

**9ER Coast Guard Auxiliary  
Public Affairs Program**

# **Project GLIMSS**

**(Great Lakes Integrated Maritime Safety System)**

*A Suggested Public Affairs Program  
For Divisions & Flotillas*

## Project GLIMSS

### **What it is and What it does**

**The "Great Lakes Integrated Maritime Safety System" is a series of Coast Guard Auxiliary-9ER District, Recreational Boating Safety (RBS) and Marine Domain Awareness (MDA) initiatives, supported in full by the 9th District United States Coast Guard. These annual initiatives include a series of issues and concerns specifically focused at fostering safety, education, and security awareness as they pertain to boating, fishing, and outdoor recreational activity in general.**

### History

**Originally introduced by District 9ER, US Coast Guard Command, the objective was to increase public awareness of the practices of safe boating.**

**The effort was aimed at reducing property damage, injury and even death caused by a lack of knowledge and experience on the water.**

**Tasked with presenting this information to the boating and fishing public was not only the United States Coast Guard itself, but the Coast Guard Auxiliary and any other agency, governmental or private, interested in promoting safe boating practices and the reduction of mishaps.**

**Eventually, Project GLIMSS was picked-up by National Coast Guard Command and renamed Project Boat Smart. It is unclear as to what became of it, but with its transfer and renaming, and changes in Command at both the CG District and National levels, Project GLIMSS/Boat Smart fell by the way side with little attention being paid to the RBS messages held, except via the PE, VSC and PV routes.**

**With little direction emerging from national levels, Public Affairs (PA) was asked for little in the way of involvement and participation.**

## Future

### What has changed?

Basically little! The focus towards “prevention” of on-or-near-the-water mishaps through the use of education has remained a constant. However, with the occurrences of 9/11, several things have happened which has placed an even greater value on the importance of Project GLIMSS.

1. The shifting of the US Coast Guard & Coast Guard Auxiliary to the Department of Homeland Security.
2. The new emphasis placed upon Marine Domain Awareness to help combat security threats along the shores and inside the borders of the US.
3. Due to increased man power demands on the US Coast Guard, the necessity of the Coast Guard Auxiliary to increase its assistance to the Coast Guard through public education in all areas of RBS and MDA activity.
4. The need to shift the focus of attention to include not only the boating and fishing public, but to anyone who is involved in outdoor recreational activity where water (hard or soft) is involved. This includes matters of homeland security and public vigilance.

## Goal

The basic goal remains the same. To increase public awareness through **publicizing** a series of issues and concerns specifically focused at fostering safety, education, and security awareness as they pertain to boating, fishing, and outdoor recreational activity in general.

These issues and concerns include the dangers of hard water and sudden cold water immersion, the usage of life-jackets, better boater safety through education, the danger of alcohol & boating, increasing security awareness, enhancing safety through proper equipment maintenance and necessity.

**Project GLIMSS**  
**The Operations**

| <b>Event</b>  | <b>Suggested time frame</b>  |
|---|--|
| <b>Operation No Ice Is Safe Ice-<br/>The Danger of Sudden Cold Water Immersion</b>                  | <b>January or February</b>   |
| <b>Operation Boat Smart-<br/>Take a Boater Safety Class</b>   | <b>February or March</b>   |
| <b>Operation Eyes Open-<br/>America's Waterway Watch</b>  | <b>****April or May****</b>  |
| <b>Operation Flotation/ National Safe Boating<br/>Week-<br/>Pool or Dockside-Wear a life-jacket</b> | <b>****Somewhere between<br/>May 19<sup>th</sup> and 29<sup>th</sup>****</b> |
| <b>Operation Vessel Examination-<br/>Safe boats save lives</b>                                      | <b>June</b>  |
| <b>Operation BADD-<br/>Boaters Against Drunk Driving</b>  | <b>****Pre July 4<sup>th</sup> Holiday****</b>                               |

**\*\*\*\* Indicates highest priority Operations. Each Division should attempt to garner some degree of media attention for these events.**

**Six Operations covering six days of execution annually**

**[This is just a plan !!!](#)**

**A list of goals to consider.**

**There is no mandate for a Division/Flotilla to address all or any of these Operations. What they do however is provide goals for all PA's to accomplish. Use them as your plan. Make-up your minds as to which ones you will address. Set your dates of execution, and then begin your organizing**

**The accomplishment of any of these PA missions should be considered a success by all. It's highly unlikely that any of these will ever be deleted, but these are times of change in the US Coast Guard/Coast Guard Auxiliary. We must be prepared to adapt when called upon to do so.**

**How do we get it done?**

**Well that's another story and one that will be address soon.**