

OPERATION DRY WATER

JULY 5 - 7, 2019

2019 ANNUAL REPORT



**OPERATION
DRY WATER**

www.operationdrywater.org



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

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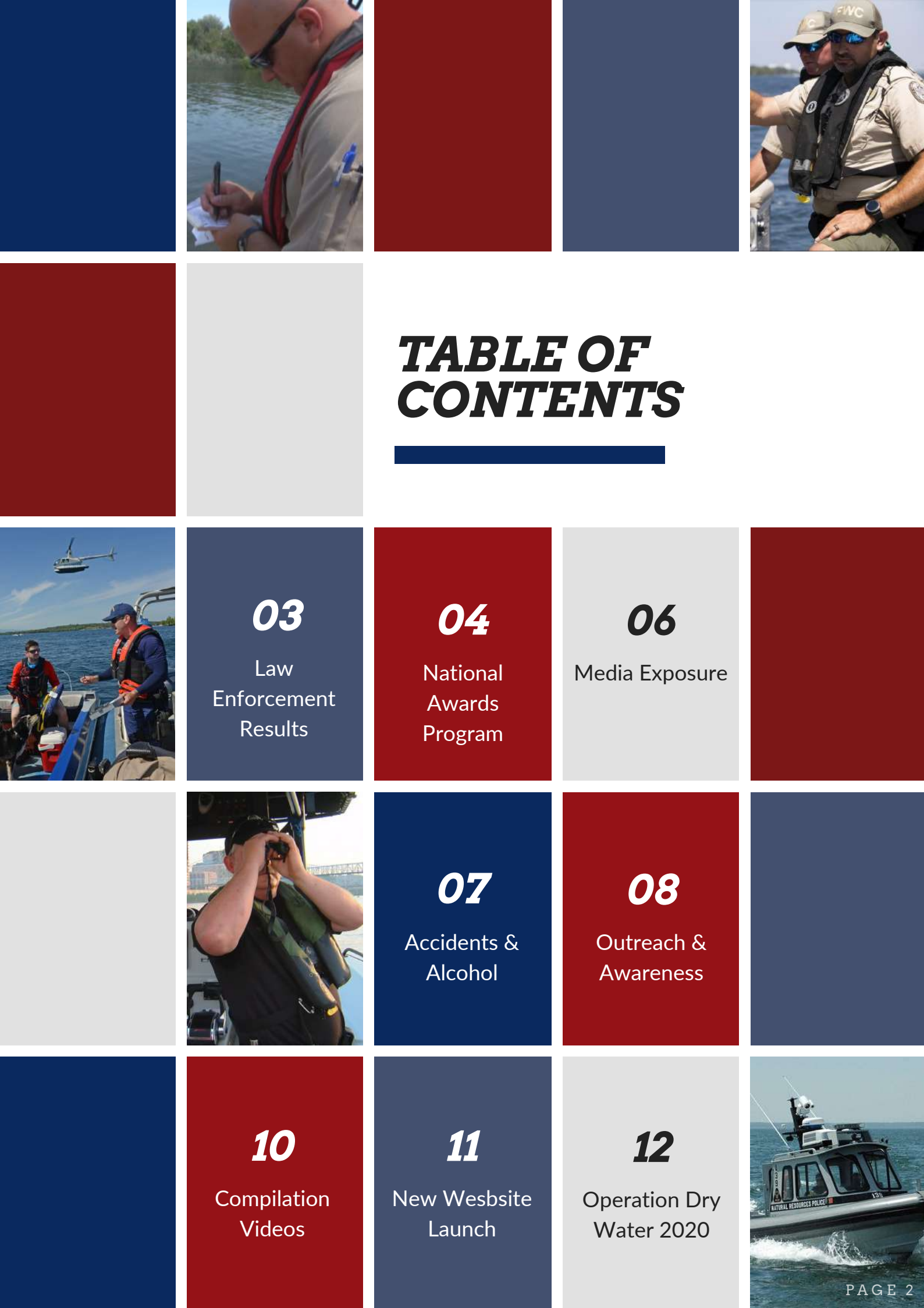


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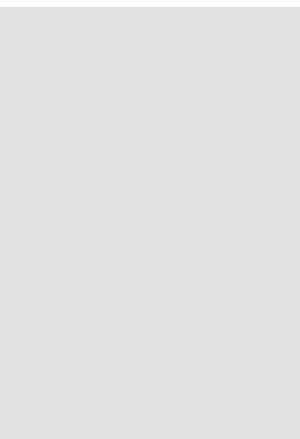
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2019 LAW ENFORCEMENT RESULTS

The Operation Dry Water campaign tracked and recorded law enforcement participation throughout the three-day weekend.

In 2019, **736 local, state and federal agencies** throughout the U.S. states and territories joined forces to educate boaters about the dangers of boating under the influence (BUI) and to remove impaired operators from the water as part of the Operation Dry Water campaign.

BUI ARRESTS

Over the course of the campaign's annual three-day heightened awareness and enforcement weekend, **563 impaired boat operators** were removed from our nation's waterways for drug and/or alcohol impairment.

BOATER CONTACTS

A reported **271,286 recreational boaters** were contacted throughout the three-day weekend.

OFFICER PARTICIPATION

During the Operation Dry Water heightened awareness and enforcement weekend, **7,696 officers** conducted patrols nationwide.



A Rhode Island Department of Environmental Management officer administers a breathalyzer test to a vessel operator over the ODW weekend.

	2019
Total Agencies	736
Officers	7,696
Vessel Contacts	98,688
Boater Contacts	271,286
Citations	9,524
Total BUIs	563
Safety Warnings	25,452
Highest BAC	0.309 (IN)

Results from the 2019 Operation Dry Water heightened awareness and enforcement three-day weekend.



Marine Lt. Bryan Baronet, Asst. Commander/Boating Law Administrator
Cody Jones, Chief of Staff Kevin Davis, Game Warden Carmen Rickel

2019 NATIONAL AWARDS PROGRAM

The Operation Dry Water (ODW) national awards program recognizes law enforcement officers and agencies who participate in the ODW campaign and make a difference in recreational boating safety by raising awareness about the dangers of boating under the influence and by removing impaired operators from the nation's waterways. These distinguished officers and agencies make a consistent and dedicated effort to protect our nation and the communities they serve.

***NEW THIS YEAR: ODW AGENCY MEDIA AWARD**

This award recognizes the best all-around media outreach campaign running prior to and during the annual Operation Dry Water heightened awareness and enforcement weekend. Candidates used creative outreach platforms to promote awareness of the ODW campaign and to make a difference in recreational boating safety by educating boaters and raising awareness about the dangers of boating under the influence on our nation's waterways.

2019 ODW AGENCY MEDIA AWARD WINNER

The 2019 Operation Dry Water Agency Media Award winner is the **Texas Parks and Wildlife Department, Law Enforcement Division**. In total, Texas Game Wardens conducted 33 news interviews to include on both English and Spanish news channels over the course of the 3-day weekend. Additionally, the Law Enforcement Division ran a social media campaign that included many provocative images to catch the eyes of social media users. In total, the Law Enforcement Division made 32 social media posts on various platforms.

OPERATION DRY WATER OFFICER OF THE YEAR

The 2019 Operation Dry Water (ODW) Officer of the Year is **Texas Game Warden Tyler Zaruba** with the Texas Parks & Wildlife Department. Over the Operation Dry Water weekend, Game Warden Zaruba made two (2) arrests for boating under the influence. Game Warden Zaruba leads the Houston Region in criminal citations and arrests.

ODW TOP AGENCY AWARD SMALL CATEGORY

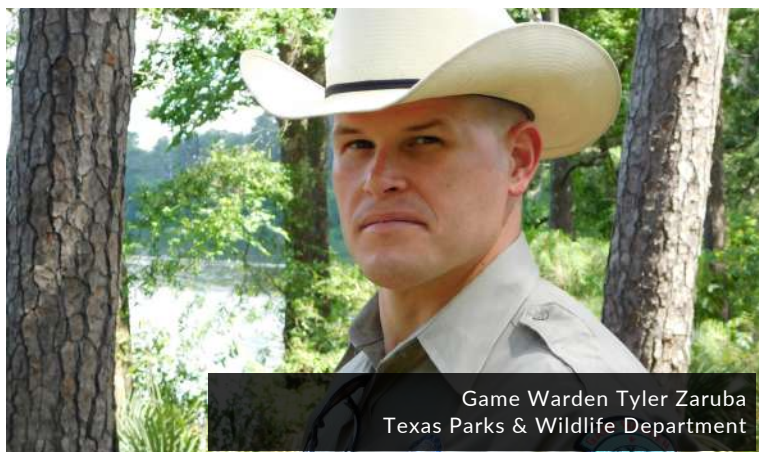
This year's Top Agency: Small Category is awarded to the **San Bernardino County Sheriff's Department** from the state of California. Over the course of the three-day heightened enforcement weekend, the San Bernardino County Sheriff's Department deployed three (3) officers and made six (6) boating under the influence arrests.

ODW TOP AGENCY AWARD MEDIUM CATEGORY

The 2019 Top Agency: Medium Category is presented to **USCG Station Marblehead** in the state of Ohio. During the three-day Operation Dry Water weekend, USCG Station Marblehead deployed eighteen (18) officers and made ten (10) boating under the influence arrests.

ODW TOP AGENCY AWARD LARGE CATEGORY

This year's Top Agency: Large Category 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 one-hundred and sixty-six (166) officers and made twenty-nine (29) boating under the influence arrests.



Game Warden Tyler Zaruba
Texas Parks & Wildlife Department



Deputy William Poe, San Bernardino County Sheriff's Department
Ramona Fernandez, Boating Law Administrator, California



Chief Warrant Officer Bethannie Kittrell & Petty Officer Victoria Martin
USCG Station Marblehead



Ben Meyer, Boating Law Administrator
North Carolina Wildlife Resources Commission

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 2019, Operation Dry Water received local and national media coverage.

TOTAL IMPRESSIONS BY MEDIA TYPE

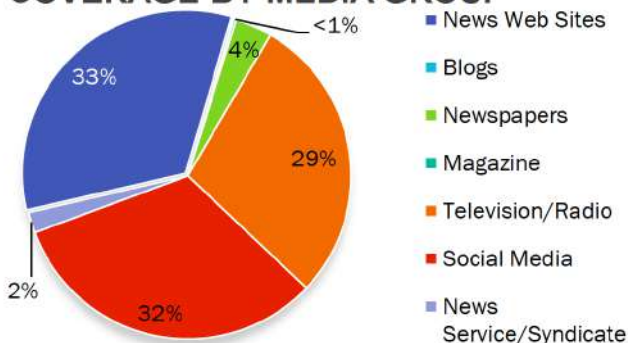
Print	12,181,933
Internet	802,173,706
Broadcast	88,159,359
Total	902,514,998

The data above represents information collected from April 1 - September 30, 2019.

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

While 736 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 of the 2019 Operation Dry Water campaign through tracking of traditional news media outlet to include: television, online publications and wire services.

COVERAGE BY MEDIA GROUP



Texas Game Wardens

July 3 · 🌐

Think twice before you mix your booze with boating. It only takes a split second to change a life forever.

Operation Dry Water 2019

#NoBWI #ODW19



ACCIDENTS & ALCOHOL

ACCIDENTS

The Operation Dry Water heightened awareness and enforcement weekend takes place annually over the Friday-Sunday closest to the 4th of July holiday. This is a holiday known for increased boater activity, prevalent alcohol use and a high rate of boating incidents and fatalities.

The 2018 USCG Recreational Boating Accident Statistics list July as the month with the greatest total number of accidents throughout the year. Additionally, the three days of the week with the highest number of accidents are Friday, Saturday and Sunday.

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. Additional "stressors" common to the boating environment such as sun, wind, noise, vibration and motion intensify the effects of alcohol, drugs and some medications.

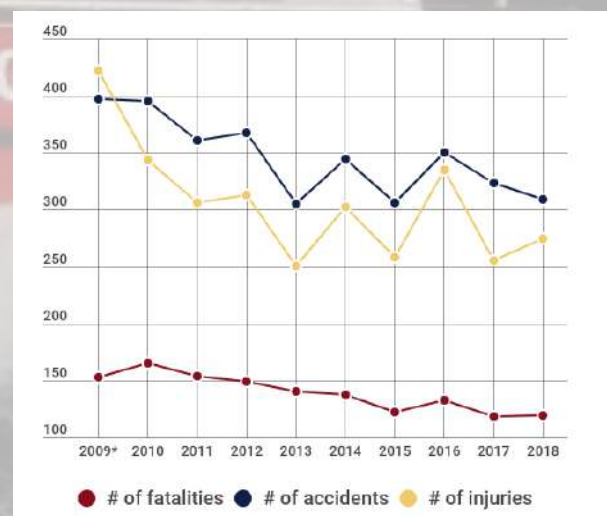
DANGEROUS FOR PASSENGERS

Not only is alcohol use dangerous for operators, but it is dangerous for passengers too. Intoxication can cause slips, falls over board and other dangerous incidents. Where cause of death was known, 77% of fatal boating incident victims drowned. Drinking passengers are at-risk and susceptible to the survival-impairing effects of alcohol, whether the boat operator is sober or intoxicated and whether the boat is underway or not.

COLD WATER IMMERSION

Alcohol use can increase fatigue and susceptibility to the effects of cold-water immersion. According to the USCG Recreational Boating Accident Statistics, in 2018, there were 191 injuries due to hypothermia.

Alcohol use is the leading contributing factor in recreational boating deaths



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



U.S. Coast Guard Sector Anchorage boarding officer conducting a vessel safety check on Big Lake, Alaska over the Operation Dry Water weekend.



Minnesota Department of Natural Resources Law Enforcement Officer conducting a seated battery of standardized field sobriety test.

OUTREACH & AWARENESS

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

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 RBS community about the Operation Dry Water campaign. The newsletter is distributed year-round, with an increase in frequency in the months leading up to the Operation Dry Water weekend and following the conclusion of the campaign. The Operation Dry Water newsletter distribution list consists of more than 8,500 individuals.

BOATING UNDER THE INFLUENCE & STANDARDIZED FIELD SOBRIETY TRAINING AND INFORMATION

An additional element of the campaign's targeted outreach is focused on the enforcement and judicial (prosecutors, judges and hearing officers) communities. With the development of the seated battery component of standardized field sobriety test (SFST), NASBLA thought it important to include a special effort to connect with officers of the court to assist law enforcement officers when they come before the court with BUI cases that have involved the new seated component of SFSTs in the Operation Dry Water outreach plan.

This judicial outreach is available on the Operation Dry Water website and includes an eight-minute video explaining the seated battery, a letter to judges, prosecutors and hearing officers, as well as scholarly articles and other information to better inform judicial officers who will be adjudicating BUI cases.

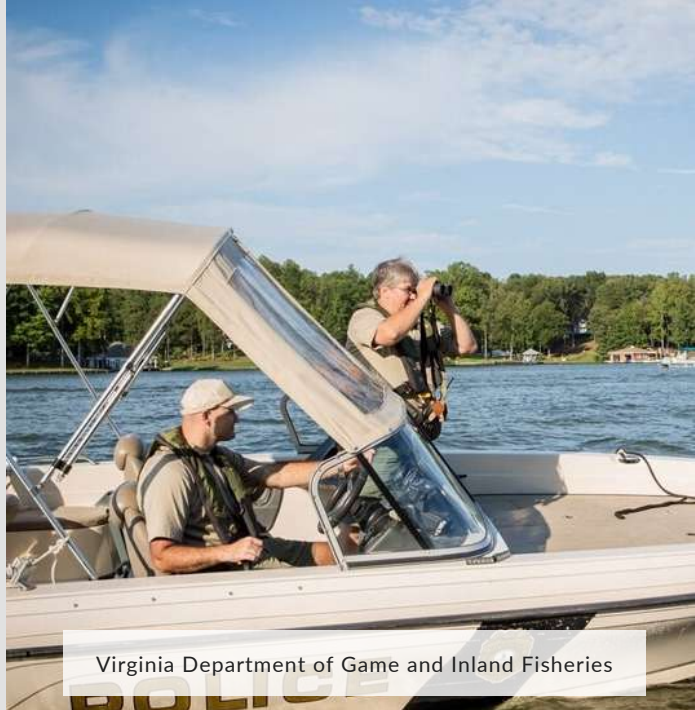
The Operation Dry Water campaign developed and distributed single-themed media and public awareness products for use on local, state and federal levels.

MEDIA RELEASES AND BRANDED MARKETING MATERIALS

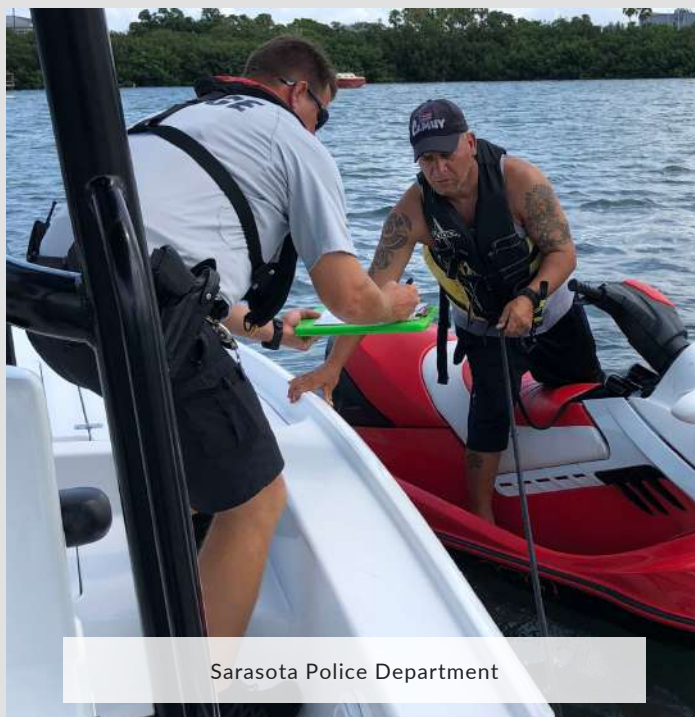
Media releases and branded collateral are developed and marketed annually for the Operation Dry Water campaign at both the local and national levels. These products play a large and important role in the awareness and outreach efforts of the campaign. These materials are marketed to law enforcement agencies, the media and the recreational boating public. All products and materials are available for download at no charge through the Operation Dry Water website. Some of the materials available to our outreach and enforcement partners include customizable media releases, talking points, social media messages and promotional activities.

SOCIAL MEDIA OUTREACH

Operation Dry Water's social media outreach has continued to grow and expand since the inception of the campaign. Twitter and Facebook anchor Operation Dry Water's social media efforts and are utilized and updated year-round. The Operation Dry Water Facebook page has more than 2,600 followers and the Operation Dry Water Twitter feed has over 1,900 followers.



Virginia Department of Game and Inland Fisheries



Sarasota Police Department



**ON THE ROAD OR THE WATER,
YOU'RE HEADED NOWHERE FAST**



WHILE IMPAIRED.

ODW WEEKEND COMPILATION VIDEOS

Over the course of the Operation Dry Water weekend, media outlets and agencies produced live coverage of some of the events taking place on the water.



Douglas County Sheriff's Office



U.S. Coast Guard Station New York

Over the course of the Operation Dry Water weekend, NASBLA collects video footage from campaign partners and media outlets to create [several compilation videos](#) to highlight the activities of the campaign. These compilation videos include live interviews with officers, footage of BUI arrests, promotional videos and other media content.

This year, three different compilation videos were created and published on the [NASBLA Vimeo profile](#) under the [Operation Dry Water channel](#). The first one-minute video is the '[2019 Operation Dry Water - Enforcement & Awareness Campaign](#)' video which focuses on the efforts made by agencies, organizations and media partners nationwide to spread awareness of the dangers associated with boating under the influence and the importance of the Operation Dry Water campaign.

The second one-minute video is the '[2019 Operation Dry Water - Law Enforcement Compilation Video](#)' which highlights the work and dedication of the law enforcement officers, agencies and stations that participated in the heightened awareness and enforcement weekend. Lastly, there is a four-minute full compilation video, '[2019 Operation Dry Water Weekend - Compilation Video](#)', which includes media highlights of law enforcement officers, agencies and stations enforcing the law on the water, while spreading awareness of the dangers of BUI during the national 2019 Operation Dry Water weekend.

2020 OPERATION DRY WATER

July 3 – 5, 2020

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign. The 2020 national Operation Dry Water heightened awareness and enforcement three-day weekend will take place July 3 – 5, 2020.

[LEARN MORE](#)


NEW WEBSITE LAUNCH

WWW.OPERATIONDRYWATER.ORG

In 2019, the Operation Dry Water website was redesigned to better suit the needs of its users. With the new website, participating agencies and organizations will be able to access updated resources such as press kits, talking points, media releases, sample social media messages and more!

CAMPAIGN RESOURCES

The law enforcement campaign resources are available on the Operation Dry Water website under the 'Enforcement' tab. Law enforcement partners can find resources such as press kits and other customizable outreach materials including media releases, fact sheets, talking points, promotional activities and social media messages.

OUTREACH MATERIALS

There are also updated resources available for our outreach partners to use to spread awareness of the mission of the Operation Dry Water campaign. This information can be found on the 'Outreach Materials' page. Some of the primary resources available to our partners includes press kits, customizable awareness talking points, customizable media releases and more. Organizations can also locate printable materials, such as flyers and brochures, and additional outreach resources on the page.



Campaign Press Kit

[DOWNLOAD](#) 

Available on the website on the Campaign Resources page.

CUSTOMIZABLE OUTREACH MATERIALS



Boater Fast Facts

Looking for a quick way to explain the Operation Dry Water to your officers and community? Look no further than these fast facts to find out what the Operation Dry Water campaign is, when it takes place, who coordinates the campaign, and how recreational boaters can get involved.

[DOWNLOAD](#) 



Awareness Talking Points

Boating under the influence (BUI) continues to be a major factor in accidents and deaths on our nation's waterways. Organizations and outreach partners are teaming up for Operation Dry Water, a national boating under the influence awareness and enforcement campaign. Use these talking points to highlight the mission and purpose of the ODW campaign.

[DOWNLOAD](#) 



Awareness Campaign Media Release

Operation Dry Water weekend, July 3-5, is the national weekend of amplified recreational boater outreach, education and coordinated enforcement surrounding boating under the influence. This press release can be customized to reflect your organization's involvement in the ODW campaign and why you are working to help spread awareness of the dangers of boating under the influence.

[DOWNLOAD](#) 

Available on the website on the Outreach Materials page.

OPERATION DRY WATER 2020

**The 2020 Operation Dry Water
heightened awareness & enforcement weekend
will take place nationwide July 3 - 5.**

2020 HEIGHTENED AWARENESS & ENFORCEMENT WEEKEND

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.

Annually, the Operation Dry Water heightened awareness and enforcement weekend takes place over the Friday - Sunday closest to the July 4th holiday. In 2020, the 4th of July falls on a Saturday, so the ODW weekend will overlap the holiday itself.

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

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 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 all year long.

