



Wear It New England! 2016 Campaign



**First District Northern
National Safe Boating Week
21-27 May 2016**





Background

National “Wear It” Campaign

- Wear It South Shore (2009-2011)
- Wear It Massachusetts (2012)
- Wear It New England (2013-2016)





Key Campaign Date

21-27 May: National Safe Boating Week

- Wear It New England branding
- Gubernatorial proclamations and state house events

***Looking Forward:* District-wide events led by Divisions and Flotillas**





Local Coordination: The Unit RBS Team

Top 10 Talking Points About Boating Safety

- Always wear your life jacket. Seventy percent of all fatal boating accident victims drowned, and of those, 84 percent were not wearing a life jacket.
- File a float plan with a family member or friend and ensure they know how to contact the Coast Guard. Include information about where you are headed, when you will return and how many people are on board your vessel. Including a detailed vessel description helps improve chances of a swift rescue.
- Perform routine weather checks. Conditions on the water can change rapidly and being aware and alert is critical to survival.
- Know your equipment. Ensure lights, anchors and ropes are in good working order. Always carry plenty of fresh drinking water to avoid dehydration. Having updated nautical charts and a global positioning device in good working order will also improve your safety.]
- Ensuring your communications equipment is in good working order is critical to your safety at sea. Cell phones, satellite phones, emergency position indicator radio beacons and VHF marine-band radios can improve your survival in an emergency. The Coast Guard discourages cell phones as a primary method of communications on the water.
- Rescue 21, the Coast Guard's advanced command, control and direction-finding communications system, to better locate mariners in distress with DSC registered VHF marine radios.
- EPIRBs can be triggered automatically or manually, but it is vitally important to ensure they are properly registered with the National Oceanic and Atmospheric Administration. The device signals your location to a satellite that relays information to the nearest rescue coordination center.
- Alcohol and water don't mix: It is illegal to operate a boat while under the influence of alcohol or drugs.
- Maintain a safe boating speed at all times, especially in "no wake" zones and when the waterway has heavy traffic.
- Don't overload your boat: Resist the urge to invite more people aboard than your boat is designed to carry.





State Coordination





Resources for Units

Life Jacket Loaner Program

National Safe Boating Council

Individualized State Logos





District Support

1. Wear It New England web page
2. D1NR YouTube Channel
3. Nor'Easter
4. Photo Contest





First District Northern Region

Maine, New Hampshire, Massachusetts & Rhode Island

[Home](#) [Classes](#) [Join Us](#) [Public](#) [Members](#) [Units](#) [Privacy Statement](#) [Disclaimer](#) [Links](#)

D1NR Wear It New England Campaign

The United States Coast Guard Auxiliary First District Northern's *Wear It New England* Campaign is a collaborative campaign message led by national partners including the Coast Guard and National Safe Boating Council. The district's overarching theme promotes the wearing of life jackets.



Resources for Divisions and Flotillas:

- [Wear It New England PSA](#)
- [Ideas for Unit Leaders](#)
- [Sample Community Proclamation](#)
- [Top 10 Boating Safety Talking Points](#)
- [D1NR Wear It Team Members](#)
- [NSBW Photo Contest](#)
- [NSBW PowerPoint Show \(pdf version\)](#)

Links and Resources:

Wear It Logo Showcase - Use this site to copy & use WEAR IT logos
<http://www.safeboatingcampaign.com/showcase-states.htm>

Safe Boating Campaign
<http://www.safeboatingcampaign.com/index.html>

National Safe Boating Council's *Take the Pledge!*
<http://www.safeboatingcampaign.com/camp-pledge.htm>

U.S. Coast Guard's Boating Statistics
<http://www.uscgboating.org/statistics/default.aspx>

D1 Public Affairs Facebook
<https://www.facebook.com/USCoastGuardNortheast>





Questions

***Please see or contact
D1NR NSBW Committee.***

Craig C. Hall, DCAPT-Central, Chairperson

Matthias "Matt" J. Mulvey, DCDR-12

Richard "Dick" Keating, DSO-PB

David McClure, DSO-PA

Daniel Pope, DSO-VE

John R Merrill, DSO-PE

Raymond Julian, DSO-PV

Ted Chatham, ASC NNE

James Healy, ASC BOS

Arnold M. Geller, ASC SNE

