



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



**WHILE
IMPAIRED.**

**2017
Operation Dry
Water
Annual Report**



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

NASBLA **OPERATIONDRYWATER.ORG**

Law Enforcement Results



The Operation Dry Water campaign tracked and recorded law enforcement participation.

In 2017, **628 local, state and federal agencies** joined forces in every U.S. state and territory for the Operation Dry Water campaign.

During the campaign's annual three-day heightened awareness and enforcement weekend, **518 impaired boat operators** were removed from our nation's waterways for drug and/or alcohol impairment – the most in the history of the campaign's heightened enforcement weekend.

The campaign saw an increase in all law enforcement report categories collected.

A reported **243,853 recreational boaters were contacted** during the three-day heightened enforcement weekend, an eight-six percent (86%) increase over 2016 contacts.

*Over the course of the Operation Dry Water weekend, **7,150 officers**:*

- *Made **518 BUI Arrests for both drugs and alcohol***
- *Issued **33,243 citations and safety warnings***
- *Made contact with **243,853 boaters***

Comparison of Results	2017	2016	% OF 2016
total agencies	628	538	117%
officers	7,150	6,196	115%
vessels	97,557	55,141	177%
boaters	243,853	131,054	186%
citations	8,655	4,975	174%
total buis	518	367	141%
warnings	24,588	13,594	181%
highest BAC	0.28	0.38	

Media Exposure

The Operation Dry Water campaign tracked and recorded media exposure.

NASBLA staff worked intensively with the states, other law enforcement agencies, boating safety organizations and the U.S. Coast Guard to develop and execute the Operation Dry Water marketing and media relations campaign. In 2017, Operation Dry Water succeeded in receiving local and national media coverage.

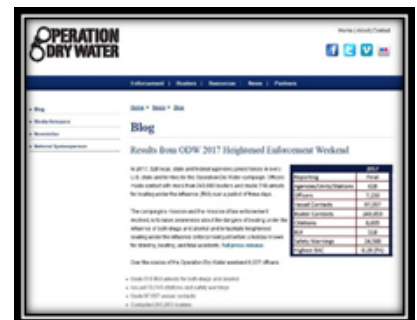
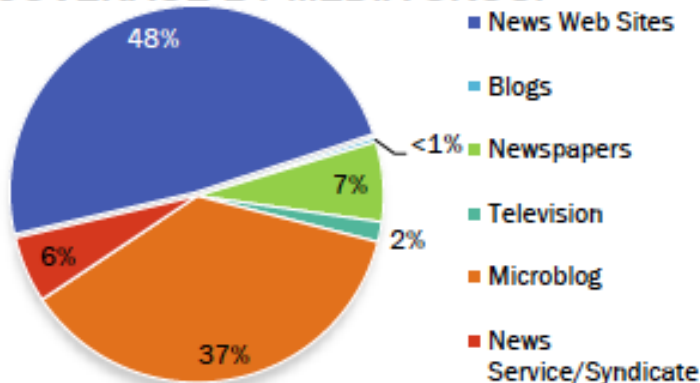
TOTAL IMPRESSIONS BY MEDIA TYPE

Print	3,673,041
Internet	191,526,796
Broadcast	83,761
Total	195,283,598

The data presented here represents information collection from April 1 – August 31, 2017.

While over 600 participating law enforcement agencies, units and station concentrated their outreach and enforcement efforts locally, NASBLA focused on media coverage at the national level. These results reflect the national media tracking of traditional news media including television, online, newspaper and wire services pertaining to Operation Dry Water 2017.

COVERAGE BY MEDIA GROUP





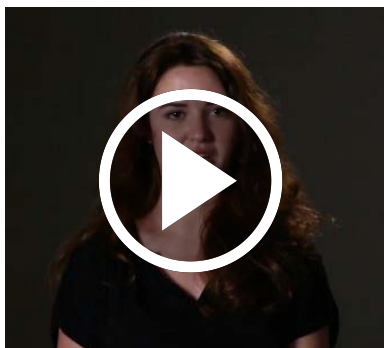
Boating Under the Influence PSA

In 2017, NASBLA worked with the Water Sports Foundation to produce two video PSAs addressing boating under the influence. The videos address boating under the influence from the perspective of a survivor of a boating under the influence accident. Alex Otte tells her story of what happened when she was 13-years old and a drunk boater ran her over as she sat on her jet ski. Alex's story is a firsthand account of why it is never worth it to consume alcohol or to be otherwise impaired while boating and how the choice you make can change someone else's life forever.



The PSAs are available on the operationdrywater.org website and Vimeo site, and are free to download for boating safety education and law enforcement efforts. The videos produced consisted of a 3-minute video and a 60-second video. As of December 31, 2017 the Alex Otte PSAs have been played through the Vimeo tracking service a total of over 5,183 times. This number continues to grow.

A July 2nd post on the ODW Facebook page announcing the release of the PSA generated 7,020 post clicks, 657 reactions, comments and shares, and 59,233 people reach count.



Alex Otte also was a keynote speaker at the 2017 NASBLA Annual Conference in Rapid City, South Dakota. She is a student, a communications intern, a traumatic amputee, a professional photographer, a Mother's Against Drunk Driving representative, and an activist. Since the crash nearly seven years ago, Otte has made it her mission to make sure that what happened to her never happens to anyone else. In addition to the loss of her right leg, Otte sustained a severe brain injury, a broken neck, and many other fractures and lacerations. Alex mentors new amputees and other victims of severe trauma across the state of Kentucky.



National Awards Program

In 2017 Operation Dry Water, with the input and support from the NASBLA Enforcement & Training Committee, launched the National Operation Dry Water Awards Program. The mission of the awards program is to recognize those exceptional officers and agencies who are dedicated to boating under the influence prevention and enforcement, who participate in the Operation Dry Water campaign, and who go above and beyond and stand out above the rest in their activity related to boating under the influence.

ODW Officer of the Year Award

Presented to Conservation Warden John Schreiber of the Wisconsin Department of Natural Resources. Warden John Schreiber joined the Wisconsin Department of Natural Resources in 2013.



ODW Top Agency Award -Small Category

Present to the San Bernardino County Sheriff's Office in California. Over the course of the three-day heightened enforcement weekend, the San Bernardino County Sheriff's Office deployed ten (10) officers and made thirteen (13) boating under the influence arrests.



ODW Top Agency Award - Medium Category

Presented to the Illinois Department of Natural Resources, Office of Law Enforcement. Over the course of the three-day heightened enforcement weekend, the Illinois Department of Natural Resources, Office of Law Enforcement deployed seventy-nine (79) officers and made thirty-three (33) boating under the influence arrests.



ODW Top Agency Award - Large Category

Presented to the North Carolina Wildlife Resources Commission. Over the course of the three-day heightened enforcement weekend, the North Carolina Wildlife Resources Commission deployed one-hundred and forty-two (142) officers and made twenty (20) boating under the influence arrests.



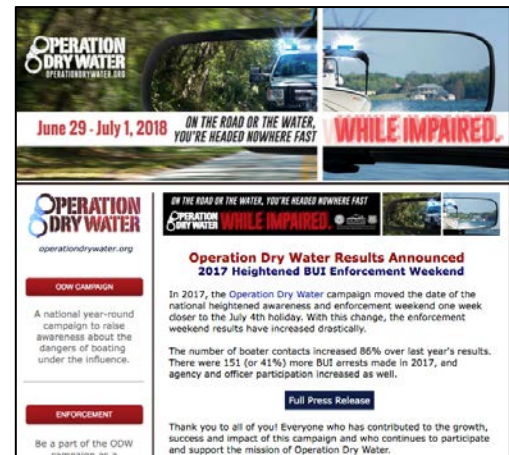
Outreach & Awareness

Operation Dry Water coordinates a year-round national awareness campaign, in addition to the heightened awareness and enforcement three-day weekend.

The Operation Dry Water campaign produced targeted outreach to marine law enforcement agencies and their officers to enhance participation and reporting.

Operation Dry Water Newsletter

NASBLA publishes an Operation Dry Water electronic newsletter to inform participating agencies, media, and the recreational boating safety community about the Operation Dry Water campaign. The newsletter is distributed year-round, with an increase in frequency in the months leading up to ODW weekend and in the months following the conclusion of the campaign. The newsletter is distributed to approximately 8,000 individuals.



Boating Under the Influence and Standardized Field Sobriety Training and Information

An additional element of the campaign's targeted outreach is focused on the enforcement and judicial (prosecutors, judges and hearing officers) communities. With the development by NASBLA of the seated battery of standardized field sobriety tests (SFST) and through NASBLA's BUI training, we thought it important to include in our Operation Dry Water outreach a special effort to connect with officers of the court to assist law enforcement officers when they have BUI cases that have used the new seated SFSTs coming before the courts. This judicial outreach is available on the Operation Dry Water website and includes an eight-minute video (produced by NASBLA) explaining the seated battery, a letter to judges, prosecutors and hearing officers, as well as scholarly articles and other information to better inform judicial officers who will be adjudicating BUI cases.

Seated Standardized Field Sobriety Testing



The Operation Dry Water campaign developed and distributed single-themed media and public awareness products for use on local, state and federal levels.

Media Releases and Branded Marketing Materials

Media releases and branded collateral are developed and marketed annually for the Operation Dry Water campaign at both the local and national levels. These products play a large and important role in the awareness and outreach efforts of the campaign. Some of these resources include customizable materials such as an Agency Fact Sheet; printable materials including flyers and posters; and digital materials such as a Facebook Cover Photo and website banners.

National Media Outreach

While participating law enforcement agencies and campaign supporters concentrate their media outreach efforts locally, NASBLA handles national media outreach for the campaign. This included the tracking and distribution of media releases and media reports. Outlets include radio, television and print outlets, online news outlets and social media contacts. This also included the coordination of multiple media interviews nationally with Operation Dry Water's national spokesperson. Some of the primary national media and public outreach products include the National Campaign Press Kit PDF, the Campaign press Kit and the National Results press release.

Take the Pledge

The boating public is also encourage by the national campaign and participating agencies and partners to get involved in the Operation Dry Water campaign by going to operationdrywater.org and taking the pledge to NEVER boat under the influence. Boaters who take the pledge are showing their support and dedication to staying safe and sober while boating. Boaters will also find more information about boating under the influence and Operation Dry Water on the website.

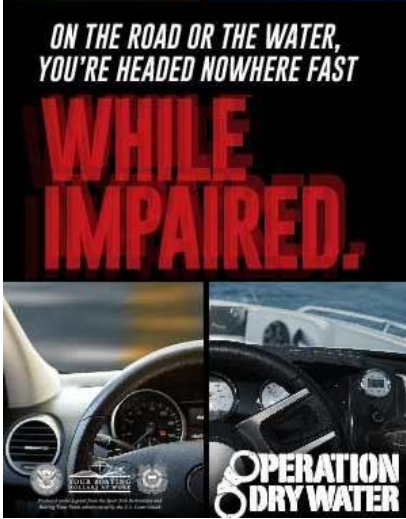
TAKE THE PLEDGE



Alcohol use is the leading known contributing factor in fatal boating accidents; where the primary cause was known, it was listed as the leading factor in 15% of deaths.

**-USCG
Recreational
Boating
Statistics 2016**





Operation Dry Water 2018

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign. The mission of ODW is to reduce the number of alcohol- and drug-related accidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol use on the water.

Operation Dry Water's heightened awareness and enforcement three-day weekend takes place annually around July fourth, a holiday unfortunately known for drinking and boating, and deadly accidents.

*Operation Dry Water 2018 heightened awareness and enforcement weekend will take place nationwide **June 29 - July 1, 2018.***

During the annual Operation Dry Water heightened awareness and enforcement three-day weekend, law enforcement officers will be on heightened alert for those violating boating under the influence laws. Law enforcement agencies that participate in Operation Dry Water are asked to increase BUI enforcement during the targeted enforcement weekend of Operation Dry Water as well as work with their local media, businesses and recreational boaters to spread the message and raise awareness of the dangers of boating under the influence during the heightened enforcement weekend and all year long.

Alcohol is the leading contributing factor in fatal boating accidents. The federal BAC legal limit for operating a vessel under the influence is .08. Alcohol use can impair a boater's judgment, balance, vision and reaction time. If you boat under the influence your voyage may be terminated, the boat may be impounded and the operator may be arrested. Penalties vary by state but can include fines, jail and loss of boating or even driving privileges.



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