



SOLAMENTE,
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BOATING SAFETY



Hispanic Communications Network (HCN) and the Water Sports Foundation (WSF) are teaming up on a multiyear US Coast Guard (USCG) grant to deliver a national Spanish language multimedia campaign that promotes water sports and boating safety, with the goal of reducing boating related injuries and fatalities among limited English proficiency communities.

Background

According to USCG's 2017 Recreational Boating Statistics, 84.5% of all fatal boating accident victims were not wearing a life jacket. No matter the length of trip, type of boat, or size of the body of water, observing safe boating practices prior to leaving land saves lives. This main message is central to the radio, digital, graphic design and social media elements of the campaign, which emphasize how to reduce boating risks within a "safety culture" among the Spanish speaking water sports and recreational boating public.



Strategy

In preparation for peak summer boating season, HCN and WSF annually launch the multimedia campaign during National Boating Safety Week. Using cost effective platforms to reach Spanish speaking boating public via regularly consumed channels (primarily radio, digital and social media), HCN produces a suite of radio PSAs, digital displays, a social media editorial calendar and a consumer facing microsite. Messengers provide legitimacy to boating safety messages, including human interest stories and Spanish proficient Latino boating safety experts as spokespersons who appear on La Red Hispana call-in live streamed radio shows. Keeping the message fun and positive, the campaign focuses on family, and life's special moments that are possible perhaps in part due to safe boating practices.

All multimedia are disseminated via HCN's La Red Hispana networks: Radio PSAs on our daily 1 minute radio mini programas and long format call in shows such as Bienvenidos a América and Dra Isabel; Spokesperson interviews via a national radio media tour in key boating markets; Digital displays on the microsite which lives on HCN's consumer facing LaRedHispana.org; and, content posts on multiple La Red Hispana social media channels.



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Goals

- Engage Spanish speakers as part of the boating public to be "better prepared to engage in safer boating behaviors", per the USCG National Recreational Boating Safety Program Strategic Plan.
- Develop culturally driven messages that addresses three USCG recreational boating safety pillars: life jackets, boating while impaired, and boater education courses.
- Focus initial campaign phases on a core theme across all boating and water sports: Life jackets can save lives.
- Deliver safe boating messages to Latino communities via popular Spanish language radio stations leveraging HCN's La Red Hispana national radio affiliate network of 140+ affiliate stations across the US and Puerto Rico, as well as HCN's digital and social media channels.
- Saturate Hispanic markets with coastal and fresh bodies of water where boating and water sports are popular.
- Measure and evaluate campaign impact and consumer behavioral change in response.

Impact

As of project year 2, the Boating Safety Education & Awareness Campaign has delivered 17.2M impressions via radio and print, together with over 4,700 website visits, and 2,719 engagements (comments, shares, reactions) on Facebook. In contract year one, HCN conducted a baseline survey to measure knowledge of safe boating practices as well as actual water sports behaviors and practices. After the campaign's second year, HCN conducted the survey again, resulting in an average of 10.4% more knowledge and awareness of safety practices, and a 6.59% positive behavioral change.

