



## EXECUTIVE SUMMARY

3318FAN118229

### **Increasing Awareness of Paddlesports Safety**

Produced by the Water Sports Foundation, Inc.

Period July 1, 2018 – December 15, 2019

#### **GRANT OBJECTIVE**

The objective of the *Increasing Awareness of Paddle Sports Safety* project, a federal non-profit grant of \$160,000, is to reduce casualties by heightening public awareness of paddlesports safety with a focus on developing a *positive culture shift* towards safer boating behavior while building a sustaining safety culture for all paddlers.

#### **GRANT STRATEGY**

The strategy of *Increasing Awareness of Paddle Sports Safety* was to utilize a variety of paddle sports media outlets to share boating safety messages informing, persuading and reminding paddlers to use safer paddling practices.

#### **MEANS**

The campaign utilized traditional and non-traditional media to increase the public's awareness of safe paddling practices. This included contracting some of the paddling industry's most well-known paddlesports media outlets to create and distribute safe paddling promotional messages.

#### **METHODS**

The media providers included Rapid Media, The Enthusiast Network and Paddling.com. Through target-specific, subcontracted media providers, *Increasing Awareness of Paddle Sports Safety* utilized a combination of outreach tools including the following:

- Three robust safety landing pages on popular paddlesports websites,
- Reoptimizing and redistributing four video PSA's from 2017 for more views,
- Amplified social media posts and electronic newsletter distribution,
- Production and distribution of a new humorous safety video series, *The Legend of Salty Jefferson*,
- An interactive Life Jacket photo contest,
- Promotion and distribution of the interactive, geo-targeted *What to Wear Tool*, *Float Plan Tool*, and *Paddlesports Safety Quizzes*,
- Website promotion on three of America's most popular niche paddlesports websites,
- Nine and a half pages of four-color print ads published in paddling's most prominent magazines,
- Sponsorship of the Reel Paddling Film Festival reaching nearly 120 cities in North America,
- Continued to receive safety support from the world's largest recreational kayak manufacturers.

## CAMPAIGN RESULTS

The chart below shows the campaign’s detailed analytics including the total number of gross impressions, unique visitors, video views, and hours watched, etc., for the period July 1, 2018 through December 15, 2019.

<b>MEDIA</b>	<b>MEASURED BY</b>	<b>TOTAL</b>
EDITORIAL ENEWSLETTER DISPAY ADS	IMPRESSIONS	2,734,176
EDITORIAL NEWSLETTER ARTICLES	IMPRESSIONS	2,661,154
CUSTOM ELECTRONIC NEWSLETTERS	IMPRESSIONS	60,365
MEDIA WEBSITE DISPLAY ADS	IMPRESSIONS	4,407,895
MEDIA MOBILE APP DISPLAY ADS	IMPRESSIONS	300,594
SAFE BOATING/PADDLING QUIZZES	IMPRESSIONS	22,085
DIGITALLY DISTRIBUTED EDITIONS	IMPRESSIONS	202,241
SAFETY LANDING PAGE AND/OR WEBSITE	IMPRESSIONS	36,569
CUSTOM VIDEO PSA’S	IMPRESSIONS	248,967
SOCIAL MEDIA PROMOTION	IMPRESSIONS	9,207,187
CONTEST VIEWS	IMPRESSIONS	12,208
PRINT ADVERTISING	IMPRESSIONS	1,160,198
	<b>TOTALS</b>	<b>21,053,639</b>
PRINT ADVERTISING	PAGES	15
SOCIAL MEDIA PROMOTION	POSTS	85
COMPLETED SURVEYS	COMPLETIONS	843
CONTEST SUBMISSIONS	SUBMISSIONS	495
CONTEST VOTES	VOTES SUBMITTED	6,825
BOATING/PADDLING SAFETY LANDING PAGE	UNIQUE VISITORS	23,272
CUSTOM VIDEO PSA’S	VIDEOS	335,613
CUSTOM VIDEO PSA’S	HOURS WATCHED	6,047

Analytics presented are a compilation from all media providers used by the fiscal year 2018 grant project.  
A U.S. Coast Guard non-profit grant awarded to and managed by the Water Sports Foundation, Inc., Orlando FL.

## SUMMARY

The *Increasing Awareness of Paddle Sports Safety* project attained all its campaign goals and objectives including making millions of Americans more aware of a wide variety basic paddlesports safety such as wearing a Coast Guard approved life jacket. Post campaign survey data shows that the audience has an evidenced-based, heightened awareness and adoption of safer paddling practices. Audience survey results available upon request.

## STATEMENT OF CONCLUSION

Recreational paddling is safer as a result of the efforts provided by the non-profit grant project *Increasing Awareness of Paddle Sports Safety*.

For more information contact the Water Sports Foundation, Inc.



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.