

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 70Z02323MO0001529
Grant Title: Boating Safety Outreach for Boaters with Limited English Proficiency
Period of Performance: 1 year grant

Award Amount: \$125,000.00

Summary:

The project is a national safe boating outreach campaign for American boaters who are most comfortable using languages other than English. The project will deliver 35.7 million safe boating media impressions to U.S. boaters in Spanish, Chinese (Mandarin and Cantonese) and Filipino (Tagalog) languages. Spanish is America's second-most spoken language, with 43 million U.S. speakers. Chinese and Filipino are the third-and-fourth-most spoken languages in the United States, with 3.5 and 1.7 million speakers respectively.

The Water Sports Foundation (WSF) will partner with the leading Spanish-language public service marketing firm in the United States to develop and distribute culturally relevant boating safety outreach. The campaign will focus on Spanish-language radio, the leading source of news and information for Spanish-dominant and bilingual Americans. Chinese and Filipino outreach will be delivered using language and location-targeted social media. Project content will include the importance of life jacket wear, engine cutoff device use, avoiding impairment and boater education. A public relations effort will support the project with earned media exposure on non-English television, radio, newspapers and online networks.

The outcome of this project will be a better-informed boating public and more equitable use of recreational boating safety grant funds. The content persuades speakers of languages other than English to practice safer boating *in the languages they are most comfortable using*. Success will be measured using quantitative analytics and qualitative assessment of improvements in the target audiences' boating knowledge, attitudes and behaviors over time.

<https://www.watersportsfoundation.com/>