

**Appendix 1B – M&O Charge 1 - MESSAGING MATRIX DOCUMENT**

Vision Statement: NASBLA envisions a national recreational boating program where the number and severity of recreational boating accidents are substantially reduced and boating-related deaths virtually eliminated, where family-oriented fun and personal responsibility are valued in equal proportions, where universal boater education is the rule rather than the exception, and where boating laws and regulations are seamlessly applied across state lines.

Mission Statement: NASBLA’s mission is to strengthen the ability of the state and territorial boating authorities to reduce death, injury and property damage associated with recreational boating and ensure a safe, secure and enjoyable boating environment.

External Customers (boaters)	Internal Customers	Key Influencers
<p><b>Boaters:</b></p> <ol style="list-style-type: none"> <li>1) Wear a life jacket every time you boat: <i>Wear It!</i></li> <li>2) Operate safely: Keep a proper look out, do not ride on bow, gunwales or transom, wear a kill switch, observe no wake zones.</li> <li>3) Take a boating safety course/class.</li> <li>4) Take care of the environment, don’t spread aquatic invasive species and observe marine sanitation device rules.</li> <li>5) Children have special considerations: Must <u>always</u> wear life jackets and observe age restrictions for operation.</li> <li>6) Prepare before boating: file a float plan, know water and weather conditions and prepare for the elements including cold water and outside air temperature.</li> <li>7) PWC’s are boats too and must follow all rules, in addition, all PWC users must wear life jackets.</li> <li>8) Non-traditional boaters are boaters too, including paddlers, fisherman and hunters</li> </ol>	<p><b>Boating Officers:</b></p> <ol style="list-style-type: none"> <li>1) Officers play an indispensable role in educating boaters by setting an example, teaching smart boating, writing, making arrests and wearing a life jacket.</li> <li>2) You have <i>source</i> credibility with the public—use it to improve safety.</li> </ol> <p><b>Non-Boating Agency Employees / Staff</b></p> <ol style="list-style-type: none"> <li>1) Non-boating employees have a responsibility to accurate and credible information when asked. At the very least, give no bad information.</li> <li>2) When boating for work or play, any employee of boating safety agencies should set a good example, and all employees should take a boating course.</li> <li>3) Even if you don’t work directly with boating, boaters fund this agency and its work and should be treated as customers.</li> </ol>	<p><b>Agency Administration</b></p> <ol style="list-style-type: none"> <li>1) Recreational boating is a big and growing economic impact to the state and the agency.</li> <li>2) If boating is perceived as unsafe, agency revenues, mind share and importance will decline.</li> <li>3) The education / experience level of a boater is the most significant factor to predicting a safe boater.</li> </ol> <p><b>Federal and State Lawmakers</b></p> <ol style="list-style-type: none"> <li>1) Your district benefits from boating and waterborne recreation – the user pays and the user benefits.</li> <li>2) The public and voters expect the government to help protect boaters from accidents and investigate accidents that do happen.</li> </ol>

<p>who use boats and should wear life jackets. 9) Drinking and boating is a deadly mix just like drinking and driving.</p> <p><b>Livery and Marina Operators:</b></p> <ol style="list-style-type: none"> <li>1) You have a responsibility to help guests stay safe.</li> <li>2) You have a responsibility to show smart and safe boating in all advertising and promotion efforts. Pictures should depict boaters wearing life jackets.</li> <li>3) NASBLA and partners can provide tremendous resources for boating education and safety for your business.</li> <li>4) NASBLA and state boating safety personnel consider you a critical part of the boating safety family; want to see your business succeed and people recreate on the water.</li> </ol> <p><b>Manufactures and Boat Dealers:</b></p> <ol style="list-style-type: none"> <li>1) You have a responsibility to show smart and safe boating in all advertising and promotion efforts. Pictures should depict boaters wearing life jackets.</li> <li>2) We love your product and want to see people recreating on the water.</li> <li>3) We want to work with you to improve the boating experience for everyone.</li> </ol>	<p><b>Course Providers:</b></p> <ol style="list-style-type: none"> <li>1) States have a statutory obligation and duty to manage courses.</li> <li>2) States care for the best interest of boaters.</li> <li>3) States and providers should work together to provide the best/most current information possible.</li> <li>4) Although a customer/vendor relationship exists, NASBLA values providers' input on issues.</li> </ol> <p><b>Marine Event promoters</b></p> <ol style="list-style-type: none"> <li>1) You have a responsibly to demonstrate and promote safe boating practices at your event and in all advertising and promotion efforts. Pictures should depict boaters wearing life jackets.</li> <li>2) Your participants should set a safe boating example during the events and at all other times.</li> <li>3) All associates of the event should have a boating safety class.</li> </ol>	<ol style="list-style-type: none"> <li>3) Boating contributes significant dollars in local, state and Federal taxes, and you should help to continue to meet the needs of boaters.</li> <li>4) Surveys show boaters want educated boaters and more law enforcement on the water.</li> </ol> <p><b>State Lawmakers:</b></p> <ol style="list-style-type: none"> <li>1) The boating public supports boating safety and education efforts.</li> <li>2) A safe boating environment is good for tourism and the economy.</li> <li>3) Boating accidents and fatalities have consequences reaching far beyond lakes, rivers and boats. Drunken boaters drive home.</li> <li>4) Boating education and safety does save lives. <i>–Third-party validation is key to success with legislators.</i></li> </ol>
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