



NATIONAL BOATING UNDER THE INFLUENCE AWARENESS & ENFORCEMENT CAMPAIGN

**OPERATION
DRY WATER**



Ideas for Promoting Operation Dry Water

OPERATION DRY WATER

July 3 - 5, 2026

Raising awareness about boating under the influence requires getting the information out through multiple outlets to capture the attention of the news media and the public. Here are some promotional ideas for your Operation Dry Water campaign:

- ▶ Partner with neighboring law enforcement agencies to broaden outreach efforts and expand enforcement visibility during Operation Dry Water.
- ▶ Collaborate with agencies that do not have marine units to launch a joint public safety campaign promoting sober operation both on the road and on the water.
- ▶ Work with local media outlets and partner agencies to host a media day ahead of Operation Dry Water weekend. This allows reporters to conduct interviews and capture video without disrupting patrol operations during the enforcement period.
- ▶ Schedule a media ride-along prior to Operation Dry Water weekend. Ensure multiple officers are available for interviews and have patrol boats ready to take media crews on the water for video opportunities.
- ▶ Display Operation Dry Water banners at boat launch ramps, marinas or on marine law enforcement vessels. Distribute brochures or promotional items to boaters while on the water.
- ▶ Partner with local alcohol retailers, convenience stores, and restaurants to display Operation Dry Water posters and flyers in high-visibility areas — such as windows and cooler doors — reminding the public to stay sober on both the road and the water.
- ▶ Coordinate with local alcohol retailers (liquor stores and convenience stores) and restaurants to display Operation Dry Water posters and flyers in high-visibility locations — such as windows and cooler doors — reminding everyone to stay sober on both the road and the water.
- ▶ Place a damaged or wrecked boat with an Operation Dry Water banner along a highway or lake access road with heavy boat-trailer traffic to draw attention and reinforce the message.

- Continued -



NATIONAL BOATING UNDER THE INFLUENCE AWARENESS & ENFORCEMENT CAMPAIGN

OPERATION
DRY WATER



- ▶ Use your agency's social media platforms to share messaging before, during and after Operation Dry Water weekend. Post photos and videos highlighting enforcement efforts, officer engagement and safe boating behaviors throughout the campaign.
- ▶ Utilize hashtags to enhance your social media posts.

The official campaign hashtags are:

- #OperationDryWater
- #OpDryWater
- #ODW26

Other safe boating hashtags:

- #BoatSafeBoatSober
- #BoatSober
- #SafeBoating
- #NeverBUI
- #WearIt

Downloadable graphics for print banners, brochures, flyers and more can be found [here](https://www.operationdrywater.org) at [operationdrywater.org](https://www.operationdrywater.org).

"The Operation Dry Water campaign is coordinated nationally by the [National Association of State Boating Law Administrators \(NASBLA\)](https://www.nasbla.org) and is produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the [U.S. Coast Guard](https://www.uscg.mil)."