

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: Future Angler Foundation
Grant Number: 70Z02322MO0005071
Grant Title: National Boating Safety Education Program
Period of Performance: 1 year grant

Award Amount: \$173,602.00

Summary:

Because of the direct correlation between boating injuries and deaths to the public's lack of boating safety education and certification, this National Boating Safety Education Program targets the #2 area of interest in Outreach, Marketing, and Year-Round Safe Boating Campaign by using three prime influencers of youth and public awareness: 1) educational television shows using 163 channels, 2) RBS classroom videos and curriculum 3) Boating Safety PSAs. Statistics reveal that younger people in particular who aren't certified, are more likely to be involved in accidents using types of watercrafts that are popular among the younger generation, especially when they haven't been exposed to the vital importance of boating safety and risk aversion. This program will produce and distribute two half-hour television shows, two PBS Learning educational videos and classroom lesson activities, and eight RBS PSAs that empower the public with a sense of ownership in the importance of boating safety and certification.

Engaging youth and the public with boating safety education that can reshape their perceptions that could save their lives is part of the foundation for success in RBS education. However, that foundation alone can't make a significant impact on the public without measurable metrics on widespread impressions. That's why this program is using an unprecedented national distribution network to reach millions of boating families across the nation. This program will leverage over \$300,000 of broadcast airtime value on the Emmy-winning Into the Outdoors Education Network using 163 television channels in 27 states on ABC, CBS, NBC, FOX and PBS making 6 MILLION impressions with each of the two, half-hour television episodes. And because more young people also watch media on various devices using digital channels, these TV programs are

also distributed 24/7 to all 50 states on the top 14 digital channels, reaching a potential 150 MILLION viewers.

To directly focus on the risk-averse teen audience, this program will also use its power to reshape attitudes with a nationally distributed boating safety curriculum designed for Middle School and High School. Because today's generation is heavily influenced by peer-driven interactive learning in school, this program will develop two PBS Learning educational videos and classroom lesson activities on boating safety where students research, present and debate key issues in boating safety that prompt critical thinking and shape lasting safety impressions. These lessons will be vetted by PBS Learning and align with national education standards.

Additionally, this program will produce eight (8) RBS PSAs that will be offered to all 163 channels used in distribution of the program, to the USCG and the entire recreational boating safety community for them to use for compounded distribution on their websites, educational programs, YouTube channels, and television outlets, and in their boating safety campaigns.

Combined, this educational television and school curriculum program can measurably influence the boating safety behavior and need for boating safety certification, to approximately 6 to 12 million people. What makes this program so unique in boating safety education is the unprecedented opportunity to leverage the national distribution impact of 163 television channels with long-format shows and the power of PBS Learning that empowers personal critical thinking about the full use of PFDs, risk aversion awareness in boating safety and the life-saving benefits of getting boating safety certified.

<https://futureangler.org/>

<https://partners.intotheoutdoors.org/the-getting-families-fishing-initiative/>