

From: "Young, Elizabeth D. CDR"
Subject: **FW: OP PADDLESMART RECREATIONAL BOATING SAFETY PULSE OPERATION, R 271327Z MAR 09 CCGDONE BOSTON MA//DP//**
Date: April 10, 2009 10:56:52 EDT
To: CDR , DCO , IPDCO , SEC LIS S , SEC NY N , SEC NY S , SECLIS N , VCO , "Zambrana, Emmanuel BOSN2"
Cc: DSO-CS

For all, here's the message officially launching Op Paddlesmart. Please pass the word to unit leaders and program leaders. If any of your folks have good info to post of our Op Paddlesmart section on the web site, pls send to Larry West for inclusion.

CDR Young

R 271327Z MAR 09 ZUI ASN-A01086000028
FM CCGDONE BOSTON MA//DP//
TO COMCOGARD SECTOR NORTHERN NEW ENGLAND ME
COMCOGARD SECTOR BOSTON MA
COMCOGARD SECTOR SOUTHEASTERN NEW ENGLAND MA
COMCOGARD SECTOR LONG ISLAND SOUND NEW HAVEN CT
COMCOGARD SECTOR NEW YORK NY
INFO COMDT COGARD WASHINGTON DC//CG-5422/CG-5421//
COMLANTAREA COGARD PORTSMOUTH VA//AP//
BT
UNCLAS FOUO //N16240//
SUBJ: OP PADDLESMART RECREATIONAL BOATING SAFETY PULSE OPERATION
MSGID/ORDER/CCGDONE//
REF/A/RECREATIONAL BOATING SAFETY STRATEGIC PLAN/2007-2011//
REF/B/OP PADDLESMART DATA COLLECTION FORM/2009//
REF/C/OP PADDLESMART VESSEL SAFETY CHECK DISCUSSION ITEMS/2009//
ORDTYPE/OPORD/CCGDONE//
TIMEZONE/Z//
HEADING/TASK ORGANIZATION//
UNIT/
/UNITDES/CMTS
/CCGDONE/CTG 44.1
POC/JOHNSON/CIV/CGD1(DPI-2-RBS)/-/617-223-8464//
POC/YOUNG/CDR/CGD1(DPA-SR)/-/212-668-7976//
POC/NOURSE/CDR/CGD1(DPA-NR)/-/617-223-8214//
POC/MILLER/CDR/CGD1(DPI)/-/617-223-8130//
POC/MAJOR JOHN FETTERMAN/ME BLA-COASTAL/-/207-624-6555//
POC/COL JOEL WILKINSON/ME BLA-INLAND/-/207-287-5240//
POC/DAVID BARRETT/NH BLA/-/603-293-0090//
POC/LT DAN BEGIEBING/VT BLA/-/802-878-7111 X2207//
POC/CAPT GEORGE AGGANIS/MA BLA/-/508-759-0002//
POC/CHIEF STEVE HALL/RI BLA/-/401-222-2284//
POC/ELEANOR MARIANI/CT BLA/-/860-434-8638//
POC/BRIAN KEMPF/NY BLA/-/518-473-0179//
POC/CAPT CRISTOPHER SIMMERMON/NJ BLA/-/609-882-2000 x6164//
GENTEXT/SITUATION/
1. OPERATIONAL OBJECTIVES. CONDUCT AN EXTENSIVE PUBLIC OUTREACH OPERATION THROUGH A CONCERTED EFFORT BY D1 RBS, D1 PUBLIC AFFAIRS, D1 AUX (NORTHERN AND SOUTHERN REGIONS), UNITED STATES POWER SQUADRONS (USPS), STATE BOATING LAW ADMINISTRATORS (SBLAS) FROM STATES OF MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, NEW YORK, NEW JERSEY AND D1 SECTOR RECREATIONAL BOATING SAFETY (RBS) PROGRAM MANAGERS. THIS RBS OPERATION WILL FOCUS ON INCREASING AWARENESS OF SAFE BOATING PRACTICES SPECIFICALLY: A. INCREASED LIFE JACKET WEAR BY PADDLE

CRAFT OPERATORS, B. EDUCATING PADDLERS ON THE DANGERS OF COLD WATER IMMERSION, AND C. THE IMPORTANCE OF LABELING PADDLE CRAFT WITH CONTACT INFORMATION. THE PULSE OP WILL COMMENCE 01APR09 AND RUN UNTIL 01NOV09.

1.A. OUTREACH. THE OUTREACH EMPHASIS FOR THIS OPERATION INCLUDES TARGETING PADDLERS TO INFLUENCE THEIR DECISION TO WEAR LIFE JACKETS, DEALERS TO FACILITATE INCREASED SAFETY DISCUSSIONS/INFORMATION PROVIDED TO NOVICE PADDLERS AND TO CONVEY THE IMPORTANCE TO RECREATIONAL PADDLERS OF BEING PREPARED BEFORE GETTING UNDERWAY, THROUGH PRESENCE AT KAYAK/OUTDOOR SHOWS, BOAT RAMPS, MARINE DEALERS, PUBLIC EDUCATION CLASSES, PUBLIC ENGAGEMENT OPPORTUNITIES, AND ANY OTHER OPPORTUNITIES TO SPREAD THE RBS MESSAGE.

1.B. EMPHASIS. TO CONTINUE TO CAPITALIZE ON THE EFFORTS TO DATE WITHIN THE RBS PROGRAM, OP PADDLESMART WILL CONDUCT VESSEL SAFETY CHECKS, PERSONAL SAFETY GEAR (CARRIED AND WORN) ASSESSMENTS, AND WIDESPREAD INFORMATION DISSEMINATION REGARDING THE DANGERS OF SUDDEN COLD WATER IMMERSION.

2. BACKGROUND. IN 2008 THERE WAS NEARLY A 40 PERCENT DECREASE IN THE FATALITY RATE OF PADDLE CRAFT OPERATORS IN D1 AS COMPARED TO 2007 DATA. 2008 WAS ALSO THE FIRST YEAR OP PADDLESMART WAS LAUNCHED. WHILE IT IS DIFFICULT TO QUANTITATIVELY CONCLUDE THE IMPACT OF LAST YEARS OP PADDLESMART EFFORTS TO THE DECREASE IN LOSS OF LIFE, IT IS UNQUESTIONABLE THAT THE OPERATION HAD A HIGHLY POSITIVE INFLUENCE ON PADDLE CRAFT FATALITY REDUCTION. WITH THIS IN MIND THE 2009 PULSE OP WILL TARGET SIMILAR VENUES AND OPPORTUNITIES TO DELIVER THE PRIORITIZED RBS MESSAGE. HISTORICAL DATA CONTINUES TO INDICATE IN D1 THAT OVER 50 PERCENT OF RBS DEATHS ARE IN NON-MOTORIZED VESSELS. 80 PERCENT OF FATALITIES ARE THE RESULT OF A FALL OVERBOARD OR CAPSIZING AND SUDDEN COLD WATER IMMERSION WHICH LEADS TO RAPID DROWNING. FURTHER, IN 90 PERCENT OF THOSE DEATHS, PEOPLE THAT DROWNED WERE NOT WEARING LIFE JACKETS.

3. BLUE FORCES. THIS OPERATION WILL COMBINE THE EFFORTS OF D1 RBS, D1 PUBLIC AFFAIRS, D1 NORTHERN AND SOUTHERN REGION CG AUXILIARY, USPS, SBLAS, D1 SECTOR RBS PROGRAM MANAGERS. COAST GUARD AUXILIARY NORTHERN AND SOUTHERN REGION FLOTILLA COMMANDERS WILL BE THE LEAD FOR IDENTIFYING AND PRIORITIZING HIGHEST VALUE SITES FOR PADDLER ENGAGEMENT, DEALER VISITS, AND SCHOOL INFORMATION DISTRIBUTION.

3.A. AUXILIARY EFFORTS. EACH FLOTILLA WILL RECEIVE AN INITIAL DISTRIBUTION OF SUPPLIES TO PRODUCE 50 INFORMATION PACKETS FOR OUTREACH ACTIVITIES. ADDITIONAL SUPPLIES CAN BE REQUESTED FROM THE D1 NORTHERN REGION CAPE OFFICE VIA THE CONTACT OPTIONS LISTED BELOW IN PARA 7.A. ALL FLOTILLAS SHALL COMMENCE OUTREACH AND VESSEL SAFETY CHECK (VSC) EFFORTS ON 01APR09 AT ALL PRIMARY LOCATIONS IDENTIFIED IN THEIR AREAS OF RESPONSIBILITY (BOAT RAMPS, SCHOOLS, PE CLASSES, PA EVENTS, OUTDOOR SHOWS, DEALERS, ETC) AS DETERMINED APPROPRIATE. VSCS AT LAUNCH SITES SHALL INCLUDE COMPLETION OF THE VSC CHECK DISCUSSION ITEMS (REF C) AND DISCUSSION OF WATER TEMP, ASSOCIATED SURVIVAL TIME, AND PFD WEAR AS DELINEATED IN REF C. REF A THROUGH C ARE AVAILABLE AT THE FIRST DISTRICT NORTHERN REGION AUXILIARY WEB SITE [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT THE FIRST DISTRICT SOUTHERN REGION AUXILIARY WEBSITE [HTTP://WWW.D1SOUTH.ORG/PAGES/HOME.PHP](http://WWW.D1SOUTH.ORG/PAGES/HOME.PHP) (USE LOWER CASE LETTERS WHEN ACCESSING THE SOUTHERN REGION WEB SITE ADDRESS). MEMBERS CONDUCTING ACTIVITY SHALL COMPLETE THE OP PADDLE SMART DATA COLLECTION FORM (REF B) BI-WEEKLY, IN ADDITION TO REPORTING THE ACTIVITY VIA YOUR NORMAL CHANNELS FOR ENTRY INTO AUXDATA (NOTE: KAYAKER AND CANOER INTERFACE SHALL BE ANNOTATED AS HIGH INTEREST VESSELS IN AUXDATA). THE OP PADDLE SMART DATA COLLECTION FORM SHALL BE SENT TO BE RECEIVED BY THE D1 NORTHERN REGION CAPE OFFICE VIA THE MOST EXPEDITIOUS MEANS LISTED IN PARA 7.A. BY THE 15TH AND 30TH OR 31ST OF EACH MONTH AS APPLICABLE THROUGH COMPLETION OF THE OPERATION.

QUESTIONS REGARDING THIS OPERATION SHOULD BE DIRECTED TO THE OP PADDLESMART LIAISON OFFICER IF APPOINTED IN YOUR DIVISION/FLOTILLA OR THE APPROPRIATE AUXILIARY LEADER/PROGRAM STAFF OFFICER VIA AUXILIARY CHAIN OF LEADERSHIP AND COMMUNICATION.

3.B. UNITED STATES POWER SQUADRON (USPS). PARTICIPATION BY ALL POWER SQUADRONS IS HIGHLY ENCOURAGED. EACH POWER SQUADRON DESIRING TO PARTICIPATE IN HANDING OUT INFORMATION PACKETS SHOULD CONTACT THE D1 NORTHERN REGION CAPE OFFICE VIA THE CONTACT OPTIONS LISTED BELOW IN PARA 7.A FOR PACKET SHIPMENT. USPS WILL ASSIST WITH OUTREACH AND EDUCATION EFFORTS THROUGH ALREADY SCHEDULED COURSES, AND WILL SUPPORT PUBLIC ENGAGEMENT OPPORTUNITIES AS SCHEDULES PERMIT. MEMBERS CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B), AND SEND TO THE D1 NORTHERN REGION CAPE OFFICE TO BE RECEIVED BY THE 15TH AND 30TH OR 31ST OF EACH MONTH AS APPLICABLE THROUGH COMPLETION OF THE OPERATION.

3.C. STATE BOATING LAW ADMINISTRATORS (SBLAS). EACH SBLA WILL RECEIVE AN INITIAL DISTRIBUTION OF SUPPLIES TO PRODUCE 50 INFORMATION PACKETS FOR OUTREACH ACTIVITIES. ADDITIONAL SUPPLIES CAN BE REQUESTED FROM THE D1 NORTHERN REGION CAPE OFFICE VIA THE CONTACT OPTIONS LISTED BELOW IN PARA 7. IT IS REQUESTED BLAS SUPPORT PUBLIC ENGAGEMENT OPPORTUNITIES AS SCHEDULES PERMIT. PERSONNEL CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) BI-WEEKLY, AND SEND IT TO THE D1 NORTHERN REGION CAPE OFFICE TO BE RECEIVED BY THE 15TH AND 30TH OR 31ST OF EACH MONTH AS APPLICABLE THROUGH COMPLETION OF THE OPERATION.

3.D. D1 SECTOR COMMANDERS. SECTOR COMMANDERS SHALL WORK IN CONJUNCTION WITH D1 PUBLIC AFFAIRS TO IDENTIFY AND PARTICIPATE IN PUBLIC ENGAGEMENT OPPORTUNITIES TO SPEAK ABOUT OP PADDLESMART REINFORCING THE IMPORTANCE OF LIFE JACKET WEAR, THE DANGERS OF COLD WATER IMMERSION AND THE IMPORTANCE OF LABELING CANOES/KAYAKS WITH CONTACT INFORMATION. FOCUSED EMPHASIS SHALL COMMENCE ON 01APR09 AND RUN THROUGH COMPLETION ON 01NOV09. SECTORS CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) BI-WEEKLY AND SEND IT TO THE D1 NORTHERN REGION CAPE-OFFICE TO BE RECEIVED BY THE 15TH AND 30TH OR 31ST OF EACH MONTH AS APPLICABLE THROUGH COMPLETION OF THE OPERATION.

3.E. D1 SECTOR RBS PROGRAM MANAGERS. SECTOR RBS PROGRAM MANAGERS WILL RECEIVE SUPPLIES TO PRODUCE 50 INFORMATION PACKETS FOR OUTREACH ACTIVITIES. INITIAL AND/OR ADDITIONAL SUPPLIES CAN BE REQUESTED FROM THE D1 NORTHERN REGION CAPE OFFICE VIA THE CONTACT OPTIONS LISTED BELOW IN PARA 7.A. SECTOR RBS PROGRAM MANAGERS SHALL COORDINATE WITH THEIR RESPECTIVE AUXILIARY, POWER SQUADRON AND SBLAS IN SUPPORT OF OUTREACH AND EDUCATION EFFORTS. ASSETS EMPLOYED AS PART OF ALREADY SCHEDULED PWCS, LMR, AND HARBOR PATROLS (SHORESIDE OR SURFACE) SHOULD BE UTILIZED TO THE MAXIMUM EXTENT THAT OPS PERMIT.

3.F. SECTOR PERSONNEL AND ASSETS. AS OPS PERMIT, CONDUCT SHORESIDE RAMP VISITS AND ADVISE PADDLERS OF WATER TEMPS, ASSOCIATED SURVIVAL TIME AND LIFE JACKET WEAR AS DELINEATED IN REF C. REF A THROUGH C ARE AVAILABLE AT [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT [HTTP://WWW.D1SOUTH.ORG/PAGES/MEMBERS.PHP](http://WWW.D1SOUTH.ORG/PAGES/MEMBERS.PHP). USE LOWER CASE LETTERS WHEN ACCESSING THE SECOND EMAIL ADDRESS.

3.G. D1 RBS / DPA. DPI-2-RBS AND DPA SHALL COORDINATE WITH THE D1 NORTHERN REGION CAPE OFFICE THE CONSOLIDATION OF DATA REPORTED BI-WEEKLY FROM ALL UNITS AND MAINTAIN GRAPHICAL DEPICTION OF OUTREACH EFFORTS THROUGHOUT D1 AOR. SPECIFIC DATA WILL INCLUDE NUMBER OF PADDLERS REACHED AND PADDLER CONCENTRATIONS, AND PUBLIC ENGAGEMENT OPPTS ATTENDED.

3.H. D1 PUBLIC AFFAIRS. D1 DE SHALL, IAW REF D, COORDINATE PUBLIC AFFAIRS OUTREACH EFFORTS FOR D1 D, DCS, DR, DP, RBS AND SECTOR

COMMANDERS COMMENCING 01APR09 AND RUNNING THROUGH COMPLETION OF OP PADDLESMART ON 01NOV09.

4. COMMUNICATIONS. AS WITH ANY OPERATION COMMUNICATIONS BETWEEN ALL UNITS PARTICIPATING IS THE KEY TO SUCCESS.

5. INTELLIGENCE. TO BE PASSED SEPCOR.

6. PUBLIC AFFAIRS. THE DISTRICT PUBLIC AFFAIRS STAFF WILL ISSUE A PRESS RELEASE AT THE COMMENCEMENT OF THE OPERATION, AND WILL COORDINATE ADITIONAL MEDIA NOTIFICATIONS AND EVENTS IN SUPPORT OF THE OPERATION.

6.A. SUPPORT INFORMATION. ADDITIONAL GUIDANCE, POWERPOINT AND MEDIA SUPPORT WILL BE ACCESSIBLE VIA [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT [HTTP://WWW.D1SOUTH.ORG/PAGES/HOME.PHP](http://WWW.D1SOUTH.ORG/PAGES/HOME.PHP). USE LOWER CASE LETTERS WHEN ACCESSING THE SECOND EMAIL ADDRESS.

6.B. INFORMATION QUERIES. PLEASE DIRECT ANY PUBLIC AFFAIRS QUESTIONS TO THE D1 PUBLIC AFFAIRS OFFICE AT (617) 223-8515.

7. REPORTING REQUIREMENTS.

7.A. ALL PERSONNEL/UNITS CONDUCTING ACTIVITIES ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) BI-WEEKLY, AND SEND IT DIRECTLY TO SUPERVISOR USCG AUXILIARY SUPPORT CENTER, BUILDING 5205, USCG AIR STATION CAPE COD, MA 02542, FAX 508-968-6598. EMAIL IS THE PREFERRED DELIVERY MEDIUM. ADDRESS: CAROLYN.V.BELMORE(AT)USCG.MIL DATA COLLECTION FORMS SHOULD BE SENT TO BE RECEIVED BY THE 15TH AND 30TH OR 31ST AS APPLICABLE OF EACH MONTH. THE INFORMATION FROM REF B WILL BE COMPILED INTO ONE DATABASE TO TRACK EFFORTS DISTRICT-WIDE.

7.B. AN AFTER ACTION REPORT WILL BE DRAFTED BY D1 (DPI-2-RBS)/(DPA). ANY COMMENTS ON THE OPERATION OR RECOMMENDATIONS FOR IMPROVEMENT SHOULD BE ROUTED VIA EMAIL TO ALFRED.E.JOHNSON(AT)USCG.MIL.

8. COORDINATION AND OVERSIGHT.

8.A. D1 (DPI-2-RBS) AND (DPA) SHALL COORDINATE EXECUTION OF THIS PULSE OPERATION.

8.B. ALL UNITS SHALL CONDUCT OPERATIONS PER THE GUIDELINES OUTLINED ABOVE.

9. COORDINATING INSTRUCTIONS. THIS OPORDER IS EFFECTIVE UPON RECEIPT.

10. COMMAND RELATIONSHIPS. STANDING COMMAND RELATIONSHIPS REMAIN IN EFFECT.

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