

National Association of State Boating Law Administrators
Seal of Safe Boating Practices

Procedures and Application Process



The National Association of State Boating Law Administrators (NASBLA) developed the Seal of Safe Boating Practices in 1999 to encourage boating safety promotion adhere to the highest standards in quality boating safety information. NASBLA acknowledges the importance to provide recognition and endorsement for worthy boating publications, videos, digital media, brochures and other media.

**Due to the nature of the products, boating safety courses are not eligible for the Seal of Safe Boating Practices.*



Updated: January 3, 2018

PROCEDURES FOR THE SEAL OF SAFE BOATING PRACTICES

The purpose of these guidelines is to provide direction to applicants in order to meet NASBLA's and U.S. Coast Guard's Programmatic requirements for multimedia and print publications regarding safe boating practices.

1. There is no charge for reviewing materials submitted or receiving the NASBLA Seal of Safe Boating Practices (SOSBP).
2. A company, business, or individual who wishes to have the SOSBP will sign an agreement with a sunset date after which time the materials shall be resubmitted for review and re-awarded the SOSBP prior to any reprinting or additional publication; a new sunset date will be issued.
3. Boating safety courses are not eligible for the SOSBP. Boating safety courses should be submitted according to the established course review and approval procedures found on NASBLA's website (www.nasbla.org/education/nasbla-course-approval).
 - a. Course definition: a series of lectures or lessons in a particular subject, typically leading to a qualification.
4. The SOSBP is limited to boating safety educational media and products. General water safety educational media and products for pool or swimming safety will not be considered.
5. The SOSBP will not be considered a "certification" however; it will provide recognition that the information is deemed, by NASBLA, to be beneficial to safe boating practices. Recipients will receive an electronic copy of the SOSBP logo and will be featured in the NASBLA weekly newsletter.
6. The SOSBP will not endorse any specific product or equipment (e.g. boats, motors, life jackets, boating accessories, supplies, fuels); however, if a product name is displayed on boating safety educational media or products, it may be accepted as long as product is not being showcased.
7. If the product is designed in conjunction with a U.S. Coast Guard, Non-Profit Grant, under the U.S. Coast Guard's Recreational Boating Safety Guidelines for Multimedia and Print Media Grant Deliverables, please submit proof of the U.S. Coast Guard approval of product with the application for the Seal of Safe Boating.

MEDIA PRODUCTION PROCEDURES

NASBLA is committed to providing the public with information that demonstrates safe and legal boating practices. Media and print productions must demonstrate safe and legal boating to influence and reinforce learning and good behaviors while boating. The following boating safety topics that are portrayed in media production shall follow the criteria below to ensure that only the highest quality information and appropriate safety considerations are being presented:

Life Jackets:

- All persons shall be shown wearing properly fitted life jackets at all times; including persons on the dock getting into or out of a boat.
- Lifejackets shall be properly fastened (i.e. fully zipped and buckled) and appropriate for the activity.
- Life jackets shall be U.S. Coast Guard approved, in good and serviceable condition.

Boats and Equipment:

- Registration numbers shall be current and visible when applicable on all boats and documented boats shall display the proper name and hailing port.
- Other boating safety equipment shall be visible, when applicable and follow the proper use of, be in optimal condition and displayed based on the environment and activity.
- Operators of motorboats must be shown wearing an emergency engine cut-off device.

Operator and Passengers Behavior:

- The operator and passengers shall be shown seated in the appropriate manner only as designed by the manufacturer.

Safe Boating Operations:

- Boats shall not be shown operating too close or in an inappropriate manner to people, other boats, near docks or other structures.
- Boats shall be shown operating at safe speeds for existing conditions.

Alcohol and Drugs:

- Alcohol and drugs consumption or presence may not be displayed in conjunction with boating activities.

DISCLAIMER STATEMENT PROCEDURES

Regardless of the intent of the demonstration or use of a boat, safe boating practices shall be shown. If unsafe behavior or messaging is to portray 'right vs. wrong' or 'cause and effect' to make a point of boating safety, a disclaimer must be added on, or at the beginning or end of the boating safety education media and products.

Example disclaimer statements of unsafe behaviors include, but are not limited to, the following:

- People not wearing life jackets: Life jackets should be worn at all times.
- Professional stunts or competitive practices: All stunts are done by a professional operator - Do Not Attempt.
- Boats shown operating at high speeds, too close or in choppy or inclement weather for demonstration: Boat(s) is/are operated by a professional and for demonstration purposes only – Do not attempt.
- Drinking and operating a boat while impaired: NEVER drink and operate a boat, it is unsafe for everyone.
- Use of recreational marijuana: NEVER operate a boat under the influence of recreational marijuana, prescription drugs or other drugs, it is unsafe for everyone.
- Archival footage and/or published materials: For demonstration or artistic purposes only.

NASBLA SEAL OF SAFE BOATING PRACTICES (SOSBP) COMMITTEE REVIEWER PROCEDURES

The SOSBP program is administered by the NASBLA Education & Outreach Committee's Marketing & Outreach Subcommittee. The Education & Outreach Committee Chair appoints a three person team to review the application and the media(s) to ensure compliance with the rubric developed by the SOSBP committee.

While the SOSBP review and rubric does not include the verification of conformity to the ANSI/NASBLA National Education Standards, the SOSBP review panel cannot approve or publish media or products that are in conflict with the National Education Standards. (For further information on boating safety standards, please go to: <https://www.nasbla.org/education/national-ed-standards>.)

Producers should submit a production timeline in order to insure a timely review.

The producer must also provide references for all data, statistics, or statements of facts, e.g., "In state X, XX% of passengers were injured in 2017." (Source: USCG 2017 Boating Safety Report). The team will review data based on these references and, where appropriate, suggest updated content.

If submitting multiple media products for review, a separate application form must accompany each. Before any production begins, producers are encouraged to submit materials in draft form for review in the event the committee suggests edits. This allows the reviewers to make suggestions to ensure the final product can be awarded the SOSBP and make it possible to display the SOSBP on the finished product.

METHODS OF SUBMITTING AN APPLICATION

Submit media for review through on-line application:

To submit the application and media for review electronically, please complete the electronic application form found on the Seal of Safe Boating Practices page on the NASBLA website (www.nasbla.org/education/seal). Please submit a separate application for each submission.

Submit media for review by mail:

Print and complete the NASBLA SOSBP application and mail supporting material to NASBLA. *Note: If submitting a hard copy of the media to NASBLA producers are required to submit three (3) copies for which the award is requested. Copies will not be returned.*

Submit media for review through on-line and mail:

Please complete the NASBLA SOSBP application electronically through the on-line form found on the Seal of Safe Boating Practices page on the NASBLA website (www.nasbla.org/education/seal) and indicate on the form that a hard copy of the media will be mailed to NASBLA. *Note: If submitting a hard copy of the media to NASBLA producers are required to submit three (3) copies for which the award is requested. Copies will not be returned.*

SOSBP TEAM REVIEW PROCEDURES

The signed application, documents, and accompanying media will be forwarded to the three person review team. The team has 30 days to complete the review from the date the materials were forwarded by NASBLA staff.

The process consists of both editorial review and confirmation that boating safety guidelines described for the award of the SOSBP are met. Reviewers will use the SOSBP rubric for review. Each category of the rubric must receive a minimum of two 'yes' votes from the three-person review team and all categories must pass for award of the SOSBP. Minor editorial corrections for grammar, spelling, etc., will be noted but are not cause for denying an award. However, editorial corrections deemed to be significant by two or three reviewers may result in delay or denial of the SOSBP if not corrected.

AWARDING THE SEAL OF SAFE BOATING PRACTICES

After receiving the recommendation from the review team, NASBLA will notify the applicant of the award of the seal, award pending with suggested modifications, or no seal awarded by formal letter or email.

If awarded, the applicant will be furnished with an electronic copy of the Seal of Safe Boating Practices logo with the year of issuance, which can be used and reproduced on awarded materials for up to five (5) years, expiring on the sunset date. Submission for re-award can be completed up to a year before the sunset date. If re-submission is not completed during that time, the SOSBP will expire.



Sample SOSBP with the award year that it was issued.

If modifications are requested by a reviewer(s), the modifications will be emailed to the applicant. The applicant will have the option to modify the project as requested or appeal the request (see Appeals Process section).

If the reviewer(s) deny the SOSBP for the project, the applicant can appeal the decision (see the Appeals Process section).

If awarded the SOSBP, a sample (preferably an electronic copy) of the finished product displaying the Seal must be sent to NASBLA for archiving in the NASBLA library. If the materials are not provided to NASBLA within 90 days, the SOSBP will be withdrawn.

APPEALS PROCESS

Prior to filing a formal appeal, communication with the review team, with mutual effort to informally resolve the noted concerns, shall be attempted and documented. Should informal resolution prove unsuccessful, the applicant has the right to file a written appeal within thirty (30) days of notification of the Seal of Safe Boating Practices review team actions. The appeal must be in writing and submitted to the Chairperson of the Education & Outreach Committee by regular mail or email. The Chairperson will identify a group of three Subject Matter Experts not previously involved in the review process for review and determination.

If the applicant does not accept the determination by the team of Subject Matter Experts, the applicant may file an appeal by notifying, by regular mail or email, the NASBLA Executive Director within thirty (30) days of notice of Subject Matter Experts determination. All decisions by the NASBLA Executive Director shall be considered final.

National Association of State Boating Law Administrators
Seal of Safe Boating Practices

APPLICATION FORM

Please Print

Mail application and materials to:

NASBLA
Attn: Seal of Safe Boating Practices
1648 McGrathiana Parkway, Suite 360
Lexington, KY 40511-1338

Phone: 859.225.9487
E-mail: info@nasbla.org



Provider Information:

Name of Item: _____

Type of Item: _____

Organization/Provider: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Email: _____

Warranty of Content: By submitting this application for endorsement, the applicant represents and warrants to NASBLA that all content is either (a) original material, including all text, pictures, drawings, and other intellectual content, such that the applicant has or is eligible to copyright same in its name, or (b) material which is in the public domain and is not subject to copyright(s) held by others.

Signature of Contact Person:

Date

Is Project in conjunction with a U.S. Coast Guard, Non-Profit Grant? Yes No