



Implementing the Operation Dry Water Awareness & Enforcement Campaign In Your Agency

Registration

- **Register your agency.** Go to the Operation Dry Water website to register. Registering your agency early will help in the planning and outreach of the Operation Dry Water campaign. Once registered, you will also be sure to receive all the important ODW information and press releases.

Develop a 3-Part Plan

Part 1: Pre-Heightened Enforcement Weekend

Resources

- **Download resources** for your Operation Dry Water campaign. Download high-resolution branded ODW awareness and enforcement campaign materials. Materials available for download include: customizable press releases, fact sheet, promotional ideas, social media messages, talking points, brochures, flyers, posters, and more.
- **Promote the Take the Pledge campaign.** Through the Operation Dry Water website boaters can Take the Pledge to NEVER boat under the influence and help raise awareness about the dangers of drinking and boating. Operation Dry Water encourages boaters to pledge to make wise decisions about alcohol and drug use, and never boating impaired.

Partnerships

- **Establish partnerships** with other law enforcement and public safety agencies that have a maritime interest. Encourage your neighboring jurisdictions to get involved in Operation Dry Water if they are not already.
- **Coordinate enforcement operations** with surrounding enforcement agencies. Consider working cooperatively with them and your state agency to expand the reach and impact of your state's Operation Dry Water campaign.
- **Foster a partnership with "non-traditional partners"** such as your highway patrol, alcohol law enforcement, a Mothers Against Drunk Driving chapter in your state or other organizations that support the mission.

Operational Resources

- **Identify your agency's awareness and enforcement operations plans.** Review the "Operational Resources" page on the Operation Dry Water website. These operational resources have been provided by state law enforcement agencies as a reference for planning or conducting boating under the influence checkpoint or saturation patrol operations. Additional resources have also been provided to serve as



a means of reference for existing case law that has been developed across the nation relating to BUI enforcement.

Involving the Media

- **Invite the local media to get involved in your outreach efforts.** Take advantage of the Operation Dry Water media kit and press releases available on the ODW [campaign materials](#) webpage. Provide these resources to your media contacts to assist them in covering Operation Dry Water patrols and activities.
- **Contact your local news stations leading up to the Operation Dry Water weekend.** Take advantage of the customizable press release and talking points available on the [campaign materials](#) webpage to help you inform the media about Operation Dry Water and your planned campaign activities.
- **Schedule a Media Day and Press Conference prior to ODW weekend.** Schedule a media day separate from the heightened enforcement weekend. This will provide an opportunity for local media to participate in ride-a-longs, conduct interviews, and get video in preparation for their news stories and ODW weekend without adding to the actives of the three-day enforcement weekend. View other promotional ideas on the [campaign materials](#) webpage.
 - Incorporate a press conference into your media day where your agency, other partner agencies, and boating safety partners will speak about your Operation Dry Water campaign and mission.
 - Offer ride-a-longs to reporters.
 - Have officers available for interviews and on patrol boats to take photographers and reports for a ride on the water.
 - Give news stations a contact number in case they need an interview over the Operation Dry Water weekend or would like to follow up.
- **Maintain a list of media coverage** leading up to and over the ODW heightened enforcement weekend to report to NASBLA if possible. Also share any news coverage with NASBLA leading up to the three-day weekend by emailing Hannah@nasbla.org or tagging Operation Dry Water on Facebook and Twitter.

www.facebook.com/OperationDryWater
www.twitter.com/opdrywater



Social Media

- **Use social media to your advantage – throughout all phases!**
 - Share your agency's message through social media.
 - Use **#OperationDryWater**, **#OpDryWater**, **#NEVERbui**, **#ODW** and **@OpDryWater** (Twitter) or **@OperationDryWater** (Facebook) for your Operation Dry Water messaging.
 - Download the ODW example social media messages for both enforcement campaigns and awareness campaigns.
 - Share your state ODW logo. [Download your state's logo here.](#)
 - [Share the ODW boating under the influence PSAs](#) through your social media, website and marketing campaigns.

Judicial contacts

- **Get in touch with your local prosecutors.** Invite them to your media day and campaign events. Get them involved. Educate them on the Seated Field Sobriety battery of tests.
- [Get a copy of the SFST Judicial outreach video](#) – Request a NASBLA SFST Judicial Outreach video by emailing info@nasbla.org.

Part 2: Heightened Enforcement Weekend

Enforcement

- Use your agency's patrol plan to focus on detecting boat operators suspected of being under the influence of alcohol or drugs during the three-day weekend.
- **Maintain activity reports** for the three-day weekend to report to NASBLA through the operationdrywater.org website. [Example report form for ODW weekend.](#)

Outreach & Awareness

- **Make contact with boaters** to inform them about boating under the influence and safe boating practices.
- **Reward safe boaters.** Rewarding boaters making good boating safety decisions.



- Partner with a local restaurant and pass out free ice cream, free soda, free kids meals, etc. coupons to individuals you see practicing safe boating habits.
- Have items to pass out at public events; stickers, boat decals, pens, etc.
- Develop and distribute rubbers wristbands with a safe boating message (Operation Dry Water, Boat Safe Boat Sober, Safe Boating Saves Lives, Never Drink and Boat, etc.)
- Have boaters sign a pledge to never boat under the influence at a local marina, restaurant or grocery store and give those that sign up a reward item.
- **Social Media.** Post photos, videos and updates to your agency's Facebook and Twitter during the three-day weekend to engage the public.
- **Tweet-a-longs.** Market and plan for a Tweet-a-long. During the three-day weekend identify someone to tweet information and photos from the Operation Dry Water patrols.
- **Get information to the boaters** Print flyers, posters, brochures and more from the Operation Dry Water [campaign materials](#) page to distribute to the public.

Part 3: Post-Heightened Enforcement Weekend

Reporting

- **Keep a record of your activity, accomplishments and media coverage.** Following the Operation Dry Water weekend it is **very important** that your agency report their ODW weekend activities to Operation Dry Water through the online report form. The reports from participating agencies are vital to showing the growth and impact of the ODW campaign. We appreciate you taking the time to compile and submit your reports. This aids in our national reporting and ability to receive grant funding for the national coordination of the campaign.

Please submit official reports through the online report form under the Law Enforcement section of the Operation Dry Water website. Email TaylorMatsko@nasbla.org if you have any questions about reporting.

Outreach

- **Press Releases.** Distribute a press release from your agency with information from the three-day Operation Dry Water weekend. Include activity results such as number of BUI arrests and number of boaters contacted and educated about safe boating.
- **Post to Social Media.** Post results and photos to your agency's social media channels.



Ideas for Promoting Operation Dry Water

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.
- Park a wrecked boat with an Operation Dry Water banner next to a highway or lake access road that gets heavy trailer boat traffic.

- Continued -



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 is the leading contributing factor in boater deaths. #NeverBUI #OperationDryWater
- Support the #Opdrywater message to NEVER boat under the influence. #NeverBUI
- In 2018 officers made 494 arrests for boating under the influence nationwide during #OperationDryWater #NeverBUI
- 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
- 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
- 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

- more -

ON THE ROAD OR THE WATER, YOU'RE HEADED NOWHERE FAST

OPERATION
DRY WATER

WHILE IMPAIRED.



- 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 #NEVERbui #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 #OperationDryWater #safeboating

Hashtags:

#OperationDryWater

#OpDryWater

#NEVERbui

#ODW

Handles:

Facebook: @OperationDryWater

Twitter: #OpDryWater

Helpful links:

www.operationdrywater.org

www.nasbla.org

www.uscgboating.org

www.facebook.com/OperationDryWater

www.facebook.com/NASBLA

www.facebook.com/UScoastguard

www.twitter.com/OpDryWater

www.twitter.com/nasbla

www.twitter.com/uscg