NATIONAL BOATING UNDER THE INFLUENCE AWARENESS & ENFORCEMENT CAMPAIGN











INSIDE

2022 Campaign Results 2022 Award Winners Media Exposure



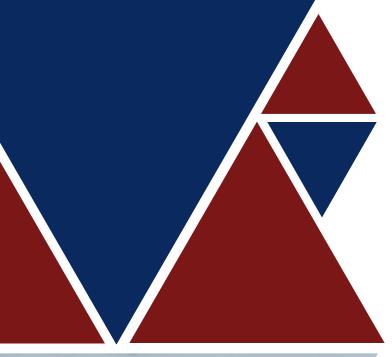


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Operation Dry Water 2023



LAW ENFORCEMENT RESULTS

In 2022, over the July 4th holiday, the Operation Dry Water heightened awareness and enforcement weekend kicked off on Saturday, July 2, and ran through Monday, July 4.

Over the course of the three-day weekend, 630 local, state and federal law enforcement agencies joined forces in every U.S. state and territory as part of the Operation Dry Water campaign.

BUI ARRESTS

During the campaign's annual heightened awareness and enforcement weekend, **794 impaired boat operators** were removed from our nation's waterways for alcohol and/or drug impairment.

BOATER CONTACTS

A reported **350,472 recreational boaters** were contacted during the three-day heightened enforcement weekend. The Operation Dry Water campaign allows law enforcement agencies from across the country to promote safety by removing impaired boaters from the water, while also creating an opportunity to educate the boating public.

OFFICER PARTICIPATION

Over the course of the three-day
Operation Dry Water weekend, **7,865 law enforcement officers** conducted patrols
nationwide.

Total Agencies	630
Officers	7,865
BUI Arrests	794
Vessel Contacts	126,832
Boater Contacts	350,472
Citations	11,869
Safety Warnings	33,198
Highest BAC	0.321 (WV)

NATIONAL AWARDS PROGRAM

The Operation Dry Water (ODW) National Awards Program recognizes law enforcement officers and agencies that make a positive impact on boating under the influence (BUI).



Officer of the Year Officer Specialist Nicole Basford, FWC

OFFICER OF THE YEAR

The 2022 Operation Dry Water Officer of the Year is **Officer Specialist Nicole Basford** with the Florida Fish and Wildlife Conservation Commission (FWC). This award recognizes an officer's work throughout the year in BUI prevention and enforcement, as well as their activity and BUI arrests from the Operation Dry Water weekend. Over the ODW weekend, Officer Specialist Basford made four arrests for boating under the influence. She is Breath Test Operator certified, has completed the Advanced Roadside Impaired Detection Enforcement Course, the FWC Intoxilyzer Inspector Course, the NASBLA Boating Under the Influence Enforcement / Seated SFST Trainer Development Course, and is currently the Agency Intoxilyzer Inspector for FWC's Northwest Region.

ODW MEDIA AWARD

The 2022 Operation Dry Water Media Award is presented to the **Tennessee Wildlife Resources Agency (TWRA)**. The Media Award recognizes an organization or
agency that uses media outreach platforms to promote the Operation Dry Water

campaign and increase awareness about the dangers of boating under the influence. The TWRA Boating & Law Enforcement Division hosted a press conference on July 1, 2022, in Nashville, Tennessee, in partnership with the National Association of State Boating Law Administrators (NASBLA), Mothers Against Drunk Driving (MADD), the U.S. Coast Guard, U.S. Army Corps of Engineers, and U.S. Coast Guard Auxiliary. In addition to this, wildlife officers conducted media engagements to talk about the ODW campaign. This included radio show appearances, social media messages, and videos to increase awareness of the dangers associated with boating while impaired.







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TOP AGENCY AWARDS

The top agency in each category (small, medium and large) is recognized nationally based on the number of BUI arrests and the number of officers deployed for the Operation Dry Water weekend.

TOP AGENCY: SMALL CATEGORY

The 2022 Small Category Top Agency is awarded to the **San Bernardino County Sheriff's Department** from the state of California. Over the course of the three-day heightened enforcement weekend, the San Bernardino County Sheriff's Department deployed three officers who made 15 boating under the influence arrests.

TOP AGENCY: MEDIUM CATEGORY

The 2022 Medium Category Top Agency is presented to the Mississippi Department of Marine Resources. During the three-day Operation Dry Water weekend, the Mississippi Department of Marine Resources deployed 26 officers who made 10 boating under the influence arrests.

TOP AGENCY: LARGE CATEGORY

The 2022 Large Category Top Agency is awarded to the **North Carolina Wildlife Resources Commission**. Over the course of the Operation Dry Water weekend, the North Carolina Wildlife Resources Commission deployed 153 officers and made 65 boating under the influence arrests.

MEDIA EXPOSURE

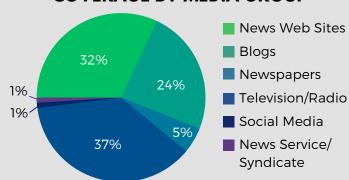
NASBLA worked extensively with the states, other law enforcement agencies, boating safety organizations, and the U.S. Coast Guard to develop and execute the Operation Dry Water marketing and outreach campaign. In 2022, Operation Dry Water succeeded in receiving local and national media coverage.

While over 600 participating law enforcement agencies, units, and stations concentrated their outreach and enforcement efforts locally, NASBLA focused on media coverage at the national level. Through these combined media relations and outreach efforts, the Operation Dry Water campaign generated a wide range of news coverage and publicity for increased awareness of boating under the influence and other boating safety hazards.

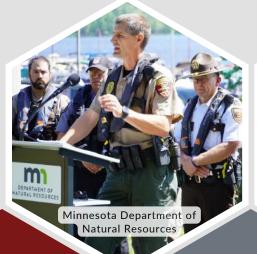
TOTAL IMPRESSIONS BY MEDIA TYPE

Print	3,383,087
Online	419,347,042
Broadcast	91,878,257
Other	4,470
Total	514,612,856

COVERAGE BY MEDIA GROUP



These results reflect the national media tracking of traditional news media including television, online, newspaper, and wire services pertaining to Operation Dry Water 2022. The data presented represents information collection from April 1 - November 30, 2022.









U.S. Coast Guard Auxiliary
Division 15

Arkansas Game & Fish Commission

Grand Teton National Park Service

COMPILATION VIDEOS

During the annual campaign, media outlets and participating agencies record live events taking place on the water. NASBLA gathers this footage to create compilation videos highlighting the enforcement and awareness weekend.

Over the course of the Operation Dry Water weekend, NASBLA collects video footage from campaign partners and media outlets to create a compilation video spotlighting the activities of the campaign. This compilation video includes footage of officers administering the seated battery of standardized field sobriety testing (SFST), live interviews, promotional videos, and other officer interactions with recreational boaters.

To highlight the efforts of all of our partners, NASBLA published the 2022 Operation Dry Water compilation video on the NASBLA Vimeo profile under the Operation Dry Water channel. This video includes media coverage of law enforcement officers and boating safety partners on the water, working in collaboration to raise awareness of the dangers of boating under the influence during the national 2022 Operation Dry Water weekend.



On Friday, July 1, the Tennessee Wildlife Resources Agency (TWRA), in partnership with the National Association of State Boating Law Administrators (NASBLA), U.S. Coast Guard, Mothers Against Drunk Driving (MADD), U.S. Army Corps of Engineers, and U.S. Coast Guard Auxiliary, kicked off the 2022 Operation Dry Water heightened awareness and enforcement weekend with a press conference on J. Percy Priest Lake. This was the first-ever national kickoff event for the campaign.

This press event was designed to bring national attention to the fact that boating under the influence is driving under the influence, and should be viewed by boaters, prosecutors, judges, and the public as one in the same. In addition to this, wildlife officers, boating safety advocates, and organization representatives met with the media following the event to answer any questions and conduct interviews. TWRA also recorded an episode of its Tennessee WildCast focused on Operation Dry Water for the agency's weekly podcast.



OUTREACH & AWARENESS

Operation Dry Water produced outreach materials for law enforcement agencies and outreach partners to use, enhancing participation and reporting.

Arkansas Game and Fish
Commission

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

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 Operation Dry Water campaign. The newsletter is distributed year-round, with an increase in frequency in the months leading up to ODW weekend and in the months following the conclusion of the campaign. The ODW newsletter distribution list consists of over 9,000 individuals.

SEATED BATTERY OF STANDARDIZED FIELD SOBRIETY TEST

An additional element of the campaign's targeted outreach is focused on the enforcement and judicial communities. With the development of the seated battery of standardized field sobriety test (SFST), the U.S. Coast Guard and NASBLA partner to save lives on the water by improving officer effectiveness in enforcing BUI laws. The seated battery of SFSTs consists of the Horizontal Gaze Nystagmus, finger to nose, palm pat and hand coordination tests. Each of the seated tests has standardized administrative procedures, clues, and evaluation criteria. By combining all the elements of a BUI investigation with the seated battery of tests, officers can be even more effective at identifying impaired operators on the water.

STATE AGENCY BUI SPOTLIGHT ARTICLE

Operation Dry Water worked with the Tennessee Wildlife Resources Agency (TWRA) to produce an article highlighting the agency's boating under the influence (BUI) efforts throughout the year. As the sole state agency responsible for enforcing the boating laws of the state of Tennessee, the TWRA officers, command staff, and media team have taken a powerful stance and role in educating and enforcing BUI laws.

This article highlights TWRA enforcement and educational efforts, the importance of officer training for detecting impaired operators, and the latest developments in Tennessee boating under the influence legislation.





MEDIA RELEASES & 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 pivotal role in the awareness and outreach efforts of the campaign. These materials are marketed to law enforcement agencies, the media, and the recreational boating public. All products and materials are available for download at no charge through the Operation Dry Water website. Additionally, the Operation Dry Water newsletter and the media tracking service, which are used to distribute national press releases, contribute significantly to the national outreach of the campaign. The branded messaging is consistent throughout the print, web, media and customizable marketing and outreach materials available.

SOCIAL MEDIA OUTREACH

#OPERATIONDRYWATER

Operation Dry Water's social media outreach plays an integral role in the campaign. Twitter and Facebook anchor Operation Dry Water's social media efforts and are utilized and updated year-round. The Operation Dry Water social media channels have a combined following of more than 5,900 individuals.

The Operation Dry Water Facebook page has been the most successful social platform in expanding the reach of the campaign. At the beginning of 2022, the ODW Facebook page had 2,900 total page likes. By the end of the year, the page had over 3,300 total page likes. The most popular ODW Facebook post in 2022 reached more than 200,000 people.

Colorado Parks & Wildlife



Minnesota Department of Natural Resources



USCG Station Destin



Yolo County Sheriff's Office



ALCOHOL & INCIDENTS

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



North Carolina Wildlife Resources Commission

INCIDENTS

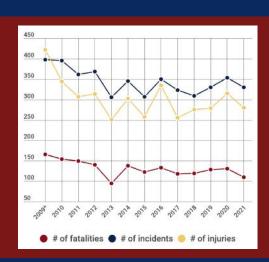
The Operation Dry Water three-day weekend takes place over the weekend closest to the July 4th holiday. This is a holiday known for increased boater activity, prevalent alcohol use, and a high rate of boating incidents and fatalities. The 2021 U.S. Coast Guard Recreational Boating Accident Statistics list July as the month with the greatest total number of incidents and fatalities throughout the year.

EFFECTS OF ALCOHOL ON THE WATER

Alcohol can impair a boater's judgment, balance, vision, and reaction time; all of which are of vital importance to a vessel operator and passengers. Additional "stressors" common to the boating environment such as sun, wind, noise, vibration, and motion intensify the effects of alcohol, drugs, and some medications.

DANGEROUS FOR PASSENGERS

Alcohol consumption is dangerous for passengers too. Intoxication can cause slips, falls over board and other dangerous incidents. Where cause of death was known, 81% of fatal boating incident victims drowned.¹ Passengers under the influence are at-risk of serious injury, whether the boat operator is sober or impaired, and whether the boat is underway or not.²



Alcohol use as a **contributing factor** of fatalities, incidents, and injuries since the launch of Operation Dry Water in 2009.



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

Annually, the Operation Dry Water heightened awareness and enforcement weekend takes place over the weekend closest to the July 4th holiday. In 2023, the 4th of July falls on a Tuesday, so the ODW weekend will take place on July 1 - 3, 2023 (Saturday, Sunday and Monday) to better align with the highest anticipated boater population.

During the annual Operation Dry Water three-day weekend, law enforcement officers will be on high alert for those violating boating under the influence and other boating safety laws. Law enforcement agencies that participate in Operation Dry Water are asked to increase BUI enforcement during the targeted enforcement weekend, 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 year-round.



