

# Recreational Boating Safety Outreach (B) Directorate

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# Presentation Objectives

- Introduce the Recreational Boating Safety Outreach Directorate.
- Review B-Directorate functions and initiatives.
- Explore what the B-Directorate can do for you.



# What Is the B-Directorate?

- Provides assistance for recreational boating safety programs to:
  - Coast Guard units.
  - Auxiliary national directorates.
  - Auxiliary districts.
  - Auxiliary membership.
- Provides information and fiscal resources to Auxiliary members.
- Liaisons with state agencies and boating safety organizations.

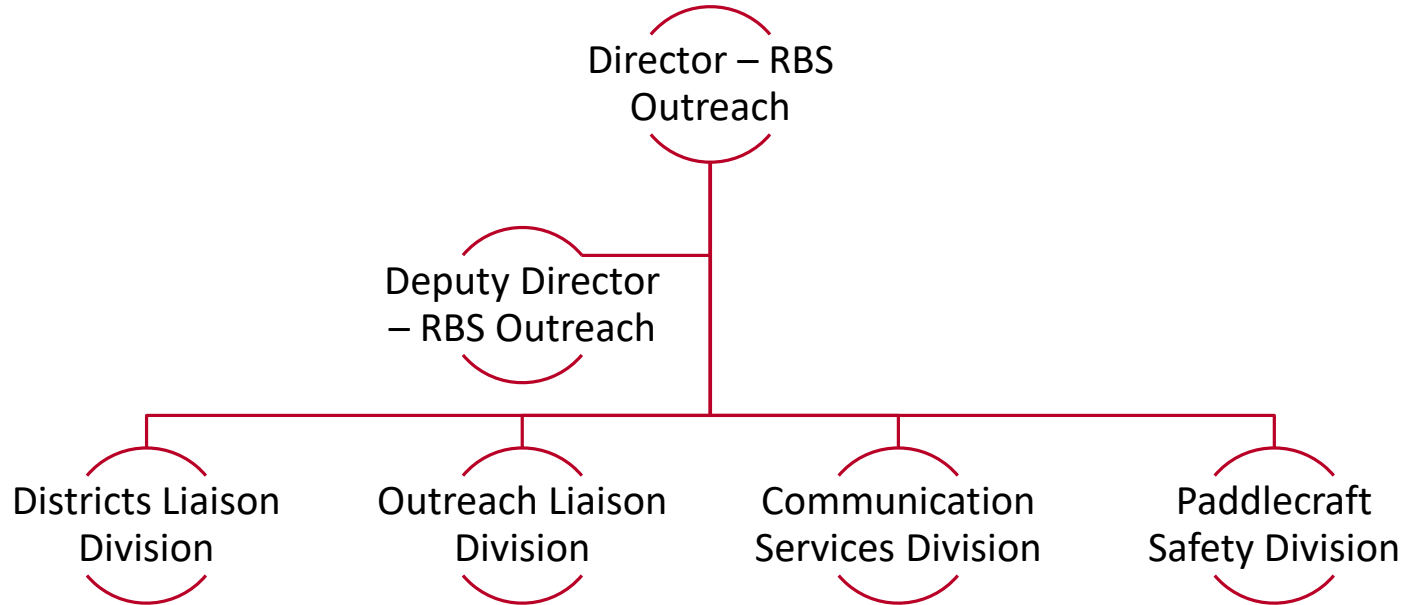


# Importance of the B-Directorate

- Boating fatality rates have decreased, but are still high.
- Fatality rates could decrease if:
  - More boaters carried the proper safety equipment.
  - More boaters wore life jackets.
  - Fewer people boated under-the-influence.
- The B-Directorate enables these messages to reach the public.



# B-Directorate Organization



# Districts Liaison Division

- Assists Auxiliary national and district boating safety programs.
- Mentors State Liaison Officers (SLOs) on their duties.
- Coordinates with police, fire, EMS and other state agencies.



# Outreach Liaison Division

- Coordinates with external boating organizations and partners.
- Maintains relationships with the BoatUS Foundation, and others.
- Communicates with boating publications, retailers and more.



# Communication Services Division

- Produces the B-Directorate website and AuxBWiki.
- Produces and monitors social media postings.
- Publishes the “RBS Job One” newsletter.
- Develops boating safety resources and public messages.





# Paddlecraft Safety Division

- Promotes the Auxiliary Paddlecraft (AUXPAD) Program.
- Maintains relationships with the American Canoe Association.
- Designs publications for paddlecraft safety to the public.



# B-Directorate Resources

- Information for boaters and the public:  
[wow.uscgaux.info/content.php?unit=B-DEPT&category=information-for-boaters](http://wow.uscgaux.info/content.php?unit=B-DEPT&category=information-for-boaters)
- Paddlecraft safety for the public:  
[wow.uscgaux.info/content.php?unit=B-DEPT&category=paddlecraft-safety](http://wow.uscgaux.info/content.php?unit=B-DEPT&category=paddlecraft-safety)
- Outreach resources for Auxiliary educators:  
[wow.uscgaux.info/content.php?unit=B-DEPT&category=outreach-resources](http://wow.uscgaux.info/content.php?unit=B-DEPT&category=outreach-resources)
- Boating safety partnerships and information:  
[wow.uscgaux.info/content.php?unit=B-DEPT&category=boating-safety-partners](http://wow.uscgaux.info/content.php?unit=B-DEPT&category=boating-safety-partners)



# B-Directorate Publications

- Auxiliary Partnerships Wiki (AuxBWiki): [auxbdeptwiki.cgaux.org](http://auxbdeptwiki.cgaux.org)
- B-Directorate outreach website: [bdept.cgaux.org](http://bdept.cgaux.org)
- “RBS Job One” newsletter: [tinyurl.com/rb-group-newsletter](http://tinyurl.com/rb-group-newsletter)
- Facebook page: [facebook.com/RecreationalBoatingSafety](https://facebook.com/RecreationalBoatingSafety)



What can we do for you?

