

OPERATION DRY WATER

JUNE 29 - JULY 1, 2018

10 Year Anniversary



2018 ANNUAL REPORT



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

OPERATION DRY WATER

www.operationdrywater.org

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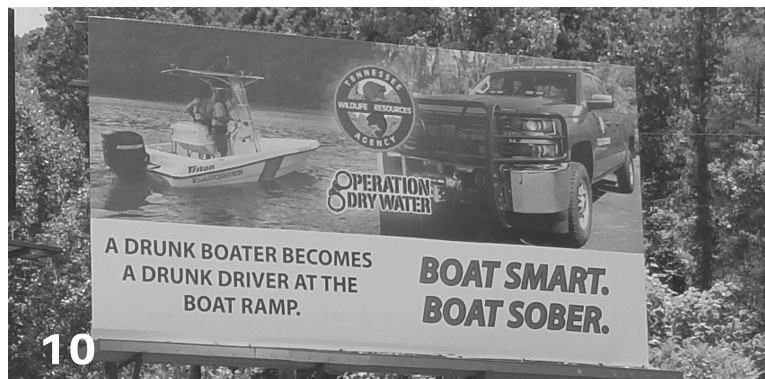


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National Association of State Boating Law Administrators

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www.operationdrywater.org
www.nasbla.org

Results	2018
total agencies	574
officers	7,418
vessels	81,604
boaters	201,888
citations	7,305
total buis	494
warnings	19,260
highest BAC	0.283

Results from the 2018 Operation Dry Water heightened awareness and enforcement three-day weekend.

2018 LAW ENFORCEMENT RESULTS

The Operation Dry Water campaign tracked and recorded law enforcement participation.

In 2018, **574 local, state and federal agencies** joined forces throughout the states and U.S. territories for the Operation Dry Water campaign.



Tennessee Wildlife Resources Agency out for ODW heightened awareness and enforcement weekend.

BUI ARRESTS

During the campaign’s annual three-day heightened awareness and enforcement weekend, **494 impaired boat operators** were removed from our nation’s waterways for drug and/or alcohol impairment.

494

BUI Arrests

BOATER CONTACTS

A reported **201,888 recreational boaters** were **contacted** during the three-day heightened enforcement weekend.

OFFICER PARTICIPATION

Over the course of the Operation Dry Water three-day weekend **7,418 officers** conducted patrols nationwide.

BUI Arrests

More than 3,500 impaired boaters have been removed from our nation's waterways during ODW weekend. That is 3,532 potentially tragic incidents that officers have prevented as part of Operation Dry Water.

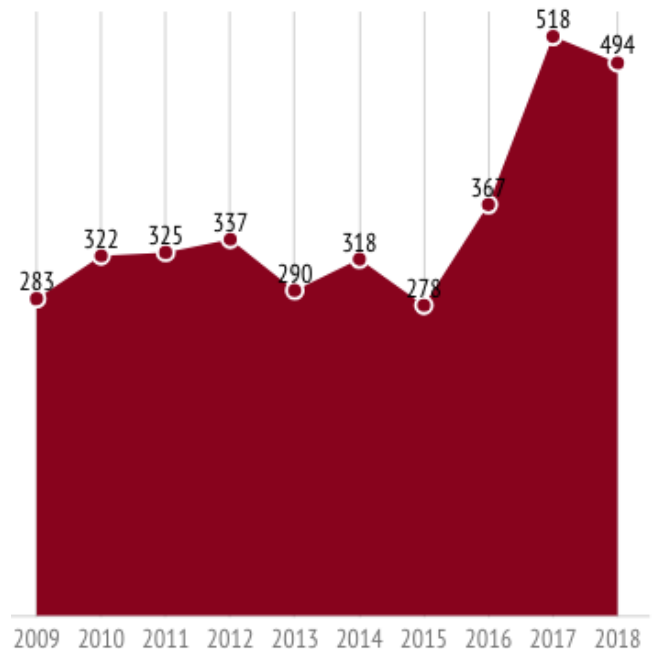
Law Enforcement Participation

Officers provide both education and enforcement during Operation Dry Water weekend, and all year long, making a direct impact on boater safety.

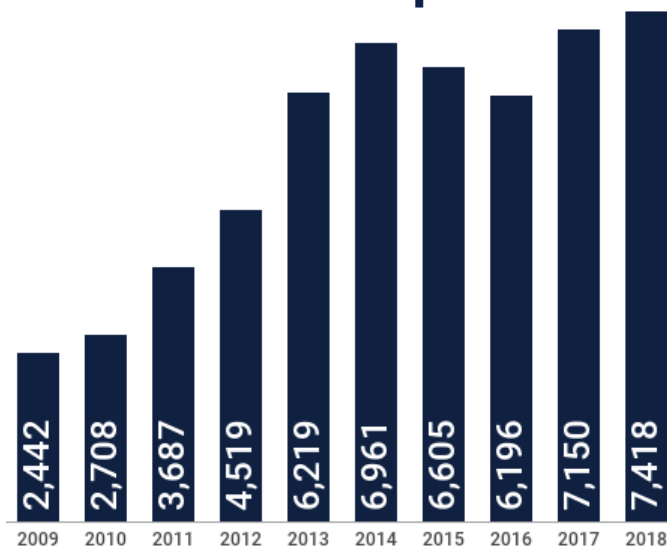
Boater Contacts

Boater contacts enable officers on the water to raise awareness about the dangers of BUI. These are educational moments that make a direct impact on boater behavior.

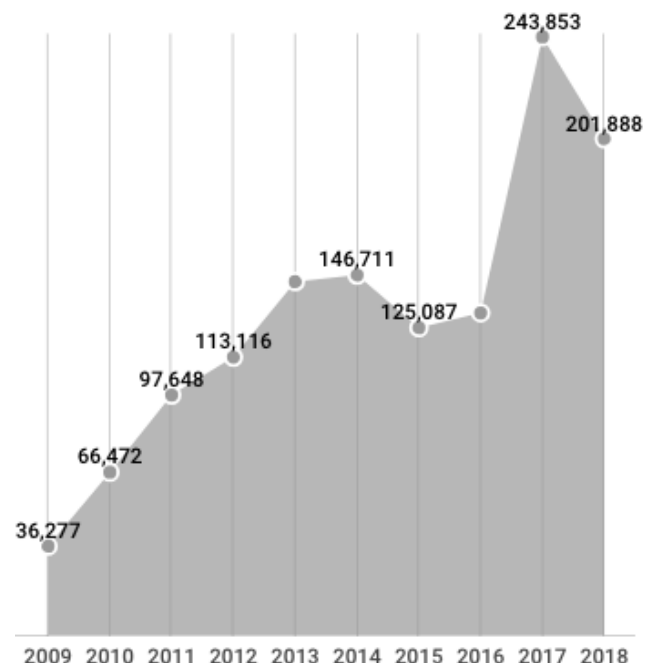
BUI Arrests: 3,532



Officer Participation



Boater Contacts: 1.3 million



10 YEARS ODW WEEKEND

MEDIA EXPOSURE

The Operation Dry Water campaign tracked and recorded media exposure.

NASBLA worked intensively with the states, other law enforcement agencies, boating safety organizations and the U.S. Coast Guard to develop and execute the Operation Dry Water marketing and media relations campaign. In 2018, Operation Dry Water succeeded in receiving local and national media coverage.

TOTAL IMPRESSIONS BY MEDIA TYPE

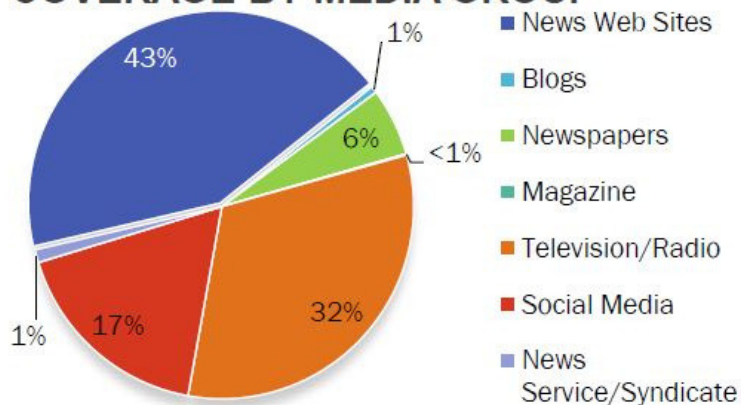
Print	48,422,416
Internet	2,917,588,261
Broadcast	36,800,741
Total	3,002,811,418

The data above represents information collected from April 1 - August 31, 2018.

Impressions: the circulation, website visitors or broadcast audience figures associated with a media outlet.

While 574 participating law enforcement agencies, units and stations concentrated their outreach and enforcement efforts on the state and local level, NASBLA focused on media coverage at the national level. These results reflect the combined media coverage through tracking of traditional news media including television, online, newspaper and wire services pertaining to the Operation Dry Water 2018 campaign.

COVERAGE BY MEDIA GROUP



SAN BERNARDINO SHERIFF CONDUCTS OPERATION DRY WATER

John Wright · July 5, 2018 · Leave a comment

The San Bernardino County Sheriff's Department Colorado River Station Marine Enforcement Unit conducted its 2018 Fourth of July Weekend Operation in conjunction with Operation Dry Water, from June 29th through July 1st.



Operation Dry Water begins on area lakes

BY ROBERT SORRELL | BRISTOL HERALD COURIER Jun 28, 2018



Operation Dry Water begins Friday to keep people from boating while intoxicated. FILE/BHC

Buy Now
05



RADIO PSAS

The Operation Dry Water campaign designed two radio PSAs for Law Enforcement and Awareness campaigns.

In 2018, NASBLA created and aired two radio Public Service Announcements (PSAs), one for awareness campaigns and the other for enforcement campaigns. Each of these campaigns were aired in both English and Spanish.

The overall objective was to reach 150 networks and stations with a public service announcement in the top-50 English markets and top-25 Spanish markets targeting news, talk, adult and sports formats. NASBLA's Operation Dry Water campaign focused on reducing the number of alcohol and drug related accidents and fatalities on the water.

These radio PSAs circulated throughout the summer months to target the recreational boating community. While the awareness and enforcement campaign PSAs were aired during different time frames, both PSAs coincided with the 2018 Operation Dry Water weekend.

The **enforcement campaign** was broadcasted nationally beginning May 24th and ending July 15th, 2018 .

Total Listenership:	6,960,550
Total Number of Airings:	2,223
Total Number of Stations Airing:	358
Placement Rate	100% <small>(150 of 150 stations/networks; (100 English/50 Spanish)</small>

Results from the 2018 enforcement campaign PSA.

The **awareness campaign** was aired nationally starting June 28th and continued through September 3rd, 2018.

Total Listenership:	14,177,200
Total Number of Airings:	3,774
Total Number of Stations Airing:	474
Placement Rate	100% <small>(150 of 150 stations/networks; (100 English/50 Spanish)</small>

Results from the 2018 awareness campaign PSA.



OPERATION DRY WATER VIDEO PSA

Boating under the influence hurts more people than just you.

Cynthia & Sophie Peterlin

In September of 2012 mother and daughter, Cynthia and Sophie Peterlin, were killed as a result of a boating crash involving an impaired boat operator on Lake Englebright, California. Their family, Brock and Alek (sons/brothers) and Brian Korek (brother/uncle) tell their story of what happened from that day on, when their family members didn't return home. The 2018 ODW video PSA provides viewers with a firsthand account of why it is never worth it to consume alcohol or to be otherwise impaired while boating. The choice you make can hurt more people than just you.

Geo-targeted Digital Campaign | Korek Foundation

The Korek Foundation partnered with California State Parks, Division of Boating & Waterways, Operation Dry Water and the Water Sports Foundation to create and implement a targeted digital video public service announcement (PSA) campaign to bring attention to the danger of boating under the influence. The targeted reach for this campaign was the geographical area of Northern California, including Lake Englebright. Two versions of the PSA were developed for this campaign, a 15 and a 30 second version.

MEDIA STRATEGY

Media Selection: The media strategy revolved around digital video media placements.

Time Period: (5.21.18 - 7.12.18) Ran the 7 weeks leading into Memorial Day weekend through the July 4th weekend for maximum impact on recreational boaters.

Target Audience: 18+ demographic with a slight male-skew within the targeted area (determined based on review of 2016 Boating Accident data.)

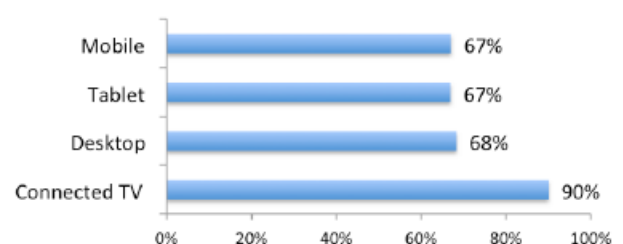
RESULTS

Total # of Impressions: 1,823,519

Total # of Completions: 1,243,912

Completion Rate: 68.21%

Completion Rate by Platform



PSAs available at operationdrywater.org/psa and are free to download for boating education and law enforcement efforts.

2018 National Awards Program

In 2017 Operation Dry Water, with input and support from the NASBLA Enforcement & Training Committee, launched the National Operation Dry Water Awards Program. The mission of the awards program is to recognize those exceptional officers and agencies who are dedicated to boating under the influence prevention and enforcement, who participate in the Operation Dry Water campaign, and who go above and beyond and stand out above the rest in the their activity related to boating under the influence.

OPERATION DRY WATER OFFICER OF THE YEAR

Presented to **BM3 James Bradberry** of USCG Station Michigan City. BM3 Bradberry had been a Coast Guard Boarding Officer for just over 13 months during Operation Dry Water 2018. Over the Operation Dry Water three-day weekend, BM3 James Bradberry made five (5) arrests for boating under the influence.



BM3 James Bradberry,
USCG Station Michigan City

ODW TOP AGENCY AWARD SMALL CATEGORY

Presented to the **Jackson County Sheriff's Office** in Oregon. Over the course of the three-day heightened enforcement weekend, the Jackson County Sheriff's Office deployed two (2) officers and made nine (9) boating under the influence arrests.



Sgt. Shawn Richards & Ofc. Jason Denton,
Jackson Co. Sheriff's Office, Randy Henry,
Oregon BLA (middle)

ODW TOP AGENCY AWARD MEDIUM CATEGORY

Presented to **USCG Station Marblehead** in the state of Ohio. Over the course of the three-day Operation Dry Water weekend, USCG Station Marblehead deployed seventeen (17) officers and made six (6) boating under the influence arrests.



Chief David Turner,
USCG Station Marblehead

ODW TOP AGENCY AWARD LARGE CATEGORY

Presented to the **North Carolina Wildlife Resources Commission**. Over the course of the Operation Dry Water weekend, the North Carolina Wildlife Resources Commission deployed one-hundred and forty-nine (149) officers and made eighteen (18) boating under the influence arrests.



Major Ben Meyer, North Carolina BLA

ACCIDENTS & ALCOHOL

ALCOHOL USE
IS THE LEADING
CONTRIBUTING
FACTOR IN
RECREATIONAL
BOATING DEATHS.

ACCIDENTS

The Operation Dry Water heightened awareness and enforcement weekend takes place over the Friday - Sunday closest to the July 4th holiday. This holiday is known for a significant presence of boaters on the water and unfortunately, a heightened number of boating accidents and fatalities related to boating under the influence.

USCG Recreational Boating Accident Statistics list July as the month with the highest number of recreational boating accidents, with June coming second. The three days of the week with the greatest number of accidents are Friday, Saturday and Sunday.

EFFECTS OF ALCOHOL

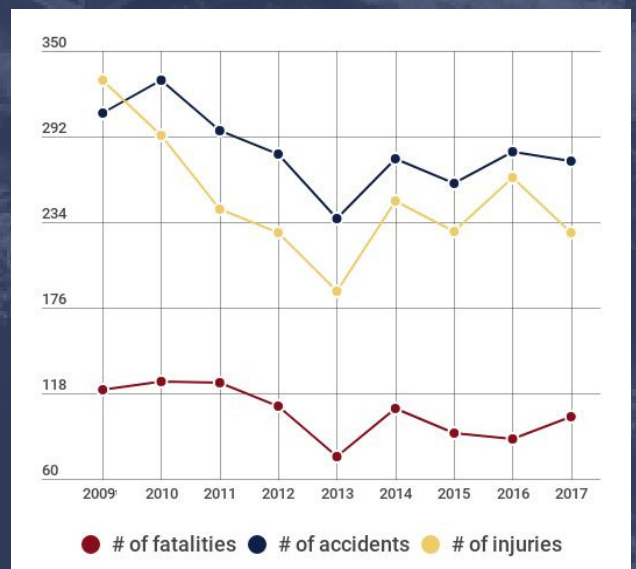
Alcohol can impair a boater's judgment, balance, vision, and reaction time. It can also increase fatigue and susceptibility to the effects of cold-water immersion.

ENVIRONMENTAL STRESSORS

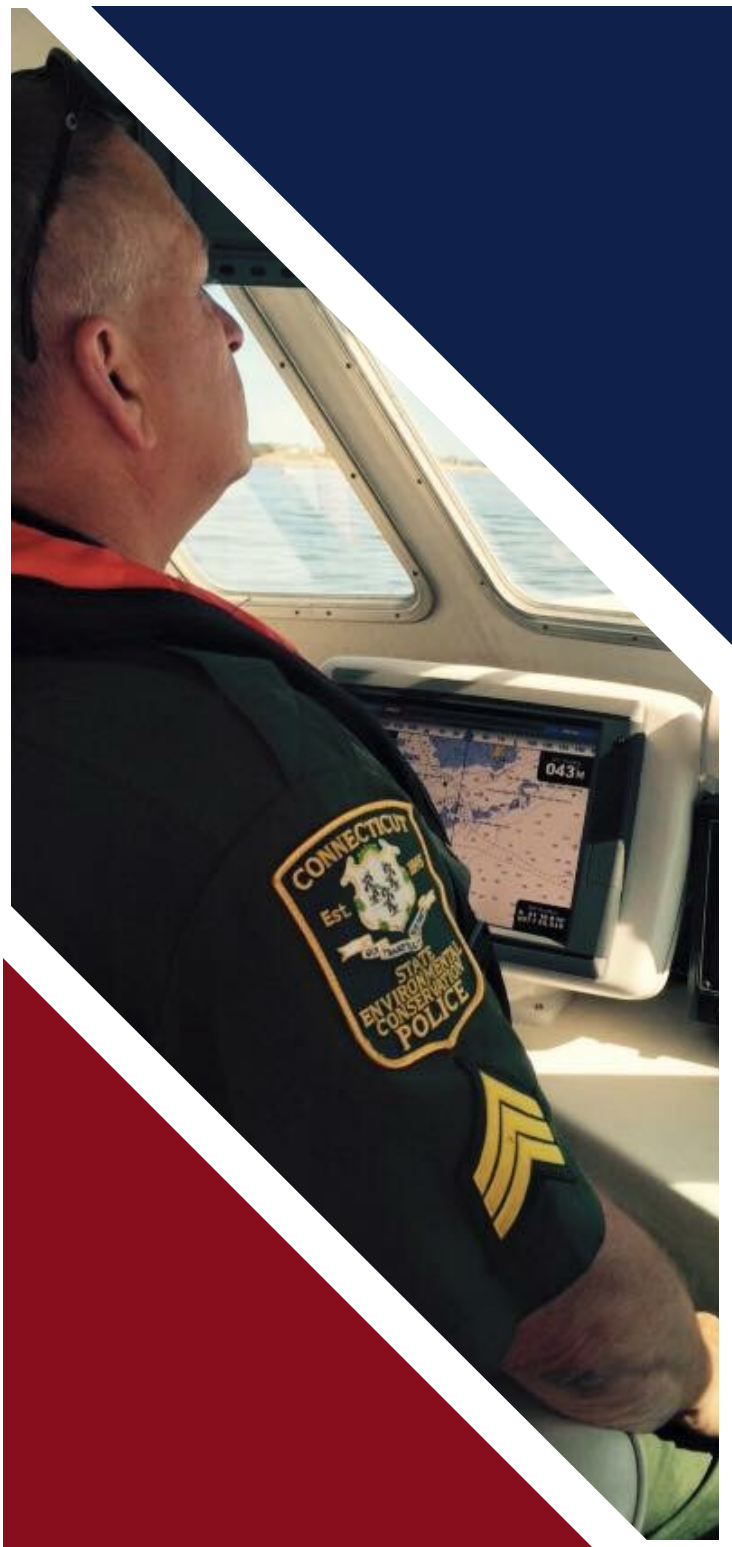
Sun, wind, noise, vibration, and motion – “stressors” common to the boating environment – intensify the side effects of alcohol, drugs, and some medications.

DANGEROUS FOR PASSENGERS

Alcohol consumption while boating is dangerous for passengers as well as operators. Intoxication can lead to slips, falls overboard and other dangerous accidents while boating. Where cause of death was known, 76% of fatal boating accident victims drowned.



Alcohol use as a **contributing factor** of fatalities, accidents & injuries



OUTREACH & AWARENESS

The Operation Dry Water campaign produced targeted outreach to marine law enforcement agencies and their officers to enhance participation and reporting.

Operation Dry Water coordinates a year-round national awareness campaign, in addition to the heightened awareness and enforcement three-day weekend.

OPERATION DRY WATER NEWSLETTER

NASBLA publishes an Operation Dry Water electronic newsletter to inform participating agencies, media, and the recreational boating safety community about the ODW campaign. The newsletter is distributed year-round, with an increase in frequency in the months leading up to the heightened awareness and enforcement weekend and in the months following the conclusion of the campaign. The newsletter is distributed to more than 8,000 individuals.

BOATING UNDER THE INFLUENCE TRAINING AND INFORMATION

Another element of the campaign's targeted outreach is focused on the enforcement and judicial (prosecutors, judges and hearing officers) communities. The seated battery of standardized field sobriety testing (SFST) was developed to address a number of issues faced by marine patrol officers. Specifically, when stability or mobility becomes an issue when performing the standing battery of SFSTs, the

seated battery of SFSTs gives law enforcement another option for determining if an individual is under the influence.

A judicial outreach is available on the Operation Dry Water website and includes an eight-minute video (produced by NASBLA) explaining the seated battery. The website also provides a letter to judges, prosecutors and hearing officers, as well as other information to better inform judicial officers who will be adjudicating BUI cases.

The Operation Dry Water campaign developed and distributed single-themed media and public awareness products for use on local, state and federal levels.

MEDIA RELEASES AND BRANDED MARKETING MATERIALS

Media releases and branded collateral are developed and marketed annually for the Operation Dry Water campaign at both the local and national levels. These products play a large and important role in the awareness and outreach efforts of the campaign. Some of these resources include customizable materials, talking points, printable materials such as flyers and posters and digital materials such as social media images and website banners.

NATIONAL MEDIA OUTREACH

While participating law enforcement agencies and campaign supporters concentrate their media outreach efforts locally, NASBLA handles national media outreach for the campaign. This included the tracking and distribution of media releases and media reports. Outlets include radio, television and print outlets, online news outlets and social media contacts. This also included the coordination of multiple media interviews nationally with Operation Dry Water's national spokesperson. Some of the primary national media and public outreach products include the National Campaign Press Kit, Awareness Campaign Resources Kit and the National Results press release.

SOCIAL MEDIA OUTREACH

The Operation Dry Water campaign focuses on spreading awareness and information about the dangers associated with boating under the influence. One of the ways Operation Dry Water expands the reach of the campaign is through social media. Operation Dry Water is active on both Twitter and Facebook. For the convenience of our participating agencies and campaign supporters, Operation Dry Water has created sample social media messages that can be customized for your needs. These messages can be shared and utilized across all social media platforms.



Operation Dry Water 2019



Minnesota Department of Natural Resources



U.S. Coast Guard Sector Guam



Sacramento County Sheriff Marine Enforcement



Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign. The mission of ODW is to reduce the number of alcohol- and drug-related accidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol use on the water.

Operation Dry Water 2019 heightened awareness & enforcement weekend will take place nationwide July 5 - July 7, 2019.

The Operation Dry Water heightened awareness and enforcement weekend takes place over the Friday - Sunday closest to the July 4th holiday.

This holiday is known for a significant presence of boaters on the water and unfortunately, a heightened number of boating accidents and fatalities related to boating under the influence.

During the annual Operation Dry Water heightened awareness and enforcement three-day weekend, law enforcement officers will be on heightened alert for those violating boating under the influence laws. Law enforcement agencies that participate in Operation Dry Water are asked to increase BUI enforcement during the targeted enforcement weekend of Operation Dry Water as well as work with their local media, businesses and recreational boaters to spread the message and raise awareness of the dangers of boating under the influence all year long.



Texas Parks and Wildlife Department Game Wardens patrolling waterways over the July 4th weekend for Operation Dry Water 2018.