



U.S. Coast Guard Auxiliary **Public Affairs**



National Dates for a Boating Safety Message - 2007

REMINDER: Post your public affairs and boating safety events on NSBC's campaign website: www.safeboatingcampaign.org.

January

Family Fit Lifestyle Month, January 2007. (Tie-in: paddling safety; don't drink and boat; healthy alternatives to alcohol while boating.)

New Year's Resolutions, January 2007. (Tie-in: "A New Year's resolution you can really keep" – wear your life jacket/take a boating safety course; don't drink and boat; showcase newest PFD styles; reminder: drunk passengers are just as likely to suffer a fatality as drunk operators; what to eat/drink instead of alcohol; cold weather survival; hunting and fishing safety tips).

Martin Luther King, Jr.'s Birthday, January 15, 2007 (observed). See <http://www.mlkday.org/>. (Tie-in: be proactive in outreach to African Americans; depict African-Americans wearing life jackets & enjoying a fun and safe day on the water.)

February

Black History Month, February 2007. (Tie-in: be proactive in outreach to African Americans; depict African-Americans in all boating safety outreach; depict African-Americans wearing life jackets & having a safe and fun time on the water.)

National Parent Leadership Month, February 2007. See <http://www.parentsanonymous.org/pahtml/NPLMonth1.html> . (Tie-in: set a good example and boat responsibly by wearing a life jacket, taking a boating safety course, don't drink alcohol and boat, and get a free vessel safety check for your boat).

National Burn Prevention Week, February 5–11, 2007. (Tie-in: electrical safety in & on the water; get a VSC; survival skills & first aid for burns on the water; take a boating course; "suddenly at the helm" information.)

National Child Passenger Safety Week, February 11–17, 2007. See <http://www.nhtsa.gov/> (Tie-in: buckle up in your car *and* on the water; federal and/or your state's child PFD regulations; importance of wearing life jackets; importance of

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properly fitting life jackets; how to check for correct fit; PFD fashion show for kids; importance of letting your child “test out” his/her life jacket in the pool first.)

St. Valentine’s Day, February 14, 2007. (Tie-in: latest life jacket fashions; a PFD fashion show; “Protect the one you love – wrap your sweetheart in a life jacket!”; boating course gift suggestions.)

March

American Red Cross Month, March 2007. See <http://www.redcross.org/> for more information. (Tie-in: it only takes 20 seconds for a child to drown; learn to swim; learn Water Habits Are Learned Early (WHALE) tales; wear your life jacket!)

National Collision Awareness Month, March 2007. (Tie-in: PWC safety; drinking and boating don’t mix; education is key – take a boating course; boating safety is no accident.)

National Brain Injury Awareness Month, March 2007. See <http://www.biausa.org/Pages/biam2006.htm> for more information. (Tie-in: collisions and brain injuries; near-drownings and brain injury; wearing helmets for “extreme” sports; safe and sober boating to prevent injuries; know how to go – take a boating course; PWC safety; paddling safety; hunting and fishing safety; survival skills; “suddenly at the helm” information.)

Keep America Beautiful’s “Great American Cleanup,” March 01 - May 31, 2007. See <http://www.kab.org/> for more information. (Tie-in: Be safe while cleaning up our waters – wear your life jacket; teach Sea Partners topics to kids and adults alike, boat Earth-friendly – don’t pollute; is your boat Earth-friendly? – get a VSC to see!)

National Poison Prevention Week, March 18-24, 2007. See <http://www.poisonprevention.org/main.html>, <http://www.uscgboating.org/co/index.htm>, and <http://www.cdc.gov/nceh/airpollution/carbonmonoxide/default.htm>. (Tie-in: carbon monoxide poisoning; “teak surfing” dangers; houseboat safety; child-proof your boat; get a Vessel Safety Check (VSC).)

International Earth Day, March 20, 2007. See <http://www.earthsite.org/> for more information. (Tie-in: Be safe while cleaning up our waters – wear your life jacket; boat Earth-friendly – don’t pollute; is your boat Earth-friendly? – get a VSC to see!)

April

Alcohol Awareness Month, April 2007. See <http://www.ncadd.org/> and <http://www.uscgboating.org/safety/bui/bui.htm> for more information. (Tie-in: don’t drink and boat; reminder: drunk passengers are JUST as likely to suffer a fatality as drunk operators; what to eat/drink instead of alcohol.)

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Keep America Beautiful's "Great American Cleanup," March 01– May 31, 2007. See <http://www.kab.org/> for more information. (Tie-in: Be safe while cleaning up our waters – wear your life jacket; boat Earth-friendly – don't pollute; is your boat Earth-friendly? – get a VSC to see!)

Month of the Young Child, April 2007. (Tie-in: childproof your boat; state regulations on life jacket wear for children; PFD fashion show for young children; it takes only 20 seconds for children to drown – make sure your child wears a life jacket; CO poisoning on swim platforms; teach your kids about boating safety – the habits that will last a lifetime.)

National Youth Sports Safety Month, April 2007. See <http://www.nyssf.org/campaign.html> for more information. (Tie-in: paddling safety; proper gear for paddlers; use the gear – wear your life jacket; CO poisoning while skiing, swimming or "teak surfing.")

Alcohol-free Weekend, April 7-8, 2007. See <http://www.uscgboating.org/safety/bui/bui.htm> and <http://www.badd.org/> for more information. (Tie-in: don't drink and boat; have fun and boat sober; reminder: drunk passengers are JUST as likely as drunk operators to suffer a fatality; healthy alternatives to alcohol.)

Week of the Young Child, April 3–9, 2005. See <http://www.naeyc.org/woyc/default.asp> for more information. (Tie-in: childproof your boat; state regulations on life jacket wear for children; PFD fashion show for young children; it takes only 20 seconds for children to drown – make sure your child wears a life jacket; CO poisoning on swim platforms.)

Earth Day, April 21, 2007. See <http://www.earthday.net/> for more information. (Tie-in: be safe while cleaning up our waterways – wear your life jacket; boat Earth-friendly – get a VSC.)

National Volunteer Week, April 1–21, 2007. See <http://www.pointsoflight.org/programs/seasons/nvw/> for more information. (Tie-in: appreciation for our volunteers in boating safety – Auxiliary, USPS, and others. Volunteer to make a difference – join the U.S. Coast Guard Auxiliary).

National Wildlife Week, April 17–23, 2005. See <http://www.nwf.org/nationalwildlifeweek/> for more information. (Tie-in: wear your life jacket as you explore the waterways; know how to go – take a boating course; hunting and fishing safety; paddling safety.)

National Park Week, April 22-29, 2007. See <http://www.nps.gov/>. (Tie-in: be safe while enjoying our national parks – wear your life jacket; boat earth-friendly – get a VSC.)

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National Environmental Education Week, April 15-22, 2007. See <http://www.eeweek.org/>. Coordinated by National Environmental Education & Training Foundation (NEETF). (Tie-in: teach Sea Partner principles of clean and green boating. Be safe while cleaning up our waters – wear your life jacket; boat Earth-friendly – don't pollute; is your boat Earth-friendly? – get a VSC to see!)

National Safe Kids Week, April 30 – May 6, 2007. See www.safekids.org for more information. The theme this year is water safety! (Tie-in: it takes only 20 seconds for a child to drown; physiology of drowning; children and life jackets; latest life jacket styles for kids; 12 and under rule for life jacket wear.)

Husband Appreciation Day, April 15, 2007. (Tie-in: show your husband just how much you appreciate him: get him a great-looking life jacket!)

May

National Electrical Safety Month, May 2007. See <http://www.electrical-safety.org/> for more information. (Tie-in: Is your boat safe from electrical hazards? – get a Vessel Safety Check (VSC); electrical hazards in & on the water/electrocution; fire safety; carbon monoxide poisoning, etc.)

National Trauma Awareness Month, May 2007. See <http://www.amtrauma.org/> and <http://www.pwcsafetyschool.com/> for more information. (Tie-in: wear your life jacket; know how to go – take a boating course; get a VSC; boat safe and sober; helmets and “extreme” sports; PWC safety.)

Older Americans Month, May 2007. See <http://www.aoa.gov/> for more information. (Tie-in: boating keeps you healthier; older boaters and life jacket wear; latest life jacket styles.)

Asian-Pacific Islander Heritage Month, May 2007. See <http://www.apiahf.org/> for more information. (Tie-in: concentrate on outreach to boaters of Asian-Pacific Islander heritage; depict Asian-Pacific Islander Americans wearing life jackets & having a safe and fun time on the water.)

Clean Air Month, May 2007. See (Tie-in: carbon monoxide poisoning; houseboat safety; “teak surfing”; be Earth-friendly and boat safe; is your boat “clean”? – get a VSC!)

Keep America Beautiful's “Great American Cleanup,” March 01 – May 31, 2007. See <http://www.kab.org/> for more information. (Tie-in: Be safe while cleaning up our waters – wear your life jacket; boat Earth-friendly – don't pollute; is your boat Earth-friendly? – get a VSC to see!)

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National Safe Kids Week, April 30 – May 6, 2007. See www.safekids.org for more information. The theme this year is water safety! (Tie-in: it takes only 20 seconds for a child to drown; physiology of drowning; children and life jackets; latest life jacket styles for kids; 12 and under rule for life jacket wear.)

Mother's Day, May 13, 2007. See <http://www.boatus.com/women/> for more information and links for women who boat. (Tie-in: show Mom how much you care – buy her a life jacket; give Mom a boating safety course; “suddenly at the helm” information.)

National Safe Boating Week, May 19–25, 2007. See <http://www.safeboatingcampaign.com/> for more information. (Tie-in: wear your life jacket!) Make sure you post your events on NSBC's website! Boating safety events can be posted throughout the year – they do not have to be Safe Boating Week events!

Vessel Safety Check Mega Weeks, beginning May 19, 2007, thru July 4th weekend. See <http://www.safetyseal.net/>. (Tie-in: get a Vessel Safety Check!) USPS and the CG Auxiliary have set aside over a month of activities to emphasize the importance of getting a VSC before going out on the water. You can advertise VSC dates and locations on NSBC's website: <http://www.safeboatingcampaign.com/>!

National Emergency Medical Services Week, May 20–26, 2007. See <http://www.acep.org/emswweek> for more information. (Tie-in: show your support for emergency responders – wear your life jacket; survival strategies; “suddenly at the helm” information; know how to go – take a boating course.)

National Transportation Week, May 13–18, 2007. See <http://www.ntweek.org/default.htm> for more information. (Tie-in: recreational boaters have a responsibility in overall waterway safety; depict Vessel Traffic Services, safety around commercial vessels and barges, “stand-on” vs. “give-way,” know before you go – take a boating course.)

National Buckle Up America Weeks, May 14–28, 2007. See <http://www.buckleupamerica.org> and www.nsc.org for more information. (Tie-in: while you remember to buckle up in your car, how about “buckling up” on the water, too? – wear your life jacket!)

Armed Forces Day, May 19, 2007. See <http://www.defenselink.mil/afd/> for more information. (Tie in: show your support of the Coast Guard and the Army's Corps of Engineers: boat safe out on the water and wear your life jacket!)

National Maritime Day, May 22, 2007. This date is held in recognition of the importance of the Merchant Marine to our nation's economic and readiness posture. See <http://www.usmm.org/md/maritdaygwb.html#anchor04> for more information. (Tie-in: recreational boaters have a responsibility in overall waterway safety; depict Vessel Traffic Services, safety around commercial vessels and barges, “stand-on” vs. “give-way,” know before you go – take a boating course.)

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Memorial Day, May 28, 2007. (Tie-in: “America’s Waterway Watch”; keep our waterways safe and secure – show your support by wearing a life jacket, boating soberly, taking a boating course, and getting a vessel safety check.)

National Senior Health and Fitness Day, May 30, 2007. See <http://www.fitnessday.com/senior/index.htm> for more information. (Tie-in: older boaters and life jackets; fishing safety; survival skills; get a VSC; “suddenly at the helm” info.)

June

National Rivers Month, June 2007. See <http://www.amrivers.org/> for more information. (Tie-in: be safe while you enjoy America’s rivers – wear your life jacket; take a boating course; boat safe and sober; is your boat Earth-friendly – get a VSC!)

National River Clean-up Week, June 2-10, 2007. See <http://www.americaoutdoors.org/> or <http://www.nationalrivercleanup.com/> for more information. (Tie-in: be safe while cleaning up our precious rivers – wear a life jacket; boat Earth-friendly – get a VSC.)

National Safety Month, June 2007. See www.nsc.org for more information. (Tie-in: wear your life jacket; take a boating course; get a VSC; boat safe and sober; houseboat safety; carbon monoxide poisoning; “teak surfing.”)

National Drive Safe Month, June 2007. (Tie-in: Don’t drink and boat; wear your life jacket, to improve your boating skills – take a boating safety course, and get a Vessel Safety Check - safe boats save lives.)

Vessel Safety Check Mega Weeks, beginning May 2007 thru July 8th weekend. See www.safetyseal.net for more information. (Tie-in: get a Vessel Safety Check; safe boats save lives.) **Remember**, you can advertise VSC dates and locations on NSBC’s website!

National Fishing and Boating Week, June 2–10, 2007. See <http://www.nationalfishingandboatingweek.org/> and <http://www.waterworkswonders.org/> for more information. (Tie-in: have fun on the water and wear your life jacket; fishing safety; take a boating safety course; get a VSC. Check out the Sportsman’s Forum for additional tips and safety messages: <http://www.boatus.com/foundation/Sportsman/>.)

Flag Day, June 14, 2007. See <http://www.flagday.org/Pages/PausePage.html> for more information. (Tie-in: “America’s Waterway Watch”; keep our waterways safe and secure; show your support – wear a life jacket.)

Father’s Day, June 17, 2007. (Tie-in: show Dad just how much you care – buy him a great-looking life jacket; “fishing safety” tips; give Dad a boating course.)

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July

The month of July is the **peak of the trauma season** for unintentional childhood injury, according to a study by the National Safe Kids Coalition. See <http://www.safekids.org/> for more information. (Tie-in: children and life jackets; 12 and under rule; children and drowning; carbon monoxide poisoning; “teak surfing.”)

UV Safety Month, July 2007. (Tie-in, prevent sun and heat related injuries).

National Recreation and Parks Month, July 2007. (Tie-in: enjoy the water in our beautiful parks – wear your life jacket; know before you go – take a boating course.)

Independence Day, July 4, 2007. (Tie-in: “America’s Waterway Watch”; keep our waterways safe and secure; boat sober – reminder: drunk passengers are JUST as likely as drunk operators to suffer a fatality; wear your life jacket.)

National Youth Sports Week, July 10-14, 2007. (Tie-in, water safety practices, life jacket wear, water skiing safety, CO awareness).

August

National Kids Day, August 5, 2007. See <http://www.kidsday.net> for more information. KidsDay is a day to celebrate and honor children through the gift of meaningful time. (Tie-in: have a safe and fun day out on the water with your kids; 12 and under rule for kids; be a good role model for your kids by wearing your life jacket; boater education for kids; “suddenly at the helm” information.)

Coast Guard Day, August 4, 2007. (Tie-in: “America’s Waterway Watch”; keep our waterways safe and secure; show your support for Coast Guard men and women – wear your life jacket!)

National Marina Day, August 11, 2007. See <http://www.marinaassociation.org/nmd/home.cfm> for more information. This year’s National Marina Day will focus on getting candidates and elected officials out to visit local marinas with the adage, “Boaters are voters.” Note that MOAA is partnering with the Coast Guard in America’s Waterway Watch. (Tie-in: “America’s Waterway Watch”; keep our waterways safe and secure; wear your life jacket; boat Earth-friendly – get a VSC; know how to go – take a boating course; boat safe and sober.)

September

National Hispanic Heritage Month, September 15-October 15, 2007. (Tie-in: concentrate on outreach to Hispanic Americans this month; depict Hispanic Americans wearing life jackets & having a safe and fun time on the water.)

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Baby Safety Month, September 2007. See <http://www.jpma.org/industry/BabySafetyMonth/BabySafetyMonth.htm> and <http://www.familyresource.com/pregnancy/67/133/> for more information. (Tie-in: cautions regarding babies on recreational boats – they don't belong on boats; life jacket styles for very young children; 12 and under rules for wearing life jackets.)

National Alcohol and Drug Addiction Recovery Month, September 2007. (Tie-in: Alcohol and boating don't mix; boaters consuming alcohol are more likely to fall overboard).

Labor Day, September 3, 2007. (Tie-in: "America's Waterway Watch"; boat safe and sober; wear your life jacket; hunting and fishing safety; reminder: drunk passengers are just as likely to suffer a fatality as drunk operators; what to eat/drink instead of alcohol.)

National Childhood Injury Prevention Week, always September 1–7. See www.AsSafeAsPossible.org for more information. (Tie-in: children and life jackets; children and boating accidents; drowning prevention; carbon monoxide poisoning; "teak surfing"; PWC safety; paddling safety; 12 and under rule for wearing life jackets.)

Grandparents Day, September 9, 2007. See <http://familyinternet.about.com/cs/grandparentsday/a/aagrandparent.htm> for more information. (Tie-in: show them how much you care – buy Grandma and Grandpa life jackets; give Grandma and Grandpa a gift they will use forever – buy them a boating course; hunting and fishing safety; carbon monoxide poisoning; be a good role model for your grandchildren – wear your life jacket.)

Patriot Day, September 11, 2007. (Tie-in: "America's Waterway Watch"; keep our waterways safe and secure; help maintain the focus of first responders on homeland security – wear your life jacket.)

National Hunting and Fishing Day, September 22, 2007. See <http://www.nhfday.org/> for more information. (Tie-in: wear your life jacket; hunting and fishing safety; paddling safety; don't drink and boat.)

National Family Health and Fitness Days USA, September 29, 2007. See <http://www.fitnessday.com/family/index.htm> for more information. (Tie-in: have fun with your family and be safe out on the water; "suddenly at the helm" info; paddling safety; canoeing/kayaking and fitness; proper "gear" (life jackets, helmets, etc.) while working out on the water.)

National Public Lands Day, September 29, 2007. See http://www.npld.com/about/partners/girl_scouts.cfm for more information. (Tie-in: wear your life jacket as you enjoy our public treasures; "America's Waterway Watch"; keep our waterways safe and secure; hunting and fishing safety; paddling safety; PWC safety; conflict resolution in mixed-use waterways.)

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National Women's Health and Fitness Day, September 26, 2007. See <http://www.fitnessday.com/women/index.htm> for more information. (Tie-in: concentrate on outreach to female boaters; paddling safety for women; latest life jacket styles for women; "suddenly at the helm" information.)

October

National Children's Health Month, October 2007. See <http://yosemite.epa.gov/ochp/ochpweb.nsf/content/chm.htm> for more information. (Tie-in: child PFD regulations; keep them safe in a life jacket; CO poisoning; dangers of "teak surfing"; child-proofing your boat; it only takes 20 seconds for a child to drown.)

National Fire Prevention Week, October 7–13, 2007. See <http://www.firepreventionweek.org/> for more information. (Tie-in: is your boat fire-safe? – get a VSC; fire safety on the water; change out batteries on smoke detectors/carbon monoxide detectors.)

Columbus Day, October 8, 2007. (Tie-in: "America's Waterway Watch"; don't drink and boat; cold weather survival; hunting safety; take a boating course.)

November

National Family Week, November 18-24, 2007. See <http://www.nationalfamilyweek.org/> (Tie-in: have a safe and fun day out on the water with your kids; 12 and under PFD rule for kids; be a good role model for your kids – wear your life jacket; boater education for kids – take a boating course together; "suddenly at the helm" information.)

I Am So Thankful Month, November 2007. (Tie-in: save yourself for the ones you love – wear your life jacket!; depict recent "success stories" of those who were saved by wearing their life jackets.)

National Native American and Alaska Native Heritage Month, November 2007. See <http://www.ihs.gov/PublicAffairs/Heritage/index.cfm> for more information. (Tie-in: concentrate on boating safety outreach to Native Americans; depict Native Americans and Alaskan Natives wearing life jackets and having fun out on the water; cold weather survival; paddling safety; hunting & fishing safety.)

Kids' Goal Setting Week, November 5–9, 2007. See http://www.goalsguy.com/Events/k_overview.html for more information. (Tie-in: 12 and under PFD rule for kids; buckle up in your car *and* on the water; knowledge is power – take a boating course.)

Veteran's Day, November 11, 2007. See <http://www.va.gov/vetsday/> for more information. (Tie-in: "America's Waterway Watch"; keep our waterways safe and secure; cold weather survival; hunting safety; take a boating course.)

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Thanksgiving, November 22, 2007. (Tie-in: cold weather survival; hunting safety; don't drink and boat; reminder: drunk passengers are just as likely to suffer a fatality as drunk operators; what to eat/drink instead of alcohol.)

December

National Drunk and Drugged Driving (3D) Prevention Month, December 2007. See <http://www.3dmonth.org/>, <http://www.madd.org/home/>, and <http://www.badd.org/> for more information. (Tie-in: don't drink and boat; reminder: drunk passengers are just as likely as drunk operators to suffer a fatality; holiday suggestions for healthy alternatives to alcohol on boats.)

Christmas, December 25, 2007. (Tie-in: life jackets make great gifts; latest life jacket styles; review other safety related gifts for boaters, cold weather survival; hunting and fishing safety; don't drink and boat; what to eat/drink instead of alcohol: reminder: drunk passengers are just as likely as drunk operators to suffer a fatality.)