The popularity of paddlesports continues to grow and the Washington State Parks Boating Program is leading a statewide effort to increase safety awareness. Gov. Jay Inslee signed a [proclamation](http://parks.state.wa.us/DocumentCenter/View/11560/Paddle-Safe-Week-Proclamation-2018) declaring July 19-25 **Paddle Safe Week**. Partners, law enforcement and boating safety professionals are encouraged to amplify paddle safety tips.

**COMMUNICATIONS GUIDANCE**

* Target audience is general public and paddlesport enthusiasts.
* Direct people to learn more at [paddlesafewa.org](http://www.paddlesafewa.org).

**Planning to create your own messaging? Consider the following key points:**

* Kayaks, canoes, stand up paddle boards, and other paddlecraft are vessels and subject to federal, state, and local recreational boating laws and ordinances.
* Paddlers are responsible for knowing the legal requirements.
* Legal requirements are minimal and do not maximize chances of being rescued in a timely manner or surviving an accident.
* Educate paddlers that safety is a choice and the following choices will minimize risks:
	+ wearing a life jacket
	+ avoiding boating-under-the-influence
	+ packing essential gear and being prepared for worst-case scenarios
	+ checking weather and water conditions and understanding their impact on the ability to control a vessel
	+ being visible to other boaters
	+ dressing for immersion and cold-water safety
	+ filing a float plan
	+ getting educated (learn from the pros, understand navigation rules and waterways)

**SOCIAL MEDIA GUIDANCE**

* Post one safety tip per day during the campaign.
* Use hashtag **#PaddleSafeWeek** on all social media posts and use the following hashtags as appropriate to support each safety tip: #PaddleSafeWA, #WearItWA, #PaddleSober, #PaddleSmart, #PaddlePrepared, #WAWX, #PaddleToBeSeen, #coldwatersafety,
* The following ready-made social media posts use the noun “paddler”, change this as appropriate to reach your audience (kayaker, SUP, etc.). Feel free to change up the suggested posts to fit your branding.
* Pair each post with an image or video for maximum impact – suggestions provided.

**SOCIAL MEDIA POST SUGGESTIONS**

**DAY 1 — Sunday, July 19**

* Know before you go! Life jackets are required by law on all vessels, including kayaks, canoes, and stand up paddleboards. It’s up to you to wear it! Paddlesport experts choose to wear a life jacket for a reason—life jackets save lives. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #WearItWA #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/IMjgnFPnEqU> or <https://youtu.be/Gk6fOZuyANw>
	+ KAYAK VIDEO: <https://youtu.be/5e0WlXgNGDg>
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15516>

**DAY 2 — Monday, July 20**

* Do you stay safe while enjoying paddlesports? Being drunk or high on the water increases the likelihood of an accident and lowers the chance of surviving. Operating a kayak, canoe or stand up paddleboard while under the influence is not only unsafe — it’s illegal. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #PaddleSober #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/mX6zN6NWCzg> or <https://youtu.be/u3IxCtgKoi4>
	+ KAYAK VIDEO: <https://youtu.be/q41OwqMLL2k>
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15518>

**DAY 3 — Tuesday, July 21**

* Paddlesports is fun but comes with risks. Learn essential information from the experts, find a local club or outfitter and take a class. There are even online courses! Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #PaddleSmart #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/403oL-KpdTE>
	+ KAYAK VIDEO: <https://youtu.be/JmpFo4NotBQ>
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15514>

**DAY 4 — Wednesday, July 22**

* Hey paddlers! Did you know being weather aware is crucial to safety? Air temperature is less important than wind speed and direction, wave height, tides and currents or river flows—as these conditions impact your ability to control your vessel. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #WAWX #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/EuAIbyN4JNo>
	+ GRAHPIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15520>

**DAY 5 — Thursday, July 23**

* Paddlers, what do you do to be seen? It’s hard for other boaters to see you in a paddlecraft that sits low on the water. We recommend wearing bright neon colors, put reflective tape on your paddles, and carry a light. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #PaddleToBeSeen #PaddleSafeWeek
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15508>

**DAY 6 — Friday, July 24**

* Pre-plan and study your paddle route before going out on the water. Even if you’re only going out for a brief time, always file a float plan. Tell someone who, where, when, what to do if you don’t return on time. Make this part of your routine every time you go paddling. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #PaddleSafeWeek
	+ KAYAK VIDEO: <https://youtu.be/JmpFo4NotBQ>
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15513>

**DAY 7 — Saturday, July 25**

* Safety on the water starts with you. Whether you kayak, canoe, or SUP — legal requirements are minimal and do not maximize your chance of survival in an accident. Research and carry essential gear for safety, emergency communications and comfort. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #PaddlePrepared #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/FdURHfBEjTg>
	+ KAYAK VIDEO: <https://youtu.be/e1z_XfK4Png>
	+ GRAPHIC: <https://parks.state.wa.us/ImageRepository/Document?documentId=15510>

**Alternative post**

* Do you think about the clothes you wear before going paddling? According to experts, jeans or cotton aren’t good options. Go for synthetic materials if a wet or dry suit isn’t optimal. Learn more at [paddlesafewa.org](http://www.paddlesafewa.org). #coldwatersafety #PaddleSafeWeek
	+ SUP VIDEO: <https://youtu.be/u4shd8OvCh4>
	+ KAYAK VIDEO: <https://youtu.be/2wj_cq8Cfkw>

**Generic graphics**

* <https://parks.state.wa.us/ImageRepository/Document?documentId=15522>
* <https://parks.state.wa.us/ImageRepository/Document?documentId=15523>
* <https://parks.state.wa.us/ImageRepository/Document?documentId=15524>
* <https://parks.state.wa.us/ImageRepository/Document?documentId=15525>

**ADDITIONAL RESOURCES**

**Photos**

* [U.S. Coast Guard – Boating Safety Media Library](http://uscgboating.org/multimedia/gallery.php?keyword=&cat=1&button=Submit)
* [BoatBeat Media Toolbox](http://boatbeat.org/photo-library/)
* [National Safe Boating Campaign](https://safeboatingcampaign.com/resources/2020-national-safe-boating-week-toolkit/) - COVID19 and social distancing graphics

**Videos**

* [Canoe &Kayak’s Safer Paddling Series](https://www.youtube.com/playlist?list=PLEUX_aXNvPXAw-lsPHSWV4QbM4vun_f0m)
* [Safe SUP Choices](https://www.youtube.com/watch?v=FdURHfBEjTg&list=PLPyGDzaat9VDWXbn_Z_3hpW1tF7VVJ1s0)
* [American Canoe Association](https://www.youtube.com/user/AmericanCanoe1)

**Websites**

* [American Canoe Association (ACA) Educational Resources](https://www.americancanoe.org/page/Resources)
* [ACA Infographics](https://www.americancanoe.org/general/custom.asp?page=Infographics)
* [Online paddlesport course](https://www.boaterexam.com/paddling/) by Boater Exam (FREE)
* [Online paddlesport course](https://www.boat-ed.com/paddlesports/) by Boat-ed & ACA ($29.50)
* [www.paddlesafewa.org](http://www.paddlesafewa.org)
* <https://www.recreateresponsibly.org/> (COVID19)

**Phone apps (free)**

* ACA – [Paddle Ready](https://www.americancanoe.org/page/PaddleReady)
* U.S. Coast Guard – [Mobile App](http://uscgboating.org/mobile/)

**Reports & Data**

* [2019 Outdoor Recreation Special Report on Paddlesports](https://outdoorindustry.org/resource/2019-special-report-paddlesports-safety/)
* [2019 U.S. Coast Guard Recreational Boating Statistics](https://uscgboating.org/library/accident-statistics/Recreational-Boating-Statistics-2019.pdf)