

## **Nonprofit Organization Grants:**

Coast Guard Office of Auxiliary and Boating Safety  
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: American Canoe Association (ACA)

Grant Number: 70Z02322MO0005103

Grant Title: Expanding an Established Paddling Education Program in Spanish

Period of Performance: 1 year grant

Award Amount: \$117,989.00

### **Summary:**

The proposed project, Expanding an Established Paddling Education Program in Spanish, is a unique endeavor which will leverage a blend of web-based education technology alongside an active and innovative marketing strategy aimed specifically at the Spanish speaking population of the United States. Through the expansion and Spanish translation of an existing and successful online paddling education platform, the ACA's Paddlesports Safety Facilitator (PSF) curriculum and credentialing program will bring accessible paddling education opportunities directly to the phone, tablet, or desktop computer of thousands of Spanish speaking new, novice, and intermediate paddlers from all over the country.

### **Paddlesports Safety Facilitator (PSF) Program**

The PSF program teaches basic safety and paddling knowledge as well as simple rescue skills for canoeing, kayaking, and stand up paddleboarding (SUP). The training for this program includes a base paddling knowledge module (non-craft specific) plus three complementary modules that focus specifically on canoeing, kayaking, and SUP. Completion of this course allows the facilitator to introduce paddlecraft safety and knowledge to the beginner paddler in a land-based setting. This course is appropriate for the staff of liveries, outfitters, parks and recreation sites, rental companies, guide services, and related recreational boating safety agencies such as the U.S. Coast Guard Auxiliary. The PSF program is also a suitable alternative for the discontinued Small Craft Safety course once offered by the American Red Cross. Therefore, other markets that can utilize the PSF program include summer camps, youth organizations such as the YMCA,

the Boys & Girls Clubs of America, and the Boy Scouts of America. The course can also be used for any member of the general public that wants to have a comprehensive knowledge base of on-water safety and best practices for enjoyable paddling.

### **YouTube Marketing Strategy: Strategic Partnership for Meaningful Measurements**

The implementation of a YouTube marketing campaign will deliver key paddling safety messages to thousands of highly targeted Spanish speaking individuals, while at the same time driving viewers to complete the online PSF course. The campaign will be released through the PaddleTV YouTube channel, which is one of the most popular paddling YouTube channels in the world, with 89,000 subscribers and 19.6 million views. A secondary benefit of utilizing YouTube as a marketing platform is the ability to apply combinations of videos, photography, animation, and illustrations to catch the attention of viewers who will then be provided a direct link to the advertised online course. A particular benefit of this project is the opportunity to directly measure the effectiveness of the proposed YouTube marketing campaign; the project will not only gather data which will illustrate the number of people who consumed the safety messaging on YouTube, but it will also go one step further and gather in depth data about the use of the PSF online course platform. The online course platform will analyze and report upon how many people completed some or all of the course, trends in curriculum content areas in which course students failed or excelled, and ultimately how many more participants meet national best practices for paddling knowledge and skills standards.

During the timeframe of this grant funded project, the Spanish PSF online course will be provided to users for free. After the conclusion of this grant project, course fees will be collected to ensure sustainability of the online course curriculum and platform.

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