

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: Sea Tow Foundation

Grant Number: 70Z02322MO0005089

Grant Title: Sober Skipper Outreach, Awareness, and Scientific Study

Period of Performance: 1 year grant

Award Amount: \$263,000.00

Summary:

A Sober Skipper is defined as a non-alcohol drinking, non-drug-taking, qualified boat operator who is responsible for the safe operation of the boat and the safety of all of the passengers. The Sober Skipper Campaign's target audience consists primarily of boaters who are males ranging in age from 26-55 who operate an open motorboat that is 16-26 feet in length and mainly go out on the weekends. These men are the high-risk boating audience, and the Sober Skipper Campaign message aims to change their behavior and thus, to decrease the number of Boating Under the Influence (BUI) accidents and fatalities.

The Sea Tow Foundation was awarded a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard to continue its successful, proactive BUI education and awareness effort known as the Sober Skipper Campaign for a one-year grant. This grant proposal requests funding to continue to market and promote the Sober Skipper Campaign to larger markets across the country utilizing grassroots efforts, social media, signage and the Sober Skipper website that educate boaters on the dangers of drinking and boating with the help of the Sea Tow Foundation's non-profit and for-profit RBS partners who share the message. A second goal of this funding is conduct a scientific study of boaters to determine if there is a difference in alcohol consumption among boaters who receive the Sober Skipper message versus those who do not and also determine if there is any difference in the drinking behavior of passengers as a function of the presence of Sober Skipper.

This grant project focuses on the following Area of Interest outlined in the Notice of Funding Opportunity:

Area of Interest 2: Outreach, Marketing, & Year-Round Safe Boating Campaign Projects
Area of Interest 5: Boating Under the Influence (BUI) of Alcohol and Dangerous Drugs
“the area of interest would support the execution of a focused national outreach effort to highlight the dangers of BUI through education.”

This one-year grant project will directly address the following initiatives within the National RBS 2017-2021 Strategic Plan:

Course of Action 2: Advance campaigns that target adoption of positive boater behaviors.

#6: Implement an evidence-based/effective campaign targeting the highest risk casualties and the highest risk group(s) for each desired behavioral change.

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