



# Operation Dry Water 2019

National boating under the influence (BUI)  
awareness and enforcement campaign

## Awareness Campaign Resources

### Contents

- Awareness Campaign Fact Sheet - 2
- Promotional Ideas - 6
- Sample Social Media Messages - 8
- Media contact - 10



## Awareness Campaign Fact Sheet OPERATION DRY WATER July 5 - 7, 2019

### *About Operation Dry Water:*

- Operation Dry Water 2019 is July 5 - 7, 2019.
- Operation Dry Water is a national awareness and enforcement campaign focused on reducing the number of alcohol- and drug-related accidents and fatalities and fostering a stronger, more visible deterrent to alcohol and drug use on the water.
- Operation Dry Water is coordinated by the National Association of State Boating Law Administrators (NASBLA), in partnership with the U.S. Coast Guard as well as local, state and federal law enforcement agencies.
- Agencies from all 56 U.S. states and territories are expected to participate Operation Dry Water 2019, and in the ODW 2019 heightened awareness and enforcement weekend July 5 – 7.
- Launched in 2009 by NASBLA in partnership with the United States Coast Guard, Operation Dry Water has been a highly successful campaign, drawing public attention to the dangers of boating under the influence (BUI) of alcohol and drugs.
- Since the inception of the Operation Dry Water Campaign in 2009, law enforcement officers have removed 3,532 BUI operators from the nation's waterways and made contact with over 1.3 million boaters during the annual three-day weekend. The campaign continues to make a significant impact on boater safety and spreading the message of the danger of boating under the influence.



- Operation Dry Water weekend is held annually near the Fourth of July holiday, a holiday known for increased boaters on the waters where alcohol use is prevalent, as are subsequent boating accidents and fatalities.
- The Operation Dry Water outreach and awareness portion of the campaign is in effect year-round. Through the outreach efforts of NASBLA, the U.S. Coast Guard, and the participating law enforcement agencies nationwide, Operation Dry Water focuses on spreading awareness of the danger of boating under the influence as well as changing the cultural acceptance of drinking and boating.

### ***Operation Dry Water 2018***

- In 2018, 574 local, state, and federal agencies participated in Operation Dry Water. Over the three-day heightened awareness and enforcement weekend law enforcement officers contacted 201,888 boaters, made 494 BUI arrests, and issued 26,565 citations and warnings for safety violations.
- In 2018, over 7,000 officers from 574 local, state, and federal agencies participated in the 72 hours of heightened BUI enforcement.
- **[Insert your agency or state statistics from the 2018 Operation Dry Water weekend (June 29 - July 1, 2018).]**

### ***About BUI:***

- **[Insert any new or enhanced BUI laws in your state.]**
- U.S. Coast Guard 2017 data reveal that alcohol use remains is the primary contributing factor recreational boater deaths.<sup>1</sup>



- [Insert percentage of state recreational boating injuries/fatalities where BUI of alcohol or drug use was a primary contributing factor.]
- Operating a boat with a blood alcohol content (BAC) of .08 or higher is against federal law and most state laws. [Insert your State BAC limit]
- Alcohol can impair a boater's judgment, balance, vision, and reaction time. It can also increase fatigue and susceptibility to the effects of cold-water immersion.
- Sun, wind, noise, vibration, and motion – “stressors” common to the boating environment – intensify the side effects of alcohol, drugs, and some medications.
- Impairment can be even more dangerous for boaters than for drivers in a car, since most boaters have less experience and confidence operating a boat than they do driving a car.
- Persons found to be boating under the influence can expect to incur severe penalties. If a boat operator is BUI, the voyage may be terminated, the boat may be impounded and the operator may be arrested. Penalties vary by state but can include fines, jail, loss of boating privileges, even loss of driving privileges.
- A three-year field evaluation by the Southern California Research Institute completed in 2011 validated a battery of tests for marine use that are now the basis for efforts to implement a National Marine Field Sobriety Test standard.
- Combined with chemical tests using blood, breath, and urine samples, these validated ashore and afloat tests give marine law enforcement officers an impressive arsenal in their ongoing efforts to enforce BUI laws.



- Alcohol is also dangerous for passengers. Intoxication can lead to slips, falls overboard and other dangerous accidents.
- It is illegal in every state and territory to operate a boat while under the influence of alcohol or drugs. BUI laws pertain to all vessels, from canoes and rowboats to the largest ships.

### ***Other Boating Safety Facts:***

- 84.5% of people who drowned in a recreational boating accident were not wearing a life jacket.<sup>2</sup> Always wear a life jacket!
- Boat operator instruction is a significant factor in avoiding and surviving accidents. In accidents where the operator's instruction was known, 81% of fatalities occurred on boats where the operator had not received any boating safety instruction.<sup>3</sup>
- In 2017, there were 11,961,568 recreational vessels registered in the United States.<sup>4</sup>
- **[Insert the number of registered vessels in your state.]**  
(1-4) Source: U.S. Coast Guard *Recreational Boating Statistics 2017*



## Ideas for Promoting Operation Dry Water

### OPERATION DRY WATER

July 5 - 7, 2019

Getting the attention of the news media – and the public – on the issue of boating under the influence means getting the information out through multiple outlets. Here are some promotional ideas for your Operation Dry Water campaign:

- Reach out to surrounding law enforcement agencies and partner with them to expand the outreach and enforcement of your Operation Dry Water campaign.
- Coordinate with other agencies that may not have a marine unit to launch a joint campaign to promote sober driving both on the road and on the water.
- Coordinate with your local media outlets and partnering agencies to host a media day prior to Operation Dry Water weekend. This gives the media outlets an opportunity to conduct interviews and record video with officers or public relations contacts without interrupting patrol plans on the weekend of Operation Dry Water.
- Schedule a media ride-along day prior to Operation Dry Water weekend for local media outlets. Have multiple officers available for interviews and boats ready to take news crews out on the water to record video.
- Add visual impact to a press conference. Have your press conference at a lake or other body of water with patrol boats behind the podium and in the water.
- At a lake/river, hang Operation Dry Water banners at the launch ramps or from marine law enforcement patrol boats. Distribute brochures or promotional items to boaters on the water.
- Coordinate with area alcohol retailers (liquor stores, convenience stores) and dining establishments to display Operation Dry Water posters and flyers on windows, cooler doors, etc. to remind everyone to drive sober – on the road and on the water.
- Provide rubber or paper wristbands to boat operators/passengers who are not drinking alcohol. Ask restaurant owners to provide free water and soda to those with wristbands to promote sober boating during the designated Operation Dry Water weekend.



- Continued -

- Park a wrecked boat with an Operation Dry Water banner next to a highway or lake access road that gets heavy trailer boat traffic.
- Use your agency's social media account to send out messages leading up to Operation Dry Water weekend, as well as during and after the official weekend. Post images throughout the weekend showing boaters and officers.
- Use hashtags in your social media posts.

The official campaign hashtags are:

- #operationdrywater
- #opdrywater
- #neverbui

Other safe boating hastags:

- #BoatSafeBoatSober
- #BoatSober
- #SafeBoating

Downloadable graphics for print banners, brochures, flyers and more can be found [here](http://operationdrywater.org) at [operationdrywater.org](http://operationdrywater.org).



## Social Media Messages

### OPERATION DRY WATER

July 5 - 7, 2019

- #OperationDryWater – July 5 - 7, 2019 #NeverBUI #BoatSober
- During Operation Dry Water weekend expect sobriety checkpoints and saturation patrols #BoatSafeBoatSober #NeverBUI #OperationDryWater
- Alcohol use in the leading contributing factor in boater deaths. #NeverBUI #OperationDryWater
- Support the #OpDryWater message to NEVER boat under the influence. #NeverBUI
- In 2018 officers made contact with over 201,800 boaters during ODW weekend, spreading the message of #NeverBUI #OpDryWater
- Our message this weekend and all year long... NEVER boat under the influence. #BoatSafeBoatSober #NeverBUI #OpDryWater
- The federal BAC limit for BUI is .08... just like driving a car. #OnTheRoadOnTheWater #NeverBUI #OperationDryWater
- @OpDryWater removes drunk boaters from the water and helps keep everyone safe! Support and thank your local law enforcement. #NeverBUI
- Drunk boating IS drunk driving! #NeverBUI #OperationDryWater #OnTheRoadOnTheWater
- It's finally boating season again! Enjoy the summer by staying safe and sober while boating. #NeverBUI #OperationDryWater
- Keep yourself, friends and family safe by NEVER drinking and boating. #NeverBUI #OperationDryWater

- more -





- Officers will be on heightened enforcement patrols to remove drunk boaters during #OperationDryWater #BoatSafeBoatSober #NeverBUI
- Drunk boating causes boater deaths every year. Don't ruin your life or someone else's. #NeverBUI #OperationDryWater
- To put an end to #drunkboating, a fatal decision many boaters make, officers in every state will be out in force for #OperationDryWater
- If the #drunkboating crash doesn't kill or seriously injure you, the consequences will still ruin your life. #BoatSober #NeverBUI
- For additional impaired-boating information and resources visit [Operationdrywater.org](http://Operationdrywater.org) #ODW @OpDryWater
- BUI is just as deadly as drinking and driving! Retweet if you agree. @OpDryWater #safeboating
- It is illegal to operate a boat while under the influence of alcohol" @OpDryWater #safeboating

### Hashtags:

#OperationDryWater  
#OpDryWater  
#NeverBUI  
#ODW

### Handles:

Facebook: @OperationDryWater  
Twitter: #OpDryWater

### Helpful links:

[www.operationdrywater.org](http://www.operationdrywater.org)  
[www.nasbla.org](http://www.nasbla.org)  
[www.uscgboating.org](http://www.uscgboating.org)  
[www.facebook.com/OperationDryWater](https://www.facebook.com/OperationDryWater)  
[www.facebook.com/NASBLA](https://www.facebook.com/NASBLA)  
[www.facebook.com/UScoastguard](https://www.facebook.com/UScoastguard)  
[www.twitter.com/OpDryWater](https://www.twitter.com/OpDryWater)  
[www.twitter.com/nasbla](https://www.twitter.com/nasbla)  
[www.twitter.com/uscg](https://www.twitter.com/uscg)



## Media Contact

Hannah Helsby, CAE, Deputy Executive Director  
Operation Dry Water National Campaign Coordinator  
National Association of State Boating Law Administrators (NASBLA)  
[Hannah@nasbla.org](mailto:Hannah@nasbla.org)  
Phone: 859.225.9487

## Media Spokesperson

Major John C. Fetterman (Ret.)  
Deputy Executive Director  
National Association of State Boating Law Administrators

"The Operation Dry Water campaign is coordinated nationally by the [National Association of State Boating Law Administrators](#) (NASBLA) and is produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the [U.S. Coast Guard](#)."