



## NATIONAL BOATING UNDER THE INFLUENCE AWARENESS & ENFORCEMENT CAMPAIGN

OPERATION  
DRY WATER



# Implementing the Operation Dry Water Awareness & Enforcement Campaign In Your Agency

## Registration

- **Register your agency.** Go to the Operation Dry Water website to register. Registering your agency early will help in the planning and outreach of the Operation Dry Water campaign. Once registered, you will also receive all the important ODW information and press releases.

### Develop a 3-Part Plan

#### Part 1: Pre-Heightened Enforcement Weekend

## Resources

- **Download resources** for your Operation Dry Water campaign. Download high-resolution branded ODW awareness and enforcement campaign materials. Materials available for download include: customizable press releases, fact sheets, social media messages, promotional ideas, talking points, brochures, flyers, posters, and more.

## Partnerships

- **Establish partnerships** with other law enforcement and public safety agencies that have a maritime interest. Encourage your neighboring jurisdictions to get involved in Operation Dry Water if they are not already.
- **Coordinate enforcement operations** with surrounding enforcement agencies. Consider working cooperatively with them and your state agency to expand the reach and impact of your state's Operation Dry Water campaign.
- **Foster a partnership with "non-traditional partners"** such as your highway patrol, alcohol law enforcement, a Mothers Against Drunk Driving chapter in your state, or other organizations that support the mission.

## Operational Resources

- **Identify your agency's awareness and enforcement operations plans.** Review the "[Operational Resources](#)" page on the Operation Dry Water website. These operational resources have been provided by state law enforcement agencies as a reference for planning or conducting boating under the influence checkpoints or saturation patrol operations. Additional resources have also been provided to serve as a means of reference for existing case law that has been developed across the nation relating to BUI enforcement.



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### **Involving the Media**

- **Invite the local media to get involved in your outreach efforts.** Take advantage of the Operation Dry Water media kit and press releases available on the ODW [campaign resources](#) webpage. Provide these resources to your media contacts to assist them in covering Operation Dry Water patrols and activities.
  
- **Contact your local news stations leading up to the Operation Dry Water weekend.** Take advantage of the customizable press release and talking points available on the [campaign resources](#) webpage to help you inform the media about Operation Dry Water and your planned campaign activities.
  
- **Schedule a Media Day and Press Conference prior to ODW weekend.** Schedule a media day separate from the heightened enforcement weekend. This will provide an opportunity for local media to participate in ride alongs, conduct interviews, and get video in preparation for their news stories and ODW weekend without adding to the actives of the three-day enforcement weekend. View other promotional ideas on the [campaign resources](#) webpage.
  - Incorporate a press conference into your media day where your agency, other partnering agencies, and boating safety partners speak about your Operation Dry Water campaign and mission.
  - Offer ride-alongs to reporters.
  - Have officers available for interviews and on patrol boats to take photographers and reporters for a ride on the water.
  - Give news stations a contact number in case they need an interview over the Operation Dry Water weekend or would like to follow up.
  
- **Maintain a list of media coverage** leading up to and over the ODW heightened enforcement weekend to report to NASBLA if possible. Also share any news coverage with NASBLA leading up to the three-day weekend by emailing [taylor@nasbla.org](mailto:taylor@nasbla.org) or tagging Operation Dry Water on Facebook and Twitter.

[www.facebook.com/OperationDryWater](http://www.facebook.com/OperationDryWater)

<http://www.x.com/opdrywater>

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### Social Media

- **Use social media to your advantage – throughout all phases!**
  - Share your agency's message through social media.
  - Use **#OperationDryWater**, **#OpDryWater**, **#ODW26** and **@OpDryWater** (X) or **@OperationDryWater** (Facebook) for your Operation Dry Water messaging.
  - Download the ODW sample social media messages for both enforcement campaigns and outreach campaigns.
  - Share your state ODW logo. [Download your state's logo here.](#)
  - [Share the ODW boating under the influence PSAs](#) through your social media, website and marketing campaigns.

### Judicial contacts

- **Get in touch with your local prosecutors.** Invite them to your media day and campaign events. Get them involved. Educate them on the Seated Field Sobriety battery of tests.
- Get a copy of the SFST Judicial outreach video – Request a NASBLA SFST Judicial Outreach video by emailing [info@nasbla.org](mailto:info@nasbla.org).

## Part 2: Heightened Enforcement Weekend

### Enforcement

- Use your agency's patrol plan to focus on detecting boat operators suspected of being under the influence of alcohol or drugs during the three-day weekend.
- **Maintain activity reports** for the three-day weekend to report to NASBLA through the [operationdrywater.org](http://operationdrywater.org) website. [Example report form for ODW weekend.](#)

### Outreach & Awareness

- **Make contact with boaters** to inform them about boating under the influence and safe boating practices.



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- **Reward safe boaters.** Rewarding boaters making good boating safety decisions.
  - Partner with a local restaurant and pass out free ice cream, free soda, free kid's meals, coupons, etc. to individuals you see practicing safe boating habits.
  - Have items to pass out at public events: stickers, boat decals, pens, etc.
  - Develop and distribute rubber wristbands with a safe boating message (Operation Dry Water, Boat Safe Boat Sober, Safe Boating Saves Lives, Never Drink and Boat, etc.)
- **Social Media.** Post photos, videos and updates to your agency's Facebook and X accounts during the three-day weekend to engage the public.
- **Post-alongs.** Market and plan for a post-along. During the three-day weekend identify someone to post information and photos from the Operation Dry Water patrols.
- **Get information to the boaters** Print flyers, posters, brochures and more from the Operation Dry Water [campaign resources](#) page to distribute to the public.

### Part 3: Post-Heightened Enforcement Weekend

#### Reporting

- **Keep a record of your activity, accomplishments and media coverage.** Following the Operation Dry Water weekend, it is **very important** that your agency report their ODW weekend activities to Operation Dry Water through the online report form. The reports from participating agencies are vital to showing the growth and impact of the ODW campaign. We appreciate you taking the time to compile and submit your reports. This aids in our national reporting and ability to receive grant funding for the national coordination of the campaign.

Please submit official reports through the online report form under the reporting section of the Operation Dry Water website. Email [taylor@nasbla.org](mailto:taylor@nasbla.org) if you have any questions about reporting.

#### Outreach

- **Press Releases.** Distribute a press release from your agency with information from the three-day Operation Dry Water weekend. Include activity results such as number of BUI arrests and number of boaters contacted and educated about safe boating.
- **Post to Social Media.** Post results and photos to your agency's social media channels.



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### **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.

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- ▶ 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)."



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### Social Media Messages

- #OperationDryWater weekend runs July 3 - 5, 2026. Learn more at [operationdrywater.org](http://operationdrywater.org)
- During #OperationDryWater weekend expect sobriety checkpoints and saturation patrols  
#BoatSafeBoatSober
- Alcohol use in the leading contributing factor in boater deaths – never drink and boat!  
#OperationDryWater
- Support the Operation Dry Water message to NEVER boat under the influence.  
#NEVERbui #OpDryWater
- During the 2025 ODW weekend, officers contacted over 232,000 boaters spreading the message of the importance of boating sober. #OpDryWater
- Our message this weekend and all yearlong... NEVER boat under the influence.  
#OpDryWater
- The federal BAC limit for BUI is .08... just like driving a car. Impaired boating is impaired driving. #DrunkBoatingisDrunkDriving #OperationDryWater
- As part of the Operation Dry Water campaign, law enforcement offices from across the country will be removing impaired boaters from the water to help keep everyone safe! Support and thank your local law enforcement. #ODW26
- Impaired boating IS impaired driving! #OperationDryWater
- Alcohol and drugs also play a major role in boater fatalities. Keep your passengers safe by keeping alcohol and drugs off the boat. #OperationDryWater
- Like drunk driving, drugged driving is impaired operation, which means it is dangerous and illegal in all states and territories. Operating a vessel while impaired poses a threat to the driver, passengers and others out on the water. #OpDryWater
- Officers will be on heightened enforcement patrols to remove drunk boaters during  
#OperationDryWater
- Drunk boating causes boater deaths every year. Don't ruin your life or someone else's.  
#OperationDryWater
- To put an end to #drunkboating, a fatal decision many boaters make, officers in every state will be out in force for #OperationDryWater

- more -



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- If the #drunkboating crash doesn't kill or seriously injure you, the consequences will still ruin your life. #BoatSober #ODW26
- For additional impaired-boating information and resources visit [Operationdrywater.org](http://Operationdrywater.org) #NEVERbui #OpDryWater
- Impairment can be even more dangerous for boaters than for drivers, since most boaters have less experience and confidence operating a boat than they do driving a car. #OperationDryWater
- Alcohol use by passengers presents a danger regardless of the activity of the operator. Encourage everyone on your vessel to #BoatSober. #OpDryWater
- It is illegal to operate a boat while under the influence of alcohol. #ODW26
- The effects of alcohol are heightened on the water compared to on land, with the environmental stressors such as wind, noise, and vibrations of the boat. #ODW26
- The relative risk of death for intoxicated operators is more than 10 times that of sober operators. Always choose to boat sober. #OperationDryWater

### Hashtags:

#OperationDryWater

#OpDryWater

#ODW26

### Handles:

Facebook: [@OperationDryWater](https://www.facebook.com/OperationDryWater)

X: [@OpDryWater](https://www.x.com/OpDryWater)

### Helpful links:

[www.operationdrywater.org](http://www.operationdrywater.org)

[www.nasbla.org](http://www.nasbla.org)

[www.uscgboating.org](http://www.uscgboating.org)

[www.facebook.com/OperationDryWater](https://www.facebook.com/OperationDryWater)

[www.facebook.com/NASBLA](https://www.facebook.com/NASBLA)

[www.facebook.com/UScoastguard](https://www.facebook.com/UScoastguard)

<http://www.x.com/OpDryWater>

<http://www.x.com/nasbla>

<http://www.x.com/uscg>