



**LEARN WHY WEARING A LIFE JACKET IS YOUR BEST SHOT AT SURVIVING THE UNEXPECTED.**



**KNOW THE IMPORTANCE OF WEARING A LIFE JACKET**



**CREATING A SAFE BOATING CULTURE 365 DAYS A YEAR**

The focus of **Boat Live 365**<sup>®</sup> is on key areas of interest, determined by the U.S. Coast Guard, to help lower the rate of boating accidents, incidents and fatalities nationwide. This pamphlet focuses on one of those areas.

## BOATING ISN'T A COOL CONTEST



Life jackets aren't meant to be cool (though they have come a long way from the orange summer-camp specials). But that's not the point. Your life is the point; your family's lives.

Many boaters, new and experienced alike, have a laundry list of why they don't wear a life jacket: "it's uncomfortable." "I look stupid," "I know how to swim" or "If I need it, I'll put it on." The last one always gets us. We say to those who say that, try putting on your life jacket while treading water. It's not easy. And it's impossible when you're drowning. Imagine your whole family getting thrown overboard without their life jackets. Who's going to save whom?

More important than all these why not's, is the why.

The same reason you wear your seat belt in a car – because you cannot predict the unpredictable: a log hidden below the surface of the water, a reckless boater, a rogue wave or wake. You cannot control how you will get thrown out of your boat and if you're knocked unconscious, then what? But none of this will be your concern because you wear your life jacket.

**79%** of boating fatalities were from drowning.  
**86%** of those were not wearing a life jacket.\*

\* U.S. Coast Guard's 2019 Recreational Boating Statistics Report



## KNOW IT. LIVE IT.

The U.S. Coast Guard labels life jackets according to the boating activity for its intended use. There are five types, described as Off-Shore Life Jackets, Near-Shore Buoyant Vests, Flotation Aids, Throwable Devices and Special Use flotation aids.

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And make sure you check on your specific state laws pertaining to life jacket wear and carriage requirements because each state is different.

Make sure you check the buckles, straps and seams of each jacket before every day on the water. So you can live to tell about it.

### Life Jacket Types

#### Off-Shore Life Jackets

Best for open ocean, rough seas or remote water, where rescue may be slow coming.

#### Near-Shore Buoyant Vests

For general boating activities. Good for calm, inland waters, or where there is a good chance for fast rescue.

#### Flotation Aids

For general boating or the specialized activity such as water skiing, hunting, fishing, canoeing, kayaking and others.

#### Throwable Device

Designed to be thrown to a person overboard or to supplement the buoyancy of a person overboard. It is not to be worn.

#### Special Use

Only for special uses or conditions such as canoe/kayak vest, boardsailing vest, deck suit, etc.

The focus of **Boat Live 365** and its key areas of interest are determined by the U.S. Coast Guard. It's important for us all to be aware of and discuss each of them, all year long.



The dangers of drinking alcohol, taking drugs and other irresponsible behavior on the water.



The importance of reporting boating accidents.



The importance of wearing a life jacket and life jacket standards.



The dangers of propeller strikes and emphasizing the use of an emergency engine cut-off device.



The dangers of cold-water immersion and how to lessen the danger.



The benefits of keeping a lookout and navigation rules and aids.



The importance of boater safety training.



The responsibility of boat operators keeping themselves and others safe.



The dangers of being poisoned by carbon monoxide.

**BOATING IS SERIOUS FUN.**

[www.boatlive365.org](http://www.boatlive365.org)

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