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FM CCGDONE BOSTON MA//DP//
TO COMCOGARD SECTOR SOUTHEASTERN NEW ENGLAND MA COMCOGARD SECTOR BOSTON
MA COMCOGARD SECTOR NEW YORK NY COMCOGARD SECTOR LONG ISLAND SOUND NEW
HAVEN CT COMCOGARD SECTOR NORTHERN NEW ENGLAND ME INFO COMDT COGARD
WASHINGTON
DC//CG-5422/CG5421// COMLANTAREA COGARD PORTSMOUTH VA//DP// BT UNCLAS
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UNCLAS FOUO //N16240//
SUBJ: OP PADDLESMART RECREATIONAL BOATING SAFETY PULSE OPERATION
MSGID/ORDER/CCGDONE//
REF/A/RECREATIONAL BOATING SAFETY STRATEGIC PLAN/2008//
REF/B/OP PADDLESMART DATA REPORTING/2008//
REF/C/OP PADDLESMART VESSEL SAFETYCHECK DISCUSSION ITEMS/2008//
REF/D/OP PADDLESMART PUBLIC RELATIONS PLAN/2008/
NARR/REF A IS THE 2007-2011 NATIONAL RECREATIONAL BOATING SAFETY
PROGRAM STRATEGIC PLAN. REF B CONTAINS THE DATA REPORTING REQUIREMENTS.
REF C OUTLINES THE SAFETY ITEMS TO CHECK AND DISCUSS WITH PADDLERS. REF
D IS THE OP PADDLESMART PUBLIC RELATIONS PLAN.//
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/LT ADAM GORMELY/ME BLA-INLAND/-/207-657-2345 X114//
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 AND 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
INCREASED LIFE JACKET WEAR (OBJECTIVE 4 IN REF A) IN THE REGION FROM 1
MAY TO 30 JUNE 2008, THE COMMENCEMENT OF BOATING SEASON.
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 ELEMENTARY SCHOOL CHILDREN TO INFLUENCE THEIR
PERSONAL DECISIONS AND THOSE OF THEIR PARENTS. LOCATIONS WILL BE
IDENTIFIED AND PRIORITIZED TO FOCUS ON HIGHLY UTILIZED LAUNCH SITES, UP
AND COMING PADDLERS/DECISION INFLUENCERS THROUGH SCHOOL VISITS AND
FLYERS, AND SEASONED PADDLERS THROUGH PRESENCE AT OUTDOOR SHOWS, BOAT
RAMPS, PUBLIC ENGAGEMENT OPPORTUNITIES, ETC.

1.B. EMPHASIS. TO CONTINUE TO CAPTILIZE 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. DATA CONTINUES TO INDICATE THAT OVER 50 PERCENT OF RBS DEATHS ARE IN NON-MOTORIZED VESSELS (E.G. PADDLERS - CANOES AND KAYAKS). 80 PERCENT OF THOSE 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 SOUTHER REGION CG AUXILIARY, USPS, SBLAS, D1 SECTOR RBS PROGRAM MANAGERS. 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 1 MAY 08 AT ALL PRIMARY LOCATIONS IDENTIFIED IN THEIR AREAS OF RESPONSIBILITY (BOAT RAMPS, ELEMENTARY/MIDDLE/HIGH SCHOOLS AS DETERMINED APPROPRIATE, OUTDOOR SHOWS, AND DEALERS). 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 B THROUGH D ARE AVAILABLE AT [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT [HTTP://WWW.CGAUX1SR.ORG/WHATSNEW.HTM](http://WWW.CGAUX1SR.ORG/WHATSNEW.HTM). MEMBERS CONDUCTING ACTIVITY SHALL COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) 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 PADDLESMART DATA COLLECTION FORM SHALL BE SENT TO THE D1 NORTHERN REGION CAPE-OFFICE VIA THE MOST EXPEDITIOUS MEANS LISTED IN PARA 7.A. BY TUESDAY OF EACH WEEK THROUGH COMPLETION OF THE OPERATION. THE FIRST REPORT WILL BE DUE 5 MAY 08. QUESTIONS REGARDING THIS OPERATION SHOULD BE DIRECTED TO THE OP PADDLESMART LIAISON OFFICER IF APPOINTED IN YOUR DIVISION/FLOTILLA OR THE APPROPRIATE AUX LEADER/PROGRAM STAFF OFFICER VIA AUXILIARY CHAIN OF LEADERSHIP AND COMMUNICATION.

3.B. UNITED STATES POWER SQUADRON (USPS). EACH POWER SQUADRON 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. USPS WILL ASSIST WITH OUTREACH AND EDUCATION EFFORTS THROUGH ALREADY SCHEDULED COURSES, AND WILL SUPPORT PUBLIC ENGAGEMENT OPPORTUNITIES AS SCHEDULES PERMIT COMMENCING ON 1 MAY 08 AND RUNNING THROUGH COMPLETION OF OP PADDLESMART ON 30 JUN 08. ADDITIONALLY, USPS HAS DEISGNEED A 2 HOUR PADDLESMART COURSE THAT IS AVAILABLE FOR INSTRUCTION BY BOTH USPS AND USCG AUX PERSONNEL. FURTHER INFORMATION IS AVAILABLE AT THE FOLLOWING WEBSITES: [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT [HTTP://WWW.CGAUX1SR.ORG/WHATSNEW.HTM](http://WWW.CGAUX1SR.ORG/WHATSNEW.HTM). MEMBERS CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) WEEKLY, AND SEND IT TO THE D1 NORTHERN REGION CAPE-OFFICE VIA THE MOST EXPEDITIOUS MEANS LISTED IN PARA 7.A. BY TUESDAY OF EACH WEEK THROUGH COMPLETION OF THE OPERATION. THE FIRST REPORT WILL BE DUE 5 MAY 08.

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.A. SBLAS WILL SUPPORT PUBLIC ENGAGEMENT OPPORTUNITIES AS SCHEDULES PERMIT COMMENCING ON 1 MAY 08 AND RUNNING THROUGH COMPLETION OF OP PADDLESMART ON 30 JUN 08. PERSONNEL CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) WEEKLY, AND SEND IT TO THE D1 NORTHERN REGION CAPE-OFFICE VIA THE MOST EXPEDITIOUS MEANS LISTED IN PARA 7.A. BY TUESDAY OF EACH WEEK THROUGH COMPLETION OF THE OPERATION. THE FIRST REPORT WILL BE DUE 5 MAY 08.

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. FOCUSED EMPHASIS SHALL COMMENCE ON 1 MAY 08 AND RUN THROUGH COMPLETION ON 30 JUN 08. OP PADDLESMART PUBLIC AFFAIRS GUIDANCE WILL BE PROVIDED VIA SEPCOR. SECTORS CONDUCTING ACTIVITY ARE REQUESTED TO COMPLETE THE OP PADDLESMART DATA COLLECTION FORM (REF B) WEEKLY AND SEND IT TO THE D1 NORTHERN REGION CAPE-OFFICE VIA THE MOST EXPEDITIOUS MEANS LISTED IN PARA 7.A. BY TUESDAY OF EACH WEEK THROUGH COMPLETION OF THE OPERATION. THE FIRST REPORT WILL BE DUE 5 MAY 08.

3.E. D1 SECTOR RBS PROGRAM MANAGERS. IF REQUESTED, 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, U/W PADDLER VESSEL SAFETY CHECKS ADVISING PADDLERS OF WATER TEMPS, ASSOCIATED SURVIVAL TIME AND LIFE JACKET WEAR AS DELINEATED IN REF C. REF B THROUGH D ARE AVAILABLE AT [HTTP://A013.USCGAUX.INFO/](http://A013.USCGAUX.INFO/) OR AT [HTTP://WWW.CGAUX1SR.ORG/WHATSNEW.HTM](http://WWW.CGAUX1SR.ORG/WHATSNEW.HTM) .

3.G. D1 RBS / DPA. DPI-2-RBS AND DPA SHALL COORDINATE WITH THE D1 NORTHERN REGION CAPE OFFICE THE CONSOLIDATION OF DATA REPORTED 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 OPPS ATTENDED.

3.H. D1 PUBLIC AFFAIRS. D1DE SHALL, IAW REF D, COORDINATE PUBLIC AFFAIRS OUTREACH EFFORTS FOR D1 D, DCS, DR, DP AND SECTOR COMMANDERS COMMENCING 1 MAY 08 AND RUNNING THROUGH COMPLETION OF OP PADDLESMART ON 30 JUN 08.

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. PUBLIC AFFAIRS WILL BE HANDLED IAW REF D. 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.CGAUX1SR.ORG/WHATSNEW.HTM](http://WWW.CGAUX1SR.ORG/WHATSNEW.HTM) .

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) WEEKLY, AND SEND IT DIRECTLY TO SUPERVISOR USCG AUXILIARY SUPPORT CENTER, BUILDING 5205, USCG AIR STATION CAPE COD, MA 02542, FAX 508-968-6598, OR EMAIL TO ROBERT.H.NOLAN(at)USCG.MIL BY TUESDAY OF EACH WEEK. 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) PRIOR TO 30JUL08. ANY COMMENTS ON THE OPERATION, RECOMMENDATIONS FOR IMPROVEMENT, ETC SHOULD BE ROUTED VIA EMAIL 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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