

Dangerous Currents

Outreach Efforts in the Great Lakes Region

Water Safety Equipment and Public Outreach Campaign

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Problems:

Few lifeguards, limited equipment and no regional effort to communicate

Similar issues across the Great Lakes region:

- Lack of resources
- Interest among Sea Grant and CZM programs to collaborate
- Willingness to focus on both equipment selection/deployment and common messages that leading to a comprehensive public outreach campaign

Response:

Focus on Regional Issues

Apply best practices and lessons learned, MI, WI, MN & CSP
— *Implementing Dangerous Currents Best Practices.*

Focus: Equipment and Outreach (MI, WI and IL/IN +)

- **Extend water safety efforts:** Outreach focused on GL & equipment (beach safety kits 10 MI-DNR parks)
- **Leverage CZM** and develop stronger partners in ea. state
- **Develop a sustainability plan** to enhance shoreline mgmt., hazard mitigation and community resilience

Importance of Working Groups

Each state leveraged working groups with stakeholders (park staff, first responders, others) - outputs

- *Vetting selection of equipment* items and locations for equipment deployment
- *Discussion about specific needs:* emergency rescue (throw rings, bags and tubes) and public safety (life jackets)
- *Established contacts* to leverage for future efforts

Data Guided Actions & Outputs

Incident Data - NWS (Fatalities and Rescues):

Used to help determine target locations for equipment and public outreach

- Geo data: High incident beach locations

Also considered:

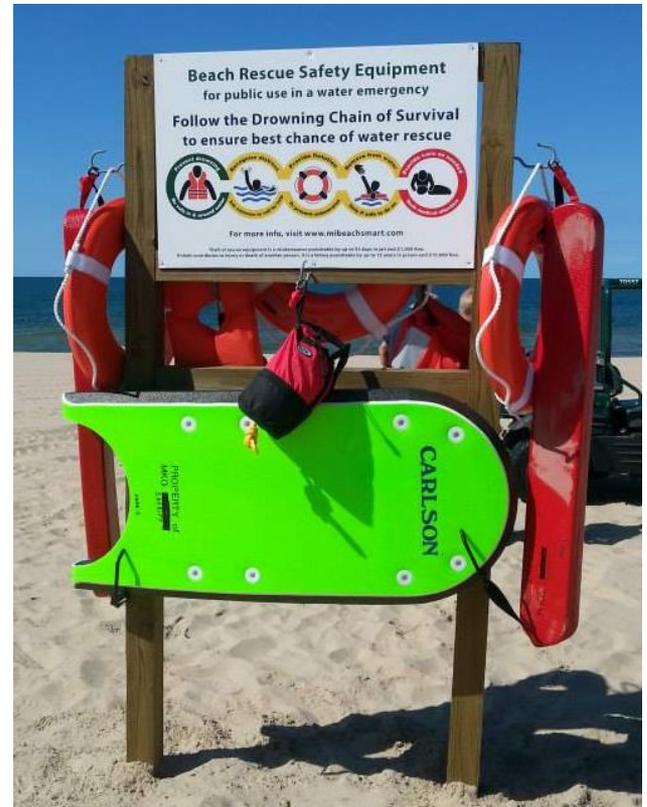
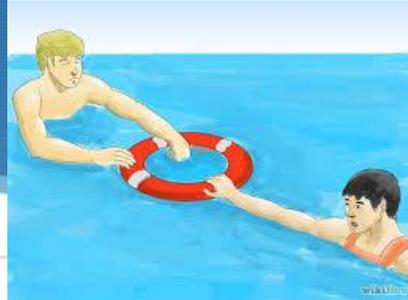
- Overall estimated population at beach locations

Equipment Selection

Exact specs for each equipment item

Provided geo data for ea. state to MI-CZM

| Water Safety Equipment (Coastal Storms Regional Project: Implementing Dangerous Currents Best Practices): | | | | | | | |
|---|--|--|---|---|--|--|--|
| Items: | Youth (Loaner) Life Jacket - Type II Near-shore Vest (USCG-approved) | Adult (Rescue) Life Vest - Type I, Offshore, 22 lbs buoyancy, face-up design (USCG-approved) | Rescue Throw Ring Buoy, 24 in., orange, 35 lb. buoyancy, grab rope handles (USCG approved) -- - also need rope - sold separately | Rescue Tube, or Rescue Can (NOT rated for buoyancy or approved by USCG or USLA) | Rescue Throw Bags with 75 ft. rope, floating second chance ball | Rescue Board with grab handles (durable foam) | Alert Whistle - Water Safety, high decible,3-chamber, plastic, pealess,115 dB, approved by USLA - used by first responders |
| Vendors: | West Marine: Type II Buoyant Vest (50-90 lbs), Mfg: Kent, Model# 11246, see: http://www.westmarine.com/buy/kent-type-ii-near-shore-buoyant-vests--P008_240_001_004 | Port Supply: Mfg: Stearns Crew Mate Flotation Vest, SKU# 8821282, see: https://www.portsupply.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10001&storeId=11651&partNumber=8821282&langId=-1 | West Marine: Cal June Type IV Ring Buoy, orange, 35 lb. buoyancy, with reflective tape ----- Alternative to compare pricing: Rescue Gear (free shipping) -- but need to compare exact product | To be Determined | Feld Fire: RQ3 Ultimate "No Knot" Throwbag, Item# BG3144, see: http://www.feldfire.com/search.asp?keyword=BG3144&www.x=0&www.y=0 | Feld Fire --- or --- Rescue Gear: Mfg: Carlson - River Rescue Board, 4ft. Long, grab handles, Item# BD1655, see: http://www.feldfire.com/Carlson-River-Rescue-Board_p_1806.html | Fox 40 Classic, red, http://www.kiefer.com/fox-40-classic-whistle-products-199.php?page_id=166&gclid=COPVyObMpcMCFUgOwwodPkW AHQ |
| Order by State (below) | | | | | | | |
| MI | 233 | 84 | 116 | 28 | 86 | 26 | 150 |
| IL/IN | 20 | 43 | 24 | 25 | 35 | 5 | 150 |
| WI | 39 | 28 | 76 | 8 | 19 | 3 | 150 |
| OH | 9 | 0 | 3 | 0 | 3 | 0 | 0 |
| MN | 10 | 10 | 10 | 0 | 10 | 1 | 0 |
| Total Quantity: | 311 | 165 | 229 | 61 | 153 | 35 | 450 |
| Est. Cost Per Piece: | \$8.00 | \$55.00 | \$60.00 | \$42.00 | \$48.00 | \$400.00 | \$4.95 |
| Est. Total Item Cost: | \$2,176.00 | \$5,005.00 | \$10,620.00 | \$2,394.00 | \$4,620.00 | \$8,800.00 | \$1,485.00 |



Be Current Smart

First GL regional water safety campaign



- Science-based (NWS)
- Multi-media
- Targeted for young men and parents

Are you Current Smart?

[Find Out](#)

CurrentSmart.org

#currentsmart

- Brief, targeted messages
- Features: Series of six video animations (YouTube, 2,400)
- Social media: Free graphics of six messages (NWS, SG, Parks)
- VNRs – Media & educational purposes:
<http://www.currentsmart.org/media-kit/>



Video news releases



Includes information on beach warning flags.

Outcomes

- **Equipment:** More than 1,875 pieces of equipment in six GL states, with 1,700 in IL, IN MI & WI
 - 510 life vests + 760 rings, bags, boards & tubes
- **Outreach:** SG, NWS, parks and others leveraged outreach efforts (e.g., news releases, websites with links, etc.)
 - Twitter Campaign [#Current Smart] spawned hundreds of additional posts (media, univ., NWS, GLERL, SafeKids – ON)

Partners

- Univ. of Michigan & Michigan State Univ.
- Univ. of Wisconsin
- Univ. of Illinois & Purdue Univ.
- Consulting: OH & MN
- **State CZM:**
MI, IL, IN & WI
- **NOAA:**
 - **NWS** —
IL, IN, MI, OH, MN
 - **& CSP**

Thank you

- Brent & CSP
- Gene & Todd - WI
- Irene, Leslie, AJ, Mike & Kim – IL-IN
- Ron, Mark & Matt - MI
- Community leaders (local gov), first responders (sheriffs, fire and rescue, USCG), community leaders, volunteers (survivors & family of victims)