

National Safe Boating Campaign

NEWS

***Boat Smart.
Boat Safe.
Wear It!***

MYRNA THE MERMAID

By Harriet Howard, DVC-AS

There was Popeye. There was Flipper. Then along came PFD Panda and Coastie. All through the years boating safety mascots have entertained and educated the kids about safety on the water. The message of the mascots has been, "Wear your life jacket! It floats; you don't." Whether a boater is an adult or a child, it's our job as Auxiliarists to promote safe boating and encourage the wearing of life jackets.

The most recent Coast Guard statistics show that there were 703 recreational boating fatalities on the water in 2003; 27 of these were children. In all, 86% of the people involved were not wearing their life jackets. We need to educate the boating community to "Boat Smart. Boat Safe and Wear It!"

New ideas generate new interest. So we introduce Myrna the mermaid, an attractive combination of the mythical and the practical. —Myrna wears a life jacket. Her message to all boaters is: "If you don't wear anything else, wear your life jacket!"

With the emphasis on "Wear It," the National Safe Boating Council asks us all to be life savers. Like Myrna, they stress the importance of wearing life jackets when aboard.

Myrna urges all boaters to take a boating safety class because boating education saves lives. She wants all boaters to get a vessel safety check because safe boats save lives. Finally, she asks us not to drink and drive because sober boaters save lives.

Take a tip from the mermaid. Be safe on the water.

