

United States Coast Guard Auxiliary Prevention Directorate



Sea Partners Standard Operating Procedures

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Sea Partners
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1: Sea Partners Mission Statement

The U.S. Coast Guard's Sea Partners Campaign is an environmental education and outreach program focused on communities at large to develop awareness of maritime pollution issues and improve compliance with marine environmental protection laws and regulations. Sea Partners messages include:

- The effects of oil, hazardous chemicals, waste, debris, and invasive species on the marine environment.
- How marine environmental protection laws and regulations apply to a variety of marine users.
- Ways that groups and individuals can take action to protect the marine environment.

2: Objectives

As an outreach effort to boaters, fishermen, marina operators, maritime industries, and the general public, Sea Partners provides information to waterways users on their roles in protecting the marine environment.

The objectives of the Sea Partners campaign are to:

- Increase compliance with marine environmental laws and regulations by educating waterways users on how these laws affect them.
- Raise community awareness of marine pollution issues and motivate public conservation of the marine environment.
- Help prevent discharge of marine pollutants.
- Increase citizen reporting of spill incidents by publicizing the EPA's National Response Center spill reporting number: 800-424-8802.

3: Job Description

Auxiliarists can support Sea Partners objectives by:

- Including environmental protection information in traditional Auxiliary efforts such as boating safety classes, public affairs booths, vessel safety checks and visits to marine dealers.
- Presenting Sea Partners messages to schools, yacht clubs, business organizations, and other public groups.
- Assisting with Sector marine environmental protection activities.
- Organizing and participating in beach cleanups.

Participation in Sea Partners is open to all Auxiliarists and does not require any certifications.

A Sea Partners facilitator acts as an educator/presenter on topics concerning marine pollution, invasive species, clean boating practices and good environmental stewardship. Sea Partners facilitators often work with students.

Facilitators should have good teaching or presentation skills and be comfortable speaking in public. School presentations require that an Auxiliarist be comfortable working with young people.

Although no certifications are required, Sea Partners facilitators will benefit greatly by taking advantage of the available training (see Section 4: Training).

As Sea Partners is a Coast Guard initiative spearheaded by the Auxiliary, all Auxiliarists participating in Sea Partners missions should present themselves in the best possible light, paying particular attention to grooming, dress, and conduct.

4: Training

The Coast Guard's [The Sea Partners Training Guide](#) provides a self-directed introduction to the Sea Partners program and its messages.

The National Prevention Directorate (P Directorate) provides training materials via the Auxiliary Classroom to furnish Auxiliarists with the knowledge needed to deliver a successful Sea Partners event. There are two relevant courses and one qualification:

1. **Good Mate**

This course was developed by the Ocean Conservancy and is designed to promote ocean and waterways conservation by boaters. The course, course materials, and a link to the National Testing site are available from the Auxiliary Classroom. Successful completion of the Good Mate course is a requirement toward earning the Marine Safety Ribbon.

2. **Introduction to Marine Safety and Environmental Protection (IMSEP)**

This course provides an extensive background in the history, policies, laws, and regulations pertaining to the Marine Safety and Environmental Protection missions. It is the Auxiliary equivalent of the 12-week Coast Guard Marine Science Technician A-School. Successful completion of the IMSEP course grants two credits toward earning the AUXOP device, and is a requirement for earning the Marine Safety Ribbon. The course and all materials are available from the Auxiliary Classroom.

3. **Prevention Outreach Specialist PQS**

The [Prevention Outreach Specialist](#) qualification (AUX-MEES, previously known as the Auxiliary Marine Environmental Education Specialist) provides a sound background in:

- Knowledge of pollution issues.
- Knowledge of laws and regulations, and the Coast Guard's role in pollution prevention.
- The Maritime Transportation Security Act (MTSA).
- America's Waterway Watch (AWW).
- Practical Applications.

Completing the [AUX-MEES Personal Qualification Standard](#) (PQS) is a credit toward earning the Marine Safety Ribbon.

Note: The PowerPoint presentation referenced above has an outdated email address on the last slide.

Questions and guidance for completing the AUX-MEES qualification should be directed up the chain of leadership and management for Marine Safety (FSO, SO, DSO). Auxiliarists may also contact and/or submit a question directly to the Prevention Directorate via the [Prevention Directorate's website](#) and selecting "Contact Us/Prevention Question?" from the menu items on the left.

All Auxiliarists working with the Sea Scouts, including those participating in Sea Partners missions, are required to take [Youth Protection Training](#) through the Boy Scouts of America. This training needs to be repeated every two years.

5: Time Reporting

Members participating in Sea Partners events should report their time either by creating Activity Log entries in AUXDATA II, or by completing and submitting ANSC-7030 Activity Report-Mission forms. In either case, the mission code will be **70N** (Sea Partners/Environmental). [7030 Activity Report-Mission \(without instructions\)](#)

Sea Partners event travel time, mission prep time and any mileage incurred traveling to and from the event should be reported by either creating an Activity Log entry in AUXDATA II or by submitting them on an ANSC-7029. In either case, the mission code will be **99C** (Miscellaneous RBS/Marine Safety). [7029 Webform](#)

Note: members should also report their time and activities to the Division Chief of Prevention Outreach (DVC-PW).

6: Uniform of the Day

The Uniform of the Day for Sea Partners events will be determined by the Mission Lead for each event. It is suggested that indoor events be presented in Tropical Blue. If the Active Duty are participating in the event, they will likely be wearing the Operational Dress Uniform (ODU) or the Coast Guard Working Uniform (CGWU). Consideration should be given to maintaining a uniform appearance for all participants.

For outdoor events, ODU or CGWU are suggested for the Active Duty, and either ODU, CGWU or the Alternative Working Uniform (AWU) are suggested for the Auxiliary. Again, the goal is to achieve as uniform an appearance as possible.

7: Materials

The Auxiliary National Supply Center (ANSC) maintains a stock of brochures and other materials for Sea Partners events. There is a separate order form page in the ANSC Catalog for Sea Partners Materials, all of which are listed in the 4000-series of stock numbers. The FSO-MA can order materials from the ANSC. Note that not all materials are always available.

Links to additional resources for Sea Partners events are available from the [Outreach Programs](#) section of the Prevention Directorate's website:

- Aquatic Nuisance Species (ANS) Resources
- Good Mate Program
- Marine Mammal Resources
- The [Sea Partners section](#), specifically, contains links to instructions for making props and games to be used at events, presentations, and more.

Several companies make educational items and Coast Guard-themed toys that can enhance a Sea Partners presentation for children by drawing attention to an exhibit.

8: Presentations

Communicating the messages of the Sea Partners campaign to the public can take many forms. In addition to the use of the various media outlets, public speaking engagements provide uninterrupted and unfiltered communications with public groups and in schools.

Helpful tips for good presentations:

- Talk to the teacher or point of contact first to:
 - Identify potential topics for discussion.
 - Determine the number of class participants.
 - Get tips on establishing rapport with the class.
- Practice or review your presentation beforehand to ensure that you can stay within your allotted time.
- Make use of catchy and friendly phrases while giving the presentation.
- Try to include humor in your presentation.
- Tell interesting stories to develop class interest (but avoid the use of too many “sea stories”).
- Use body language to emphasize your point in a positive manner.
- Provide encouragement to participants who perform well.
- Make use of teaching props like charts, blackboards, projectors, PowerPoint presentations, etc. These will help sustain the class's attention.
- Incorporate interactive activities such as games, crafts, or other hands-on materials. Children benefit particularly well from interactive activities.

- Avoid reading slides when making presentations. Slides should be used to *enhance* the presentation, not *be* the presentation.
- Encourage group activities in the class; this helps create interest and foster communication.
- Ask questions of class participants to ensure that involvement in your presentation is complete and comprehensive. Both the students and the class teacher (or point of contact) should find your presentation interesting.

Aristotle is credited with an effective three-part teaching strategy:

1. **Tell them what you will tell them.** This is the opener in which you introduce your topic and the goals of your presentation.
2. **Tell them.** This is when you present your content and explain the details. Tell them that what you're saying is important and relevant, and why/how things will be better if they follow through with your ideas and methods.
3. **Tell them what you just told them.** Reiterate your salient points.

9: School Introduction Letter

An introductory letter should be written when scheduling a Sea Partners presentation at an elementary school, middle school, high school, maritime academy, or college.

Address the letter to the principal or dean of the respective institution. Briefly state the purpose of your presentation, mentioning a few of the topics you will be covering and how much time you will need, or asking how much time they are willing to provide. Presentations to elementary students should have the shortest presentation time. In addition, ask if it is desirable for you to present to just one class, or to an assembly of students. State that you are available at the school's convenience and include your contact information.

If contacted by the school, respond promptly and professionally.

See the sample letter at the end of this document.

10: Alliances & Partners

A wide variety of governmental agencies and organizations promote messages like those of the Sea Partners program. Among these are state agencies in charge of environmental protection and marine safety. Such agencies often have statewide initiatives concerning local issues such as invasive species. Information on these state agencies' websites can provide additional information and suitable materials to enhance Sea Partners presentations; Sea Partners facilitators should therefore seek them out.

While Sea Partners are encouraged to align their presentations / build partnerships with organizations at the local level, a few that operate at the National level are listed below:

- Sea Scouts
- State Agencies
- [Ocean Conservancy](#)
- [NOAA](#) (National Atmospheric and Oceanic Administration)
- [BOAT/US Foundation](#)
- [USDA](#) (U.S. Department of Agriculture; Aquatic Invasives)
- [U.S. Fish & Wildlife Service](#) (Aquatic Invasives and more)

10: Articles

The Division Chief of Prevention Outreach (DVC-PW) and the Branch Chief - Sea Partners Liaison (BC-PWW) will supply news articles concerning Sea Partners events to the Prevention Directorate National Newsletter for publication when requested by the Director (DIR-P) or Deputy Director of Prevention (DIR-PD).

District, Division and Flotilla-level Marine Safety Officers are encouraged to contribute articles to their respective newsletters and to work with Public Affairs Officers to develop press releases publicizing Sea Partners messages and events.

U.S. Department of
Homeland Security
**United States
Coast Guard
Auxiliary**



Jessica Smith
FSO-MS
Flotilla 21, D5NR

456 Maple St.
Anytown, PA 12345
123.456.7890
email@address.com

1 October 2021

Darius Washington
Central Middle School
987 Education Ave.
Anytown, PA 12346

Dear Mr. Washington,

I am a Marine Safety Officer with the U. S. Coast Guard Auxiliary. The Auxiliary's Sea Partners program is designed to inform people about marine pollution, the laws regarding marine pollution and what citizens can do about marine pollution. I would welcome the opportunity to make a Sea Partners presentation at one or more of the schools in your district. There is no charge for these programs.

To make a presentation, I will need to know what grade level(s) you wish to be addressed so that I can tailor the presentation to the appropriate audience, the time available for the presentation and if you want one or multiple classes involved. I am available at the school's convenience.

If you have any questions or would like to schedule a presentation, please contact me at (123) 456-7890, or at the email address on the letterhead.

I look forward to hearing from you.

Sincerely,

Jessica Smith
Flotilla Staff Officer-Marine Safety