



# *RBS Program Visitors* **2019**

Presentation by Barbara Burchfield, DSO-PV District 7

2019 District 7 RBS PV TEAM

497 certified Program Visitors

*subscribing to excellence in promoting boating safety*

READY, RELEVANT, AND RESPONSIVE



U.S. Coast Guard Auxiliary District 7  
Recreational Boating Safety – Visitation Program



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Sector Charleston	104
Sector Jacksonville	90
Sector Key West	7
Sector Miami	101
Sector Saint Petersburg	168
Sector San Juan	27
<b>Seventh</b>	<b>497</b>

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2019  
District 7  
RBS PV  
TEAM

497

Source: AUXINFO 11-01-2019

# District 7 Program Visitors

*breaking records &  
making a difference*



# U.S. Coast Guard Auxiliary District 7 Recreational Boating Safety – Visitation Program

## District 7 Auxiliary in RBS Program Visits 12 Year Chart 2007 - 2018

USCG AUX	RBS - NUMBER OF PROGRAM VISITS											
	CY 2018	CY 2017	CY 2016	CY 2015	CY 2014	CY 2013	CY 2012	CY 2011	CY 2010	CY 2009	CY 2008	CY 2007
District 01	14,759	14,345	15,217	14,386	13,156	11,257	10,931	8,608	6,800	5,611	5,587	5,693
District 05	13,930	15,035	15,329	16,103	12,265	11,622	11,535	10,629	8,949	7,199	7,549	6,833
District 07	24,169	20,445	19,014	17,237	16,130	14,342	13,019	12,753	10,929	8,875	7,802	6,921
District 08	12,634	12,543	12,128	11,713	11,720	11,128	12,102	11,569	9,015	7,223	5,987	4,309
District 09	10,149	9,348	9,185	9,823	8,703	9,256	7,931	7,112	6,396	5,792	4,909	4,200
District 11	7,418	6,899	6,434	7,706	7,995	8,123	7,424	7,834	7,906	6,721	5,843	5,206
District 13	8,475	7,728	6,747	6,296	6,094	6,564	6,044	4,776	4,936	5,438	4,533	3,975
District 14	243	272	179	256	253	294	474	370	423	340	222	353
District 17	820	675	719	944	934	1,117	977	683	674	325	211	99
TOTAL	92,597	87,290	84,952	84,464	77,250	73,703	70,437	64,334	56,028	47,524	42,643	37,589





District 7 RBS PV TEAM

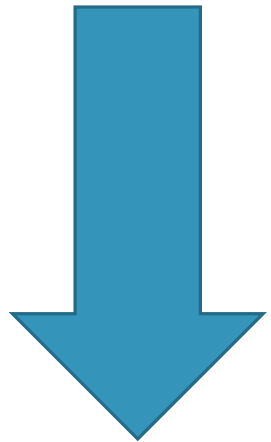
200,000+

Program visits since 2002



## USCG 2018 Boating Statistics Report

*Measurable results 2018 from 2017:*



3.4% decrease in number of accidents

3.8% decrease in number of fatalities

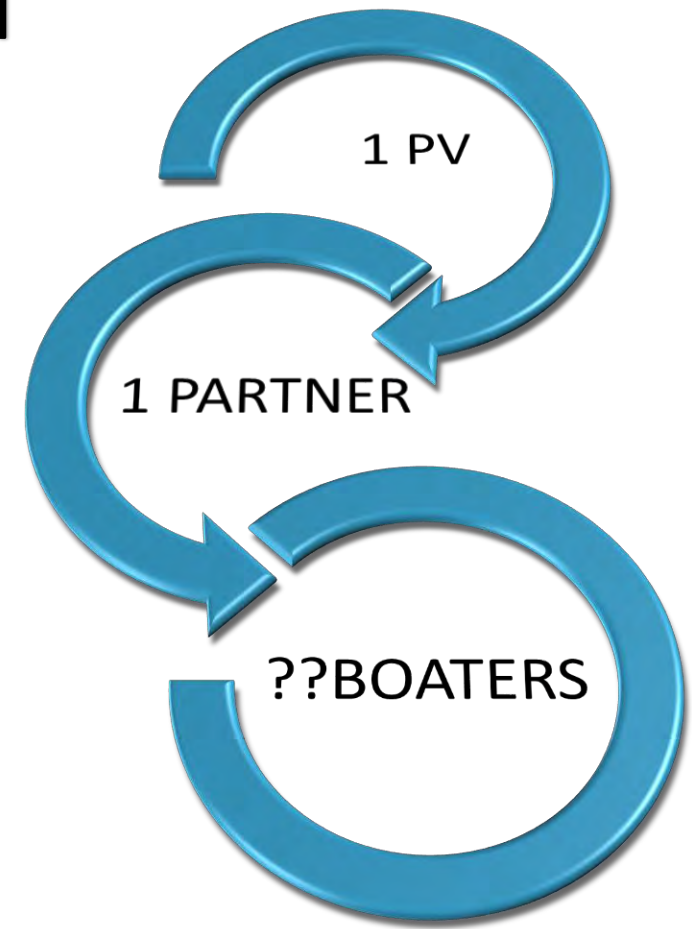
4.5% decrease in number of injuries

## 2019 RBS PV OUTREACH

Free RBS safety literature placed at Partner locations expands distribution to recreational boaters.

**GOAL:** Educate boaters to make smarter, safer decisions.

**GOAL:** Save lives and property.



# 2019 RBS PV OUTREACH

## FACT CHECK:

Program Visitors do more than drop off brochures!

- ✓ We live in the community.
- ✓ We care about boating safety.
- ✓ We are RBS Ambassadors.
- ✓ We keep our Partners informed.



## 2019 RBS PV OUTREACH

*Program Visitors establish relationships*



- ✓ Program business partners
- ✓ Federal, state and local authorities
- ✓ Local agencies
- ✓ City officials and community leaders
- ✓ Emergency management divisions
- ✓ Safety related partners
- ✓ Non-traditional partners (zoo, aquariums, etc.)



## 2019 RBS PV OUTREACH

PV relationships with our business partners  
adds support to other Auxiliary programs



- ✓ Public education courses
- ✓ Vessel safety checks
- ✓ Public affairs events
- ✓ Recruiting members
- ✓ Marine safety, etc.

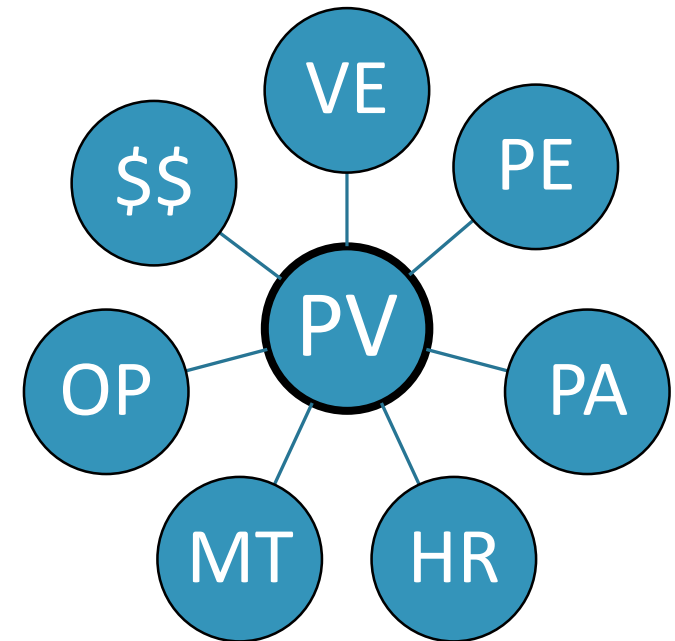


 Think AUXILIARY!

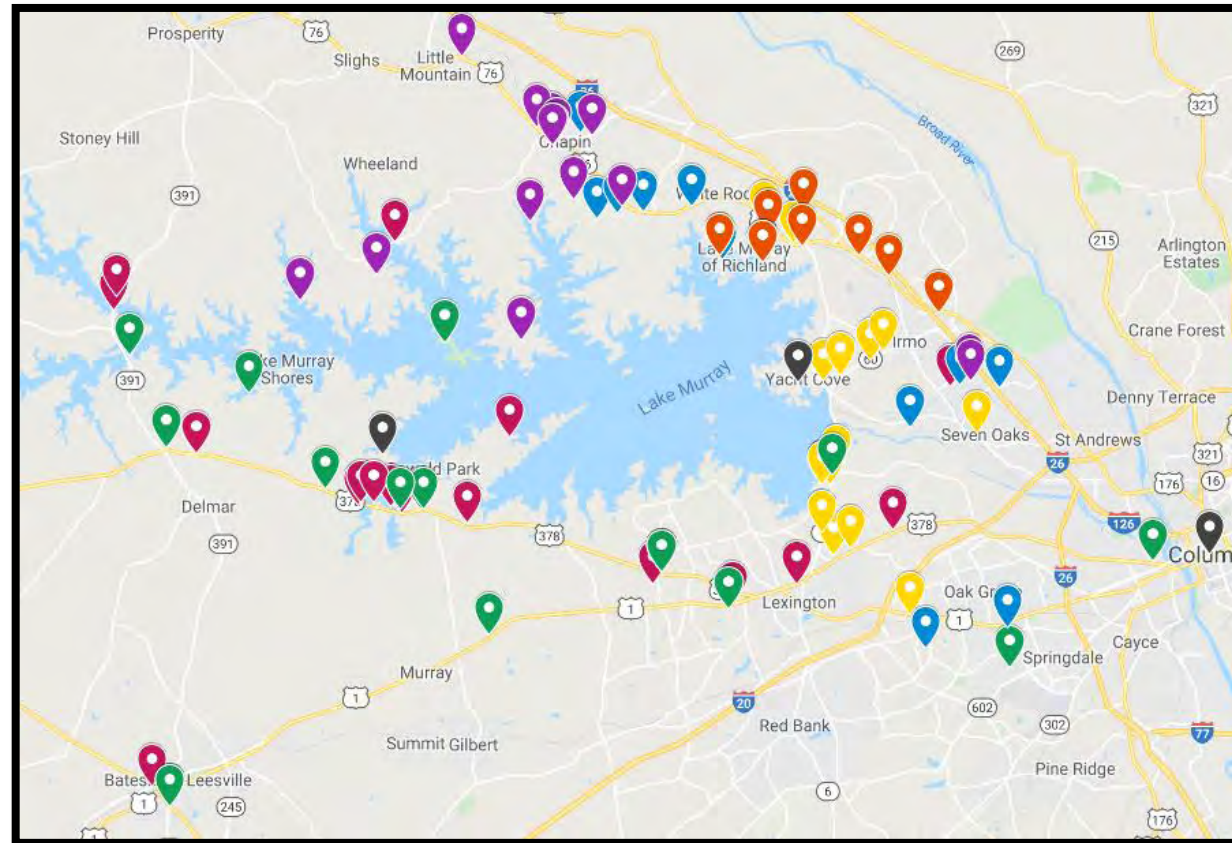


## 2019 RBS PV OUTREACH

Networking with PV  
business partners  
helps to support  
Auxiliary programs



# MAPPING OUR LOCAL PV OUTREACH



## TRY THIS!

Mapping PV Partners with  
an Excel spreadsheet &  
Google maps

- PV assignments
- Business names
- Location address
- Contact Information
- Easy to keep current
- web imbedding
- View on mobile devices

U.S. Coast Guard Auxiliary District 7  
Recreational Boating Safety – Visitation Program



# RBS

## PROMOTING BOATING SAFETY



## BRAND RECOGNITION – NEW SLOGAN



Boaters and the community can identify  
**Auxiliary + Safety**

## BRAND RECOGNITION – Visual Impact



This is who we are.  
This is what we do.

*And we're really good at it!*

## BRAND RECOGNITION – Safety Alerts & News



- One-page printable flyers
- Important news for boaters
- Safety equipment recalls
- USCG marine safety alerts
- New discussions with Partners
- Image = **Auxiliary + Safety**

## BRAND RECOGNITION – WEAR IT CAMPAIGN



**Safety  
Starts Here**

U.S. Coast Guard  
**Auxiliary + Safety**

It's a natural fit.

# DISTRICT 7 RBS PV WEBSITE



**SAFETY  
STARTS HERE**

News and reports are communication with members within the unit, unit leaders, and the next level of responsibility.

- How to Certify as a Program Visitor
- Can a Member in AP Status become certified as a Program Visitor?
- PV Awards Announcement 2018
- PV Recertification Process
- PV Talking Points
- Introduction to RBSVP (Slideshow)
- Introduction to RBSVP (PDF)
- How to Earn the Auxiliary RBS Insignia
- How to Report Visits on form 7046
- Submitting Reports in a Nutshell
- 2017 Recreational Boating Statistics
- 2017 Florida Boating Accidents Statistical Report
- 2017 Florida Boating Accident Review
- SC Boating Accidents & Fatalities
- Lighthouse Associates

Make it your **GO-TO** place for

- “How to” Guides
- Policies
- Safety News
- Tools and resources
- Awards
- Boating statistics
- Manuals & Forms

[www.uscgaux-district-7.org/rbs/html](http://www.uscgaux-district-7.org/rbs/html)

# “Introduction to RBS Visitation Program”

A new look at the RBS PV program and its capabilities, presented at flotilla and division meetings.

Bringing new PV members to the Team.

Find it on the D7 RBS PV website!



# MESSAGING TO A NEW AUDIENCE



This code goes to the  
website [join.cgaux.org](http://join.cgaux.org)

- QR “Quick Read” codes
- Smartphone scan
- Displays website, message, etc.
- Content can be saved for later
- Ease of use
- Free QR applications available
- Versatile use (PV, PE, PA, MT, etc.)
- Add to business cards, etc.

# DELIVERING THE GOODS - SAFETY MESSAGES!

## Hurricane Preparedness

Know Your Zone Guides

Partner with local agencies for materials

## Post hurricane Messaging

Rapid distribution of informational flyers  
targeting citizen Good Samaritan boaters  
going to hurricane zones

**READY – RELEVANT - RESPONSIVE**



# PARTNER APPRECIATION

## New Certificates of Appreciation

- Available from your FSO-PV
- Easy to print
- Signed by FC
- Get a photo presenting it!
- Submit a photo release to your local paper



# PARTNER APPRECIATION



**U.S. COAST GUARD AUXILIARY  
SEVENTH DISTRICT**  
Department of Homeland Security



**RECREATIONAL BOATING SAFETY  
VISITATION PROGRAM**

**CERTIFICATE OF APPRECIATION**  
presented to

**YOUR PROGRAM PARTNER**

for supporting the U.S. Coast Guard and U.S. Coast Guard Auxiliary as a valuable partner in promoting recreational boating safety at their business location by providing the local community with boating safety literature and information, vessel safety checks stations and boating safety class schedules as offered by the U.S. Coast Guard Auxiliary.

Date \_\_\_\_\_

Flotilla Commander \_\_\_\_\_

Let them know  
we appreciate  
their support.

Send a photo  
release to your  
local paper!

# DECKPLATE COMMUNICATION

## DSO-PV email to all certified PV members



- Emails source = AuxDirectory
- Policy changes & clarifications
- Program improvements & changes
- Current RBS status
- New announcements
- Additional resources, tools and job aids



# DECKPLATE COMMUNICATION

## Why send Deckplate emails?

- Provide important information
- All PV receive information at the same time
- Emails sent in a timely manner
- SO-PV and FSO-PV positions vacant
- Strengthen communication
- Positive feedback received





# RBS PV TELECONFERENCES

*Let's talk about it!*

**19:00 - Tuesday, NOV 5**

RBS Networking

**19:00 – Thursday, NOV 7**

PV Ready, Relevant, Responsive

*What would you like to see next time?*



## MEMBER APPRECIATION

### BRAVO ZULU AWARDS

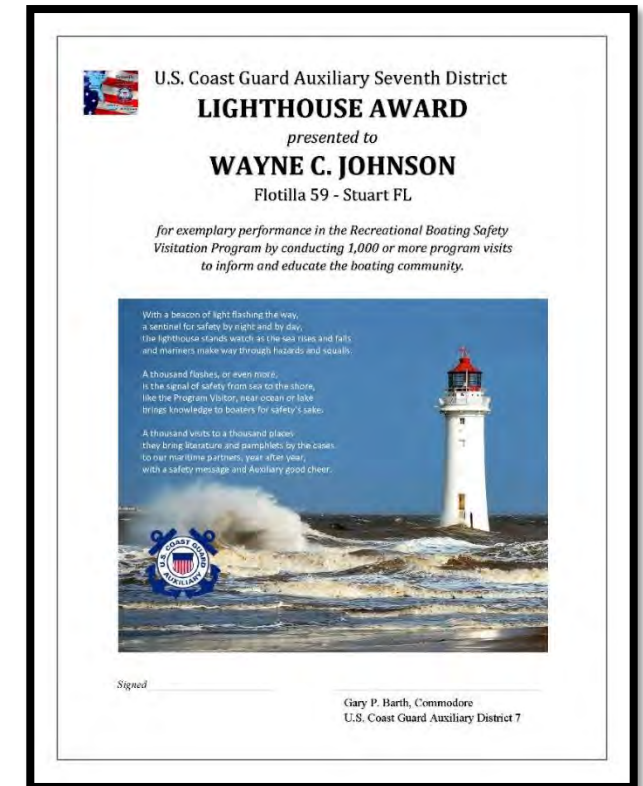
- 50, 100, 250, 500 visits
- New look & design
- Issued annually
- Mailed to FC
- Improved distribution
- Trackable



# MEMBER APPRECIATION

## D7 LIGHTHOUSE AWARDS

- New District Award
- 1,000+ Program Visits
- Issued quarterly
- Signed by Commodore
- Trackable mail to FC
- Prepared news releases



## MEMBER APPRECIATION

### DSO-PV CHALLENGE COIN

Provided and presented by DSO-PV

- Lighthouse Award Associates
- Other outstanding RBS PV contributions or performance



## PV MEMBER RECOGNITION

Provide prepared articles for publication

- ✓ Local media and newspapers
- ✓ Auxiliary newsletters



**RBS Device Achievement**  
**Lighthouse Awards**  
**Bravo Zulu Awards**  
**Century Awards**  
**Partner Participation**  
**Community Events**





# THE WISH LIST





# THE WISH LIST

## NATIONAL RBS PARTNER DATABASE



Dedicated website space

PV member accessible

Password protected

Searchable details

Partner locations, contacts, assets





# THE WISH LIST



## USCG PREVENTION NETWORKS

Sector communication & guidance for AORs

- ✓ Specific safety messaging
- ✓ Special alerts to partners & boaters
- ✓ Other prevention opportunities
- ✓ RBS PV annual status review for USCG





# THE WISH LIST

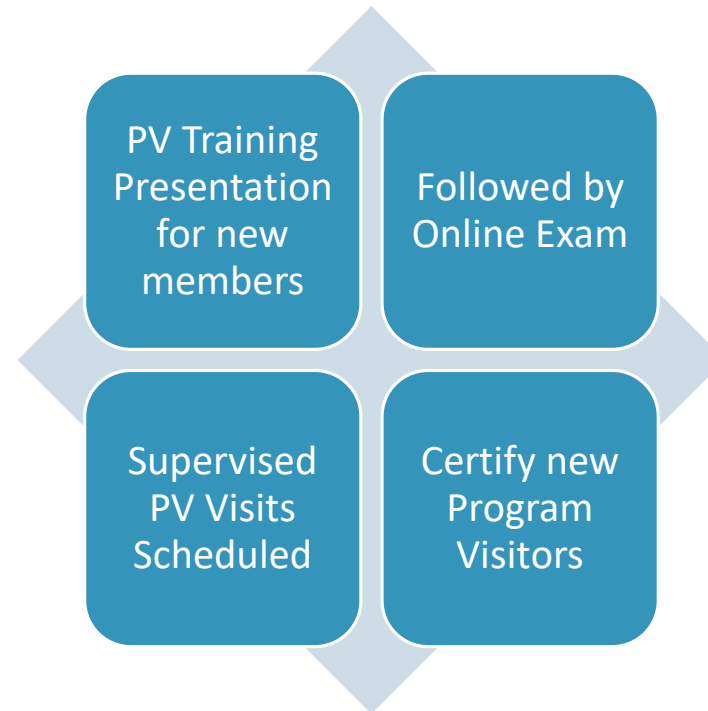
## NEW RBS PV MANUAL

Replacement for the  
RBS Visitation Program Manual,  
COMDINST M16796.C, issued 22 NOV 2005.



# THE WISH LIST

## PV TRAINING-CERTIFICATION PROGRAM



Holdup: RBS PV Manual out of date





# THE WISH LIST

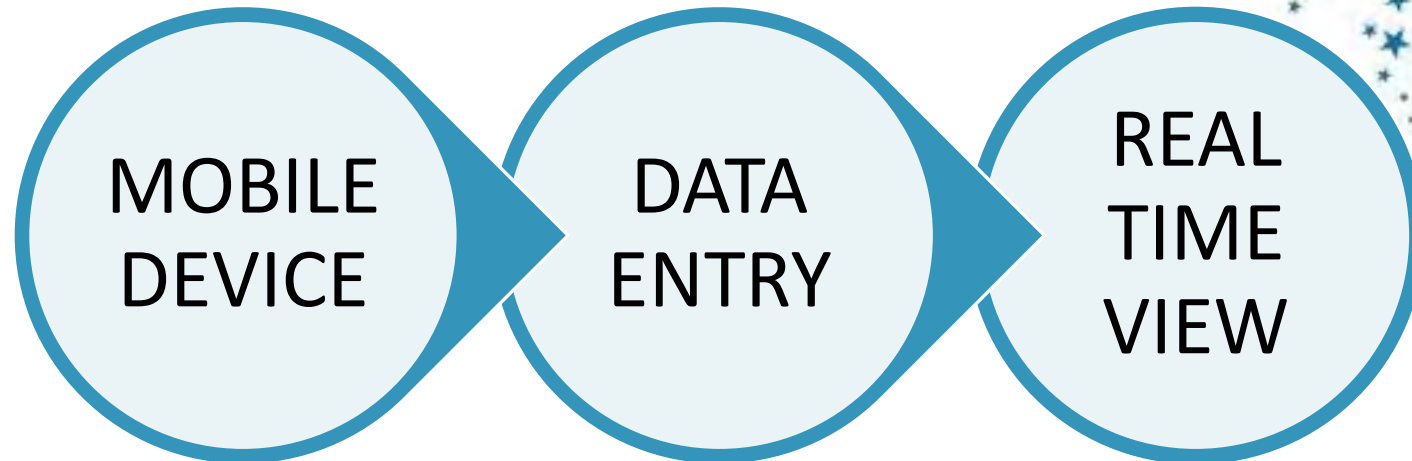
## HOW-TO VIDEOS

- Training videos
- View time 2 – 5 minutes
- Easily accessible 24/7



# THE WISH LIST

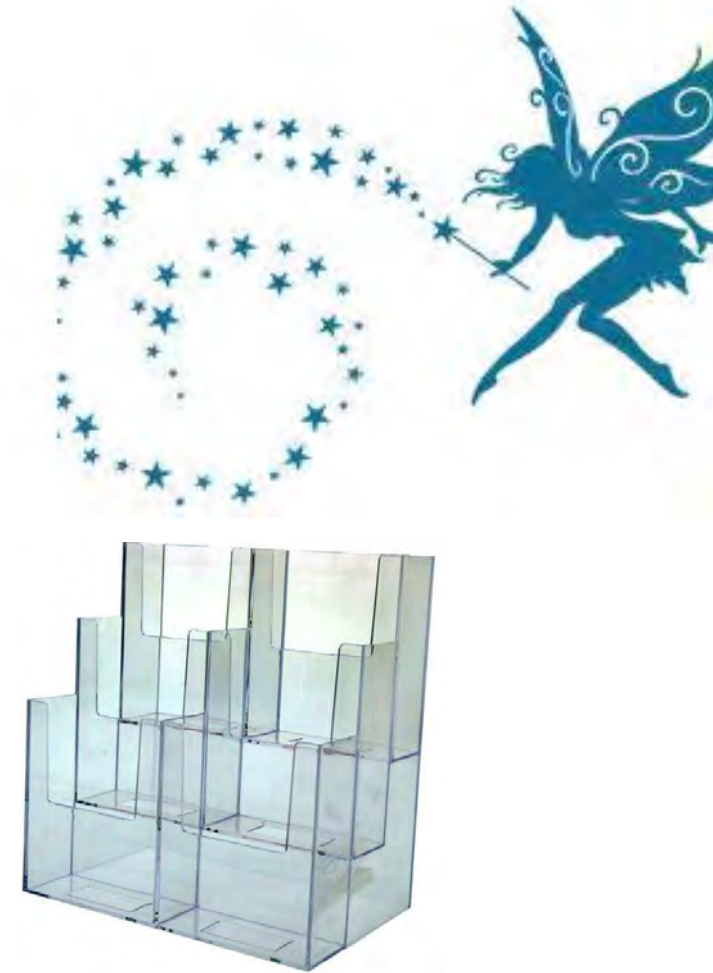
## NEW REPORTING PROCESS



# THE WISH LIST

## DESIGNER DISPLAY RACKS

- Plastic display racks
- For 4, 6, and 8 brochures
- Labeled USCG Auxiliary RBS
- Grant funding





MAKE A DIFFERENCE

**SAVE LIVES & PROPERTY**

TALENT

PERFORMANCE

PARTICIPATION

AWARDS

ACCOMPLISHMENT

DEVELOPMENT

**APPRECIATION**

FELLOWSHIP

GOALS

TEAM PLAY

TRAINING

LEARN

MEMBERSHIP

KNOWLEDGE

**RECOGNITION**

**SUCCESS**

A tall, white lighthouse with a red lantern room stands on a rocky island. The ocean is turbulent, with large, white-capped waves crashing against the base of the lighthouse. The sky is a pale, overcast blue.

*Thank you for joining in tonight!*

# Join the District 7 RBS PV Team

*Making a difference to promote boating safety*

Presentation by Barbara Burchfield, DSO-PV