



Paddlesports Committee
Final Report to NASBLA Executive Board
Charge Activity Status,
Next Cycle Recommendations

Date: August 10, 2018 Wade Alonzo, Chair

Paddlesports Committee Charter

NASBLA's Paddlesports Committee provides a venue for a diverse group of stakeholders to engage with NASBLA members in productive dialogue to find actionable opportunities to partner and promote paddlesports while growing a culture of safety across the United States so that over time the incidence of accident and injuries declines even while participation increases. The Committee strives to develop recommendations and work products to the NASBLA membership based on the best data available and professional judgment of its diverse members.

PADDLE_2018-1 Data & Trends

Charge: In 2017, the Paddlesports Committee created a draft report that summarized the most relevant available data and trends surrounding paddlesports. For 2018, forward document to the ERAC Committee to ask them to add to it by conducting a more thorough statistical analysis of paddlesports incidents to provide a summary of trends in the data including demographic profiles. Once complete the data should be shared through the data dashboard where it can be an asset to any state that is planning to engage their paddlesports communities. Committee should reach out to ERAC to inquire if they would be capable to conducting a more thorough analysis of a sample of fatal boating accidents in order to gather insights on the most important human factors at work in fatal paddlesports incidents. This analysis can be used to inform discussions of specific interventions that might be used to address human behaviors that, if changed (adopted or prevented) would have the highest likelihood of saving lives. This is consistent with the strategies identified in the national strategic plan. Taken together, the statistical summary and behavior analysis would be valuable in taking the next steps toward a robust social marketing plan. For example, a reasonable first step in developing a social marketing based strategy would be to hire a research firm to conduct primary quantitative (surveys) and qualitative (focus groups) research. As such, our basic research data would inform how survey questions might be worded, how a survey might be distributed and what demographic groups should be targeted.

Needs Statement: Good data can help make good policy. States need assistance in gathering data to inform policy makers and stakeholders.

- ✓ **Deliverables:** Data Analysis Report
- ✓ **Current Status:** Work continues on this charge. NASBLA has partnered with the ACA and was awarded a Coast Guard grant, *Paddlesports Statistical Analysis: Participation, Demographics & Accident*. NASBLA and ACA will produce and distribute a comprehensive, qualitative and quantitative, Paddlesports Report. The report will include paddlesport participation data and participant behavioral insights and trends. In addition, there will be a section in the report analyzing paddlesport fatality and accident statistics. The report will provide data on the following paddlesport activities: kayaking, canoeing, rafting and stand up paddleboarding. NASBLA will be working with ACA on this project throughout the next year.

The Paddlesports Committee also provided input to the USCG ERAC Policy Workgroup on the desired fields for paddlesports in accident data collection. Fields included such as: age, experience, PFD worn, leash worn, etc.

- ✓ **Measure of Effectiveness:** A statistical summary and behavior analysis
- ✓ **Next cycle recommendation:** This charge will continue this next year as the committee assists ACA with the grant. The committee will also continue to provide recommendations and input on accident policy.

PADDLE_2018-2 Outreach Assistance to NASBLA Member States

Charge: In 2017, the Paddlesports Committee conducted a survey of member states to determine how many were using their partner networks to disseminate information and content to paddlers. For example, sending ready-made Facebook posts to a network of fire districts for them to post on their individual Facebook pages. This strategy, we are calling “message amplification,” can create a very broad and diverse network needed to reach many new or casual paddlers that cannot be reached through traditional media. As individual states develop this network, it will become an extremely valuable asset to NASBLA for all areas of outreach and content distribution. In 2018, the committee should build on this work by:

- Using the survey results to create a list of all states that expressed an interest in improving their outreach to paddlers in their states,
- Gathering all paddlesports-specific content that was developed over the past two years - at least the content developed by the Water Sports Industry Foundation, but any other content that member’s states have created.
- Ensure this distribution-ready content is stored in the Connect library.
- Hosting a training webinar in the early spring for all the outreach and education coordinators from the interested states on how this distribution strategy works including suggestions on how to increase the number of partners they have and briefing them on how and when content will be distributed to them for them to re-distribute to their own partner networks.
- Disseminating the content to those participating states in a “drip-drip-drip” fashion throughout the 2018 boating season.

Needs Statement: Outreach to paddling stockholders is critical for developing any public policy or tools for states to use. Paddlesports issues and needs are increasing for state boating safety agencies. Agencies need guidance on how to reach paddlesports stakeholders in their states for public policy development.

- ✓ **Deliverables:** Toolbox of paddlesports content, Conference session on Message Amplification, inventory of states’ social media outlets.
- ✓ **Current status:** Charge team was developing a tool box of paddlesport content that will be available in the Connect Library. Also team was also planning to do a session at the annual conference on message amplification. Due to team member and chair departures this charge is incomplete. The charge team did collect an inventory of states' social media outlets and posted them on the state contact pages on the NASBLA website.
- ✓ **Measures of Effectiveness:** The toolbox content, webinar recording and outreach information distributed to the states.
- ✓ **Next cycle recommendation:** Charge should be carried over to next year with a new charge team.

PADDLE_2018-3 Outreach Best Practices

Charge: In 2017, the committee drafted a document on the best practices for outreach to paddlesports communities. The intent was to combine and re-publish two documents that were written by the Education and Outreach Committee in 2014 on best practices for engaging the paddlesports communities within a state's borders to facilitate conversations on how to improve safety. For 2018, the document should be expanded to include:

- Insights that we have gained from manufacturers through relationships that have been formed at the retail shows over the last two years. There are industry forces at work that affect the trends we are seeing in participation. In particular the rapid growth in the number of SUP brands, the resulting glut of products in the market and the drop in prices which has helped fuel entry into the sport.
- The analysis completed by the ERAC Committee described above in Charge 1.
- Lessons learned from Oregon's failed attempt for paddlesports legislation (chair has these bullet points from an interview with Scott Brewen).
- A write up on the message amplification strategy (Charge 2) highlighting the location of all the content on the Connect library.
- A case study of Ohio's user-pay-user-benefit program highlighting how funding is collected from the paddlesports community and how funding flows back to them through a mix of state services along with any lessons learned over the past 45 years in which they have had this program in place.

Needs Statement: Paddlesports issues and needs are increasing for state boating safety agencies. Agencies need guidance on how to reach paddlesports stakeholders in their states for public policy development.

- ✓ **Deliverables:** White paper on "how to get involved with your state paddling community"
- ✓ **Current status:** Report is incomplete.
- ✓ **Measures of Effectiveness:** TBD
- ✓ **Next cycle recommendation:** Charge needs to be carried forward to next year.

PADDLE_2018-4 Policy Roadmap

Charge: Draft a road map to financial contribution from the paddlesports community in the Sport Fish Restoration and Boating Trust Fund. Create a multi-year strategy to accomplish this goal while creating a coalition of supporters from all sides of the issue and creating, where possible, a consensus proposal. Conduct a survey of NASBLA member states asking them what if any paddlesports-related policies they are currently pursuing, are planning on pursuing or considering pursuing at some point in the future, and what, if any, topics they would like brought up with paddlesports manufacturers (Charge 5). This would help the Paddlesports Committee understand what support these states may need and would help guide what should be included in the outreach best practices document described above. This survey would also help guide conversations with paddlesports manufacturers described below.

- ✓ **Deliverables:** Document outlining the path to a national financial contribution plan from the paddling community.
- ✓ **Current status:** Committee ran into obstacles with survey development. Also, questions were raised if a trust fund funding option would be best because of the trust fund distribution formula.
- ✓ **Measures of Effectiveness:** Road map for including paddlesports in state funding. Survey on state obstacles to funding.
- ✓ **Next cycle recommendation:** Need to discuss if want to take a different approach or drop charge.

PADDLE_2018-5 Manufacturer Outreach

Charge: In 2016 and 2017, members of the committee attended trade shows attended by paddlesports manufacturers and have facilitated meetings with them at those shows. Those meetings have focused on the growing number of fatalities seen in the recreational boating statistics with a focus on shared strategies that can be pursued to reduce these accidents. We have also used those meetings to shine a light on the manufacturing standards (Charge 6) for kayaks and canoes. A presentation on the potential benefits of an excise tax on paddlesports equipment that would help fund services similar to the Sport Fish Restoration and Boating Trust Fund has also been given. Lastly, we have used the meetings to ask for their assistance in reaching out to retail representatives so that they are more open to the idea of in-store prevention. Survey states (described in Charge 4), to ask our members for additional topics that they would like to discuss with manufacturers.

Needs Statement: The focus on manufacturers is intended to use their distribution channels to their customers to promote basic safety behaviors and leverage their relationships with retailers to influence them to take a more active role in promoting boating safety in their stores or at least allow state partners to partner with them on in-store safety promotions.

- ✓ **Deliverables:** Report meeting with manufacturers.
- ✓ **Current status:** WSF has a manufacturers meeting planned at the Paddlesports Retailer. Increased attention for the Paddlesports Retailer show has caused the major emphasis for a primary meeting to be held in Oklahoma City on the morning of August 29. Past meetings have drawn representatives from a dozen or more recreational kayak brands such as Lifetime Emotion, Confluence, Sun Dolphin, Sea Eagle, Future Beach, and Pelican. These manufacturers, representing an estimated 85% of all recreational kayak distribution in north America, include the ten-panel Be Smart, Be Safe, Have Fun safety pamphlet with their products before they are shipped to retailers in the warranty registration bag assuring consumer delivery. They also use their marketing and social media channels to distribute safe paddling messages including WSF's seasonal video series. The incoming NASBLA president, incoming Paddlesports chair and NASBLA staff will be attending the meeting.
- ✓ **Measures of Effectiveness:** TBD
- ✓ **Next cycle recommendation:** Continue charge and outreach with manufacturers.

PADDLE_2018-6 Kayak and Canoe Flotation Standards

Charge: Work with the ABYC on updating the flotation standards for kayaks and canoes - #H-29. Monitor and potentially participate/comment in the process that will be used to update the standard.

Needs Statement: Not all paddlecraft have positive flotation. Positive flotation could help some paddlers survive when their craft swamp or flip-over.

- ✓ **Deliverables:** ABYC Standard H-29 Canoes and Kayaks
- ✓ **Current status:** ABYC has had participation from a number of manufacturers. They are re-doing the warning label. It's been sent to an expert on labels to be updated. More pictograms will be added to address non-English speakers. The group decided that the amount of flotation required didn't need to be updated. The issue is if manufacturers are following the standard. The ABYC group will not be addressing paddleboards at this time. They are looking at capacity for sit-on-top kayaks to make the standard more useable and reflect the models that are currently in the marketplace.
- ✓ **Measures of Effectiveness:** Adoption of the standard by manufacturers.
- ✓ **Next cycle recommendation:** Continue to monitor but no charge for next cycle.

PADDLE_2018-7 Marine Law Enforcement Best Practices for Paddlesports

Charge: In 2017, the Paddlesports Committee drafted a simple best practices document for marine law enforcement officers engaging with paddlers on the water. Work with the Enforcement & Training Committee, asking for their input on the content and to collaborate with them on a means to distribute it.

Needs Statement: Many times, law enforcement is the first or only contact a paddler has with the boating safety agency. Work on this charge will help provide officers guidance on approaching paddlers and give them useful information to pass along.

- ✓ **Deliverables:** Best practices document
- ✓ **Current status:** Still in progress.
- ✓ **Measures of Effectiveness:**
 - Milestone: Draft is shared with ACA and other paddling organizations for review and comment.
 - Milestone: Comments from the above groups are vetted by the paddlesports committee and useful comments are incorporated into the best practices.
- ✓ **Next cycle recommendation:** Charge to be passed to Enforcement & Training Committee for completion.

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