear Your Life Jacket to Work Day

Date: Friday, May 16

Location: International

Show up at work sporting your life jacket and post your "selfie" on DBW's [Facebook](#) and/or [Twitter](#) sites, as well as on the campaign's [website](#).

Aquatic Center National Safe Boating Week Events

Date: May 17-23

Location: Statewide

Stop by and learn how you can keep yourself, your family and friends safe this summer season. Activities include: free kayaking, sailing or SUP lessons, safety games, free life jackets and boating safety class scholarship awards while supplies last. [View events](#).

Ready, Set, Wear It!

Date: Saturday, May 17

Location: Statewide

Last year, boating safety enthusiasts from the U.S., Canada and abroad set a new world record for life jacket wear. Help them beat their own record this year and let's put California on top! Visit the initiative's [website](#) for further information.

15th Annual Life Jacket Trade-In Event

Date: Saturday, May 17

Location: Various throughout the state.

This life saving program provides recreational boaters the opportunity for life jackets to be inspected by professionals. If a life jacket is found to be outgrown or unserviceable, a new, properly fitted U.S. Coast Guard-approved life jacket is given in exchange. One per family, while supplies last. [View participating locations](#).

View other events during National Safe Boating Week and throughout the boating season at www.BoatCalifornia.com.



Life Jacket Facts

Accidents on the water can happen much too fast to reach and put on a stowed life jacket. Life jackets save lives. There is no excuse not to wear one.

The good news is that modern [life jackets](#) are much more comfortable, lightweight and stylish than the bulky orange style most boaters are familiar with. Inflatable life jackets are newer styles that are powered by a CO2 cartridge that is replaceable once used, are cool and comfortable to wear all day while boating, and have a low profile. Some even inflate automatically when they are submerged in water. No matter which life jacket you choose, be sure it is right for YOU, for your planned activities and the water conditions you expect to encounter.

So how do you choose a right life jacket? Below are some helpful tips:

- Check the manufacturer's ratings for your size, weight and activity.
- Try it on.
- Make sure the jacket is properly zipped or buckled.
- If there is excess room above the arm openings and the jacket rides up over your chin, it does NOT fit properly. If there is still excess room after you tighten the straps, try on a smaller life jacket. A **snug** fit in these areas signals a proper fitting.

Now that you know how to fit a life jacket, below are some life-saving reminders:

- Make sure your life jacket is Coast Guard-approved. Each approved life jacket will have a label on the inside with the Coast Guard-approved approval number.
- Double check that your life jacket is appropriate for your favorite water activities. Some life jackets such as inflatable ones may not be suitable for all boating activities.
- Take the time to ensure a proper fit. A life jacket that is too large or too small can cause different situational problems and can even hinder the safety of the boater.
- Life jackets meant for adults **do not** work for children. If you are boating with children, make sure they are wearing properly fitted, child-sized life jackets. Do not buy a life jacket for your child to "grow into". The life jacket must support the child's current weight.
- California boating law requires all children under the age of 13 (unless they are below decks or in an enclosed cabin), every person on board a personal watercraft (jet skis) or being towed behind a vessel to wear a Coast Guard-approved life jackets. The law also requires life jackets to be carried on a vessel for every person on board.

For more information on life jackets, please visit www.BoatCalifornia.com or follow us on [Facebook](#) and [Twitter](#).



Save Our Water Facts

California, it's time to adopt a new habit. One of our most important resources is in trouble, and we need to do everything we can to protect it today and into the future.

Our state is facing one of the most severe droughts in recent memory, and many communities and ecosystems are suffering as a result. Environmental problems, the pressures of a growing population and the effects of climate change are making it extremely difficult to keep water flowing reliably to our economy, our environment, our farms and our communities.

State and local water managers are working on long-term solutions, including investments in our water infrastructure. But in the meantime, California needs to save every drop of water it can get...we all need to do more to conserve water. The good news is that it's not difficult to save water in our daily lives. Just as Californians have embraced compact-fluorescent light bulbs and recycling, we can adopt habits to reduce our water use inside and outside our homes on a daily basis. After all, everyone knows that Californians don't waste!

In 2009, the California Department of Water Resources joined with the Association of California Water Agencies—450 public water agencies throughout the state—to form a statewide conservation and education program called [Save Our Water](#). This effort is aimed at helping Californians learn about our water challenges and ways to save water inside and outside our homes.

For example, did you know that the typical Californian uses much more water outdoors than indoors? Watering the lawn, washing cars and cleaning off the driveway and patio use much more water than you might think. Simple changes to our behavior, such as watering only when your landscape needs it or using a broom instead of the hose on the driveway, can add up to big water savings for the state.

So join in this statewide effort to save California's water. Plant water-wise landscaping, install a SMART irrigation controller, and take shorter showers. These are just a few of the easy ways we can all help to "save our water."

For more information on how to conserve water or about the "Save Our Water" public education program, please visit www.saveourH2O.org or join the effort on [Facebook](#) and [Twitter](#).



DBW's Educational Outreach Programs

All resources are free.



[AquaSMART K-12](#)

Educates students in grades K-12 on boating and water safety. Resources include: K-12 curriculum, statewide poster contest for elementary school students, K-6 puppet show, activity books, etc.



[Boating Clean and Green Program](#)

Educates boaters on environmentally sound boating practices. Resources include: clean boating tips, recycling fishing line stations, collection centers, marine business assistance, Dockwalker Program, and used oil and sewage services.



[Boating Safety Awareness Multimedia Campaign](#)

Statewide public safety awareness campaign on the importance of life jacket use. This year, the "Save Our Water" campaign will be added to the campaign's messaging.



[Clean Vessel Campaign](#)

Educates boaters about proper sewage disposal and the use of pumpout facilities.



[Life Jacket Loaner Program](#)

DBW supplies life jackets to fire stations, law enforcement agencies and private partners across the state for life jacket loaner stations. Water enthusiasts can borrow life jackets for a day or weekend use.



[Life Jacket Trade-In Events](#)

DBW encourages life jacket wear to recreational boaters by distributing new life jackets to those who bring old, outdated or unserviceable life jackets to trade-in locations across the state on May 17.



[Wear It! Campaigns](#)

Encourages life jacket use through the distribution of free life jackets to boaters who pledge to wear them. This year, the campaign will be carried out at Big Bear Lake, Silverwood Lake, Lake Elsinore and the Colorado River.