

United States Coast Guard Auxiliary



April 2008

National Safe Boating Campaign

NEWS

***Boat Smart.
Boat Safe.
Wear It!***

DID YOU KNOW?...

By Harriet Howard, DVC-AS

In the 1960s, synthetic foams were developed, leading to the invention of the foam life jacket. Great advancements have been made through the years in developing safer, more attractive and more comfortable personal flotation devices. But the best made life jacket won't work if you don't wear it!



Type II: Near Shore Foam Adult Life Vest

During National Safe Boating Week 2007 and continuing that summer, the U.S. Coast Guard, the California Department of Boating and Waterways and the National Safe Boating Council, joined forces in a "Wear It!" effort on the California Delta, "a boating hot spot." Life jackets were distributed to recreational boaters on the Delta and media promotions pushed life jacket wear. As a result, the life jacket wear rate on the Delta dramatically increased.

This year, the "Wear It!" effort will continue in California. Several other states are participating in similar efforts, including the Florida Fish and Wildlife Conservation Commission, the Tennessee Wildlife Resource Agency and the Texas Parks and Wildlife Department. (For more information, go to the National Safe Boating Council's website: www.safeboating.com.)

As National Safe Boating Week approaches (May 17-23), we're each involved in the "Wear It!" campaign, reaching out to the boating public with the message: "Boat Smart! Boat Safe and WEAR IT!"