



ACA NY STATE EXECUTIVE COMMITTEE



Buffalo River July 2020



Lake Erie August 2020

WNY OUTREACH INITIATIVES

THE BEGINNING OF THE STORY...

1997-2012 Community Outreach in the UK; Multi agency partnerships aka collaborative programs with a focus on community learning programs linked to tourism (sustainable businesses), healthy living (well being and sport), safety (designing out crime & reducing number of drownings), heritage and more

2013 Return to the states, outfitter, instructor and local paddling group introductions

2014 Second kayak fatality led to a meeting with the DEC and NY State parks with collaboration as the outcome; free kayak 'Wear it on the Water' learning events and free resources

2016 approached by ACA State Director to join the NY State Committee focusing on Buffalo's waterways



OUTREACH 2014-PRESENT



Buffalo River Paddle Float 2016-2019



Rescue demo with Buffalo police 2017

Outreach events

- Cabelas and Dicks -kayak sales weekends
- Resource and information share & safety demos: *Paddle, Bike, Run, Paddles Up, Paddlefest, local triathlons Paddle float, Wear it on the Water with NYSPs and more*
- Paddlesport safety table at Kayak Christmas event for local paddling group
- Public service messaging- on car/rocks during coach sessions
- Best practice share with landowners/management offering vending to kayak rental

Call to action 2016 reach out to all local ACA instructors to help address and improve safety culture and relationships with other waterway users. Relationship developed with the local press. Events covered in paper and on live news- ongoing.

Accessible training & Opportunities

- Scholarship for APW candidates, reduced rate training \$150 with a two year commitment for offering accessible training
- Reduced rate safety training courses for local paddling groups
- Free volunteer safety training for adaptive groups
- Guide training for buffalo river outfitters

Safety events

- Rescue roadshows at 'hot spots' 2014-2017
- Seabirds [Safer boating council](#) grant for resources & outfitter share, 2017
- Start of the season (SoS) event (USCG Aux, NY State Parks, local outfitters)- free rescue training and demos, free resources 2017-2019
- 2020 Leadership training with Ashley Brown- cancelled due to the pandemic
- Start of the Season 2020, partnership with NY State Parks- cancelled due to COVID-19

WNY OUTREACH TO THE FUTURE

2018 Water safety consortium established with [Buffalo Waterkeepers](#)-Safety initiatives and best practice share, resources created

2020 Waterfront Safety FB group- multi agency as a direct result of incidents and rescues on the Buffalo River during the pandemic

2021

Developing multi agency training with the rescue services and working on a funding bid to help reach more paddlers

May 22, 2021 [Safer boating week](#)

Rescue services, local instructors and outfitters offering drive thru boat safety check at Riverworks



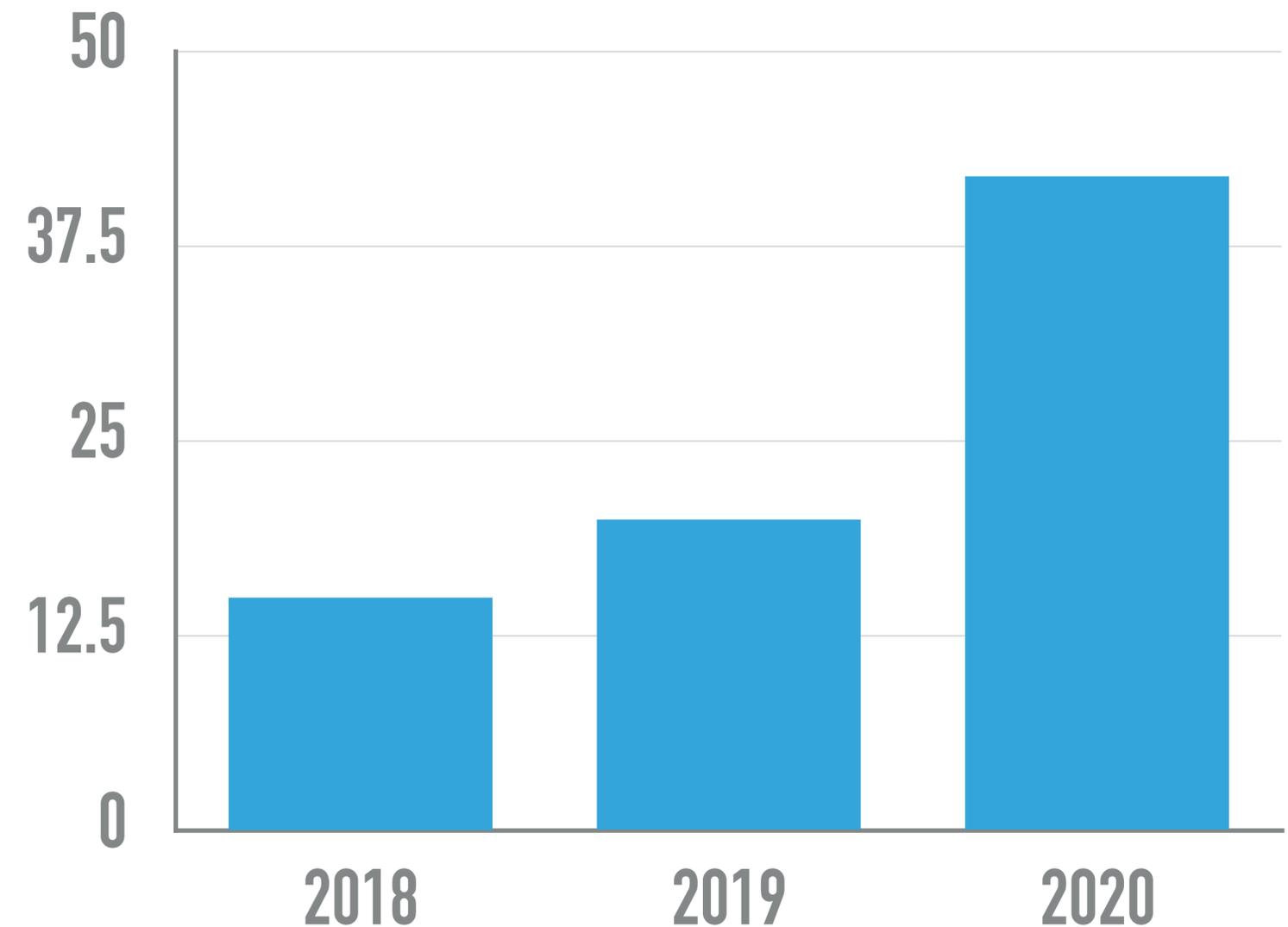
THE NATIONWIDE CHALLENGE

- The [USCG reports](#) 1,624 paddlesport injuries and 758 deaths. However the total number of 'near misses' and injuries is likely to be much higher
- A substantial number of recreational paddlers *do not* have access to safety training
- SEIC meeting 10.16.2020, USCG reported 16 million registered motor boaters vs 33 million self propelled boaters, the licensing is funding the work with the self propelled
- True cost of paddlesport related rescues for just three of our agencies in Buffalo, NY saving 77 paddlers from 2018-2020 is **\$495,847** (\$6500 pp)

Data supplied by USCG, Buffalo Police Underwater Recovery, Hamburg Water Rescue does not include the additional time and resources for USCG education outreach and training events nor volunteer time associated with the rescue services.

911 call outs and rescues conducted by rescue services, does not include recoveries.

Outfitters, motor boaters and paddler assisted rescues are *not* included in the chart.



DELIVERING THE COMMUNITY VISION

The 'How'

Through collaboration and working partnerships, education initiatives, development of a robust 'free' training program aimed at recreational paddlers and a targeted social media campaign, awareness of paddle safety can be raised

Community Education Program ideas

- Paddlesport public safety program for all Big Box store staff focused on safety practices, equipment selection and safety accessories in addition to signposting to local training opportunities
- National safety events delivered locally with partners at hot spots

Delivery mechanisms



- **Members, that's you!**
- New communities and partners
- ACA Instructors and IT/ITE's & PACs/ Directors
- Many many more hardly reached



Paddle Bike Run



Seneca Nation Waterways Event

SUSTAINABLE PROGRAMING & WHAT WE CAN ALL DO

Develop new partnerships and collaborate with other agencies to combine messaging and reach 'new' paddlers

Consider incentives to participation, create opportunities

Choose a hot spot or three for public service messaging

Deliver a free safety day with partners as part of [Safer boating week](#), why not join us on May 22, 2021

Participate in the [British Canoeing Paddles Up](#) online training and explore [other opportunities](#) to grow your skills as a paddlesports professional. [Skill up](#) and be ready for new audiences

ACA can help to promote successful initiatives and provide letters of support for programs as we work towards a sustainable and inclusive future

