



Communication and Education Strategy

Part 1 - August 2016

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CoastSmart

Developing an Ocean Safety Culture in Canada

Communication and Education Strategy for the CoastSmart Program in the Pacific Rim Region of British Columbia

**Part 1 - Strategy
August 2016**

Written under contract for Parks Canada
by Think Creative Strategies Inc. dba Think 2020

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CoastSmart Communication Strategy - Background

Canada has the longest coastline in the world and an increasing volume of tourism to coastal areas, yet there is no national program for safety messaging or hazard awareness related to ocean beaches, trails, or the surf zone.

CoastSmart, a new pilot project in the Pacific Rim region of British Columbia addresses this need with the goal to reduce incidents and lower the number of deaths and injuries on the coastline - near-shore and in the surf zone. The pilot project seeks to accomplish this by undertaking a hazard assessment of 17 beach sites along the Pacific Rim coastline, as well as developing a communication and education campaign that can be replicated in other parts of the country.

This document builds off the learnings from the CoastSmart hazard assessment along with best practices from around the world and outlines recommendations for a strategic communication and education campaign. Set to begin in 2017 the CoastSmart campaign is designed to increase awareness of coastal hazards, specifically related to near-shore and surf sport activities.

Whereas national youth education led by organizations such as the Lifesaving Society focusses on drowning prevention, the CoastSmart campaign reaches out to the people who are most at-risk of coastal hazards. This audience includes teens and adults who are surf-sport novices, storm watching, or spending time recreating on ocean beaches. The near-shore audience is important as recent statistics show that an increasing number of people who are injured or killed on the coastline had no original intention of going in the water.

The CoastSmart campaign leads with the message to *Respect the Ocean* and understand its dangerous unpredictability. Building off research and proven search-and-rescue calls-to-action, the campaign compels people to *become CoastSmart* and *know before they go near the water*.

The campaign will include a local CoastSmart network where influencers help to spread the need to become CoastSmart amongst those new to, or visiting, the area. In partnership with local tourism operators and AdventureSmart, the campaign will reach out to people throughout BC to spread the message and offer learning resources to educate the audience about specific hazards.

The campaign will highlight the specific dangers of hazards including rip currents, surge waves, slippery rocks and logs, and will be targeted to those who engage in activities like surfing, stand-up paddleboarding, storm watching, beachcombing and families playing on ocean beaches with their young children.

CoastSmart tools to share these messages will include:

- Brand and marketing/communication campaign to encourage people to *become CoastSmart*
- New beach signage identifying hazards and highlighting safety information
- Website
- Videos
- Pamphlets and/or other print products
- Mobile app (developed separately)
- Resources for local CoastSmart Network to share with their respective audiences/clients
- Media Releases
- Education Presentation (in person workshop) for delivery through AdventureSmart
- Interactive learning section on CoastSmart Network leading to an earned completion status which can be shared through social networks and / or displayed on websites

It is intended that following a successful launch of this pilot the campaign will be further developed to be expanded on and implemented in other Canadian coastal areas.

Pilot Goals and Communication Objectives

This communication and education strategy builds on local, national and international best practices in risk communication. The goal of this strategy is to identify how communication and education can be implemented to support the pilot project goals outlined below.

Pilot Project Goals

These pilot project goals will act as a guide for this strategy and for the related communication goals, ensuring these desired outcomes are touchstones for the communication and education research and strategy.

1. Reduce public risk and enhance coastal safety.
2. Reduce the number of emergency occurrences related to aquatic or near-water activities.
3. Adopt a collaborative multi-jurisdictional approach.
4. Build upon the pre-existing prevention efforts of other organizations.
5. Establish a model that can be utilized in other areas of Canada.

Communication Objectives

1. Increase awareness of the CoastSmart initiative (locally and provincially).
2. Build buy-in and encourage a community of practice / local collaboration through the stakeholder consultation process.
3. Expand reach of CoastSmart safety messages through the strategic use of communication and education vehicles.
4. Create a brand that is specific to the local context, yet be flexible enough to be accommodated and integrated into other Canadian communities - beyond this pilot.

Statement of Work

The statement of work guiding the communication and education consultants consisted of the following tasks and deliverables:

1. Develop a comprehensive communication and education strategy.
2. Compile and develop content for educational and communication products.
3. Develop a logo and graphics that can be used in variety of contexts including signage, website, mobile app, and other materials.
4. Assist the Project Manager with the coordination and management of communication and education components of the CoastSmart program.

Project Methodology



This project followed a phased methodology consisting of the following activities and deliverables based on the technical specifications provided by the project Steering Committee.

Research & Discovery

July - August 15, 2016

The research and discovery phase included the following activities:

1. Reviewed and refined the project plan
 - a. Met several times with the Project Authority, Project Manager, and Steering Committee to review the project plan and requirements for meetings with community and other stakeholders.
 - b. Met with the consultant developing the Mobile Application to coordinate development of content and design approaches.
 - c. Met several times with the hazard assessment team to ensure a seamless and coordinated approach to the communication and education strategy. Conducted site visits of several beaches within the project boundaries.

2. Conducted a broad consultation process with stakeholders
 - a. Held meetings in Tofino and Ucluelet with local stakeholders from 35 different organizations representing all major sectors to develop a detailed understanding of current public outreach and communication activities and opportunities to work with different groups to disseminate the CoastSmart message. See Appendix B for a list of stakeholders.
 - b. Designed, programmed, implemented and analyzed a comprehensive survey of local stakeholders' communication tools and recommendations as well as incident data. There were 65 responses received. See Appendix C for survey questions and results.
3. Consulted with national level organizations including the Life Saving Society of Canada, Avalanche Canada, AdventureSmart, and Canadian Surf Association.
4. Reviewed international educational materials and approaches for beach safety from other jurisdictions, specifically from the United Kingdom, Australia, and Hawaii. Best approaches to adapt for use in Canada were determined. This analysis of best practice approaches for beach safety from other parts of the world was reviewed with interest in curriculum, marketing presentation, key messages, graphic identity, curriculum and educational resources.
5. Conducted an extensive literature review of research on best practices in risk communication, beach and water safety communication, and behaviour change communication. See Appendix A.

Communication Planning

Education Planning

Design & Development

August - October 2016

The research and discovery process informed the communication and education planning. See Appendix D for a preliminary report (August 2016) on strategic direction and creative direction including brand and education options. See Appendix E for a preliminary report (August 2016) on signage standards and initial templates for parking lot signage.

Design and development of select tools, including one education presentation (module) and a website design and navigation recommendation will take place September - October 2016.

Stakeholder Consultation

An extensive stakeholder consultation process took place during July - August 2016 and consisted of 40+ face-to-face meetings with local influencers in Tofino and Ucluelet from various sectors including accommodation, surf instruction, tourism, business, government, non-profit, education, mass media, hospitality, and emergency response.

The insight gathered during the in-person meetings was complemented through a custom-designed survey soliciting feedback and advice on communication and education strategies, barriers and opportunities related to CoastSmart. The survey (Appendix C) was designed, programmed online, and distributed during July. An invitation to complete the survey was sent to the stakeholder list in Appendix B and reminder emails were sent via the Chamber of Commerce - Ucluelet and the Chamber of Commerce - Tofino. During a one week period, 65 responses were collected, providing benchmark awareness data and in-depth contribution to the understanding of the local communication environment. The following discussion is the result of insights gathered and analyzed in this stakeholder consultation period.

Local Communication Environment

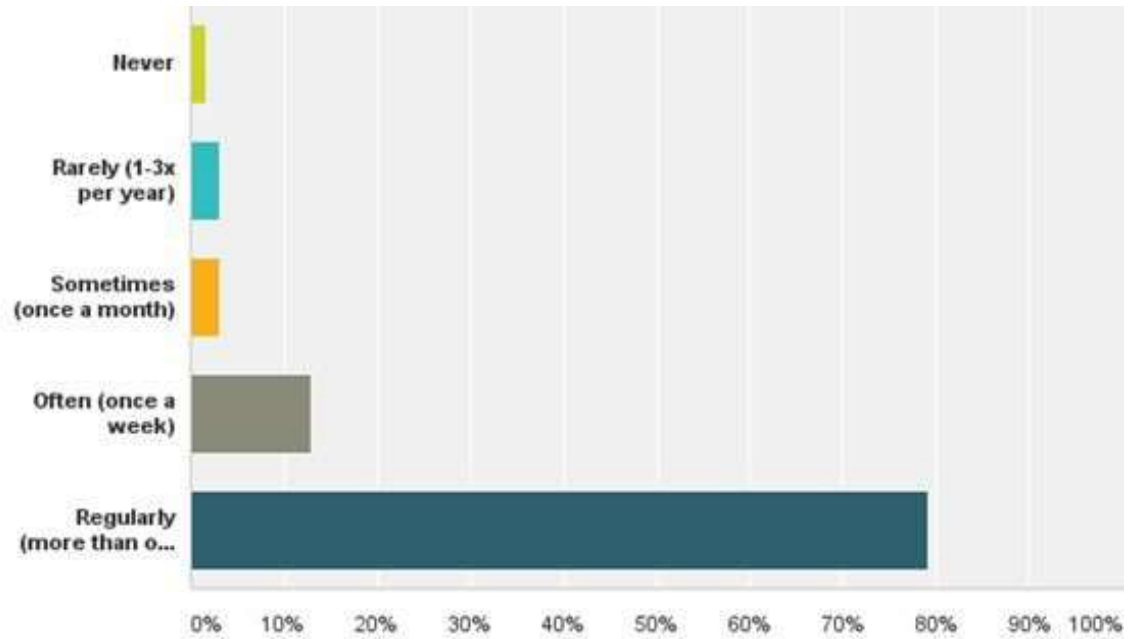
The communication environment in the Pacific Rim is unlike other Canadian communities. Given the remote location of this corner of the province, and the draw of visitors who have a common adventure in mind – they want to experience the water's edge and want to learn from locals with inside information – communication with visitors is focussed and frequent. Residents in Tofino and Ucluelet have regular, direct communication with people looking specifically for coastal and safety information.

While other tourism-oriented communities in Canada may have high visitation (Banff National Park, for example) the communication environment is markedly different in that visitors are able to access most, if not all, coastal areas in the Pacific Rim. In mountain parks, most visitors stay in the frontcountry and do not stray far from highways. Further, there is a wide array of hazards in mountain parks (e.g., avalanches while backcountry skiing, swiftwater while paddling, falling or getting hit by falling rocks while climbing) which makes risk management communications more difficult. In the Pacific Rim, the principal hazard to be encountered is the ocean, making risk communication more targeted and the need for a coordinated approach even more important. Further, in Pacific Rim visitors can easily gain entry to all beaches and trails, which means they can also quickly find themselves in hazardous zones and conditions. Most Pacific Rim coastal areas are also close to resorts and residents. Local residents consistently comment about warning and helping visitors in hazardous conditions/locations.

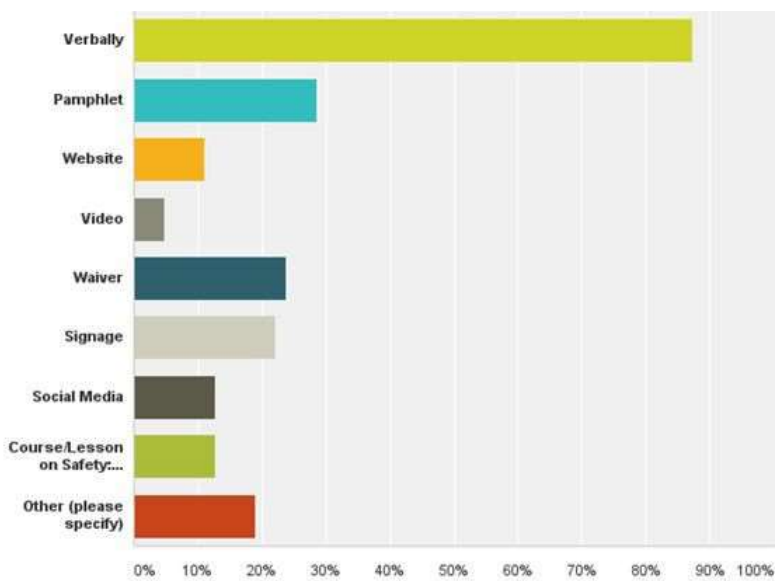
In the Pacific Rim communicating about coastal safety is woven into the fabric of the area. For example, 90% of survey respondents indicated they communicate directly with beach recreationalists, visitors, and tourists at least, or more than, once a week. And, this

communication often takes the form of providing safety information with 75% of respondents saying they communicate coastal safety information once a month or more often.

Survey Question:
how often do you /
or your
organization
communicate
directly with beach
recreationalists,
visitors, and
tourists?



Residents typically communicate safety information verbally, or through printed materials such as pamphlets, signage or waivers.



The survey results reveal the timing is right for the CoastSmart pilot as there is a clear need to help stakeholders with this demand for key messages and tools to help them and their organizations convey information communication.

When asked if they would be interested in CoastSmart materials to share with visitors and beach recreationalists, 94% of respondents said yes. Those who declined indicated this wouldn't apply to their situation.

Q5 Would it be useful if CoastSmart developed messages and tools for you / or your organization to use when you want to convey information about risks and coastal safety to this audience?

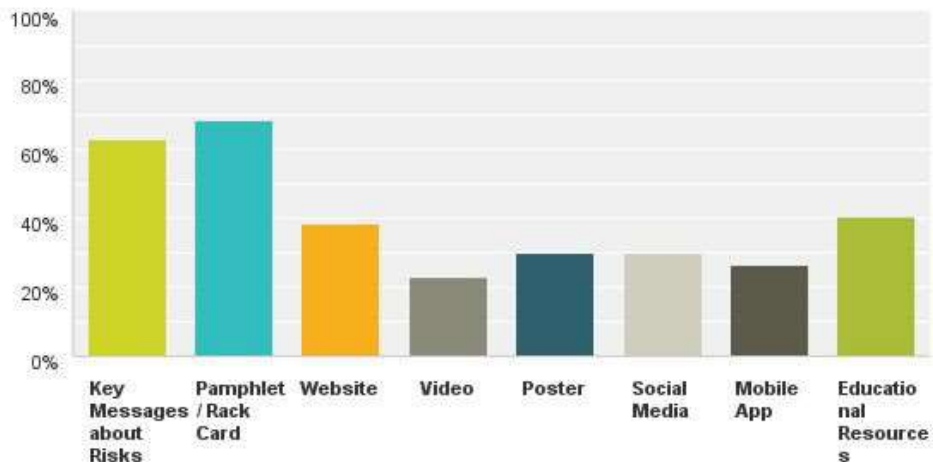
Answered: 44 Skipped: 9



This was further expanded on with an order of preference for new tools and messaging from CoastSmart as shown in the graph below.

Q7 Which of the following tools would be most useful for you / or your organization to share CoastSmart information? (select all that apply)

Answered: 57 Skipped: 7



Survey respondents outlined the communication barriers and opportunities as follows.



The following pages detail a sample of the verbatim answers to open ended questions about communication barriers and opportunities and also about the most important key messages and tone of messaging. For the full CoastSmart Stakeholder Survey results, refer to Appendix C.

Overall, the consultation process and survey results reveal that the local communication environment is unique and lends itself to building an even stronger culture of coastal safety communication in the area with the launch of this pilot. Creating a campaign that is trusted and embraced locally will lead to strong local stakeholder engagement with consistent messaging for visitors and new residents.

COMMUNICATION BARRIERS

CoastSmart - Stakeholder Feedback

In your opinion, what are the biggest barriers to communicating about coastal safety?

Answered: 45 Skipped: 19

Sample of verbatim answers

- *Visitors who don't speak English.*
- *tools to train staff to share the information with Tourists*
- *Language barriers.*
- *With a large volume of people, it's difficult to get the message across to everyone.*

- *Getting people to listen to your safety message. If we give them too much information, people tend to disengage.*
- *Language Barrier*
- *People who assume their skill level and knowledge are greater than they are (I.e. they've surfed in Hawaii once and therefore know how to surf our beach breaks...)*
- *Guests feel that they know what they are doing and ignore advice.*
- *Access to education, not everyone reads signs, goes to visitor centers or speaks with locals. United and consistent information for educators*
- *Lack of Knowledge*
- *Not having information.*
- *Cutting through all the other stuff out there - all the other messaging, the excitement of being in Tofino, on holiday, etc. - and getting the intended audience to LISTEN.*
- *Access to information that is not too overwhelming to share with others.*
- *being able to reach out to all beach users*
- *People's holiday "blindness" --- they're here to have fun, not to learn stuff, especially stuff they can't / shouldn't do.*
- *Availability of medium that reaches the visitor's awareness. A sign warning of low medium extreme wave danger is more harmful and misleading than helpful. Unless you grow up by the ocean you're unlikely to have the healthy respect needed, especially in potentially treacherous waters., And access at low tide that cut off access at tide change. people need to be taught what exposure entails.*
- *hazards being extensive can only be communicated via educational initiatives that are Accessible.*
- *Mobile app seems the most realistic for massive non cost exposure of the important messages.*
- *not wanting to scare anyone*
- *Language and laziness to read. Communication should be with graphics and figures. More visual than text.*
- *Inexperience regarding ocean dynamics*
- *Lack of cohesive messaging.*
- *Coordinating the messaging*
- *Visitors can be distracted - focusing on having fun without paying attention to the risks involved. Lack of attention combined with little knowledge proves to be quite dangerous.*
- *The fact that it "looks safe" and "others are out there"*
- *Most people don't read/obey signage. "Doesn't apply to me"*
- *People paying attention*
- *People see the whole of tofino as a resort*
- *Proper signage without disrupting the natural habitat*
- *Language barriers with international guests. Also, there is fine line of totally freaking people out and making them feel safe.*

COMMUNICATION OPPORTUNITIES

CoastSmart - Stakeholder Feedback

In your opinion, what are the biggest opportunities to improve communication about coastal safety?

Answered: 44 Skipped: 20

Sample of verbatim answers

- *The biggest opportunities are educating visitors in either workshops, educational talk offered while visiting.*
- *Visitors love to learn about the area they are visiting, more importantly they want to contribute. Education Tourism!*
- *When a guest gets a parking pass, or when a guest stops at the info centre or checks into the hotel.*
- *with guests, signage on beaches*
- *By utilizing things that our guests are already looking at, like maps etc and informing them before they even arrive.*
- *Better understanding of the specific areas of the coastline that are at a bigger risk for the BIG wave.*
- *signage at common access points to the ocean, collaboration of organizations. BC Parks, Parks, tourism Tofino / Ukee Communities advocating the same message*
- *Community wide messaging through public avenues such as radio, newspaper, media*
- *To get as many people as possible (staff, locals etc) to have consistent messaging, to effectively have coastal safety as part of our local culture as much as it is a part of what visitors need to know.*
- *Signage. A shared/united vision from both communities and the park. Access to (engaging) information*
- *work together with the community and the tourism operators*
- *We host an incredible amount of visitors to this area, we don;t want to scare them away but we want them to be safe when they are here.*
- *Educational information in hotels, vacation rentals, at park locations, more narrative at beach locations ie*
- *Surf shops, surfrider, resort welcome info, tourism tofino*
- *Clear messaging, connecting with locals and hospitality front runners.*
- *Learning to appreciate the ocean for what it is.*
- *Cohesive messaging!*
- *schooling, beach front signage, surfing instructors, accommodation facilities in the region*
- *Signage, information, education*
- *Encouraging residents to share information with visitors; making information more readily available.*
- *Better signage and social media/ media updates. Information in all the Accoms.*
- *Information in conjunction with local maps that people might actually hold on to.*

- *Education within the community*
- *social media, promotional videos and educational sessions for the community and workers who are within the beaches and surf zone*
- *Signage at beach accesses and along the beaches*
- *signage at the beach access points advising of the dangers and signage along the beaches as well*
- *All groups on the same page. Not separate communication tools. Tourism Tofino, Tourism Ucluelet, Chambers,*
- *Aquarium, Businesses.-website links on all aquatic activity company pages and information readily available to visitors such as brochures.*
- *When we sell stuff to them*
- *Possibly apps or websites with location abilities that target messages to people in certain areas of beaches or trails.*
- *engage people while they are engaged in the activities that pose the most risk. Eg. Transport Canada requires tour boat operators to do a pre-departure safety briefing.*

RECOMMENDED TONE / KEY MESSAGES

CoastSmart - Stakeholder Feedback

In your experience, what is the most important message, or tone of message, necessary to communicate with people who are unaware of the risks on our beaches and in the surf zone?

Answered: 49 Skipped: 15

Sample of verbatim answers

- *The ocean is unpredictable and you should always have an eye on it. be aware of tides at all times when travelling along shorelines.*
- *The most important message is to be aware of your surroundings and also to be aware of your ability level and not underestimate the ocean.*
- *Letting them be aware of the strong currents and rogue waves. 7/23/2016 12:15 AM*
- *Clear and concise messages about what areas are safe*
- *The most important in the winters would be storm watching/beach walking at high tides (driftwood, etc.) Throughout the year, rip currents, tides, etc.*
- *Please respect and treat with care. Be alert to wildlife using the beach, keep your food away from wildlife effectively.*
- *The ocean is unpredictable and even if you think you are safe you may not be. Regardless of whether one is on the rocks or standing at long beach watching the tide come in during a storm; A positive educational tone*

- *Although everyone wants to relax when on vacation, it is still important to keep your wits about you and be aware of potential safety risks.*
- *Summary of Risks, and Behavior Suggestions*
- *The most important message in my opinion is that the ocean is a very dynamic environment that is consistently changing.*
- *To engage people in being responsible for their own safety and seek information wherever they can.*
- *It is important to use a common sense approach, to be serious but not be alarmist.*
- *Short, to the point, easily understandable for people from different backgrounds/languages & visually appealing.*
- *Respect the beach and the ocean*
- *It's not a lake, it's an active, ever-changing ocean environment.*
- *A wide variety of tools - both online and print - to educate all users from millennials to older generations - avoid negative language such as 'don't' because that comes across as preaching or nannying - typical government language that you want to avoid because it's been done before. Talk to some of the people you are targeting your messages at and see what would work for them - they provide useful insight as to why messages miss them.*
- *Apply the 5 min observation from safe distance per wave ft. Rule. We provide safety sheets with every rental.*
- *The biggest danger I witness on a regular basis after 45 years on this coast is the lack of ocean awareness displayed by tourists simply walking on the beaches and Rocky shores/ headlands. Of the huge risk of being swept out to sea, they seem to be completely oblivious.*
- *Rips and currents are strong. Be within arms reach of kids at all times.*
- *RESPECT THE OCEAN.*
- *play safe, stay safe. * be aware of the dangers. Many tourists are very oblivious.*
- *Warnings about swell and wave unpredictability . Warnings about rip currents and how to get out of them*
- *Science, education and logic*
- *advice on what is safe and WHY*
- *To make them aware of ocean dangers, rogue waves, and the importance of being prepared before surfing or entering the water.*
- *relevant risks at each beach, education on dangers such as rips, currents and rogue waves etc*
- *I think it is important that the message encourages people to learn more*
- *Simple and direct.*
- *the Beaches are unpredictable so it's important to respect and understand the conditions*
- *How dangerous the ocean really is and how unpredictable it can be.*
- *that the coastline is dangerous in all weather conditions not just in the winter during storms*
- *The surf and how powerful it can be.*
- *No life guards.*

- *Letting people know that there are always currents even if the surf looks small and that the ocean can be unpredictable. Beware of rocky headlands and climbing on rocks as you can be easily swept off.*
- *That this area is the wild and it is not a playground for our benefit*
- *Wildlife encounter warnings*
- *Use caution and don't take your safety for granted*

Target Audience

The primary target audiences for the CoastSmart initiative are 1) those most at-risk to encounter the hazards, and 2) local leaders / champions with the appropriate knowledge and influence over those most at-risk. The following breakdown of audiences is derived from tourism research (both provincially and locally), the CoastSmart Risk Assessment Report and interviews with local stakeholders and first responders.

Primary Audience - Those Most At-Risk (visitors and new residents)

- Novice Surfers
- Storm Watchers
- Stand-up Paddlers (SUP) new to the ocean environment
- Parents of Young Children

Primary Audience - Locals (Pacific Rim Area) Who Have Influence Over Those Most At-Risk

- First Responders (Coast Guard, Fire Depts, RCMP, SAR, etc.)
- Pacific Rim National Park Reserve Staff
- Visitor Centres / Tourism Agencies
- Accommodation Sector
- Surf Shops / Instructors
- Tourism Operators
- Business Sector / Chambers of Commerce
- Local Educators and Non-Profits
- Residents of Tofino and Ucluelet
- Local Mass Media

Secondary Audience - Provincial

- BC residents who are considering a trip to the Pacific Rim region
- Educators who would like lesson plans and resources for a module on beach and coastal safety (teachers, youth leaders, outdoor educators, etc)
- BC residents who would like to learn more about beach and coastal safety
- Provincial Government

Secondary Audience - National *(Program Funders, Project Leaders, Future Partners and Other National Locations Interested in Expanding the Pilot to Other Areas of the Country)*

- National Search and Rescue Secretariat
- District of Tofino
- District of Ucluelet
- Pacific Rim National Park Reserve
- National organizations with an interest in CoastSmart: Parks Canada, AdventureSmart, Red Cross, LifeSaving Society, Canada Surf Association, etc.

CoastSmart Brand

Brand Research

The development of a brand strategy was initiated in July 2016 to link the project's pilot goals, the local stakeholders' goals, and international best practices in water safety branding. The brand development process was designed to ensure that objective and research-based direction and decision making would guide the development and design of the CoastSmart identity and how it would ultimately be expressed – its brand.

The process considered the following:

- What is CoastSmart's unique purpose?
- How will this unique purpose be fulfilled (what are the reasons to believe in it)?
- Who are CoastSmart's primary and secondary target audiences?
- What are the target audiences' needs / desires that the CoastSmart brand must consider and appeal to?
- What is the desired brand personality / tone?
- What is the communication environment within which the CoastSmart brand will be viewed and interpreted?
- How must the CoastSmart brand allow for brand extensions or sub-brands within it?
- How can the brand support development of a brand narrative and stories?

To answer these questions, the communication consultants completed a review of related literature providing critical insight and perspective into best practices and insight in the target audiences (Appendix A). In addition, the stakeholder consultation (Appendix B) identified appropriate brand strategies, alliances, barriers, opportunities and tone.

Ultimately, the biggest challenge in branding CoastSmart for this pilot project is one of balance.

Balance between:

- The tourism message and the safety message.
- The local focus and the national implementation.
- Owning the safety message and supporting others in delivering it.
- The calm of a clear ocean day and the underlying chaos of the hazards.
- The lure of risk and the reality of danger.
- Planning for holidays from afar and the spontaneity of the moment when there.
- Expectations of a manageable water experience and the unpredictability of the ocean.
- The cool-factor of Tofino and Ucluelet, and the undesirability of injury and death.

Taking these challenges and all the research into consideration, the following brand strategies and personality / tone were identified.

Brand Strategies

1. Fresh, contemporary brand that fits the local context but is adaptable for roll-out in other locations.
2. Brand colours need to consider international site signage palette.
3. Clear messaging and calls-to-action that are easy to understand.
4. Must support local stakeholders' brand promises and campaigns.
 - Stakeholders need to trust the CoastSmart brand
 - CoastSmart brand is supplementary to stakeholder brands – cannot compete visually
 - Logo should look like a “stamp” of achievement or approval and, over time, should be easily recognized
 - Brand needs to be easily integrated into stakeholder marketing efforts

Brand Tone and Primary Key Messages

Local stakeholders were surveyed on their opinions on brand tone and main key message. The majority of respondents answered this open ended question with thoughtful responses as indicated in the following word cloud. The larger fonts represent words that were used more frequently in the answer; the smaller the font, the less often it was used.

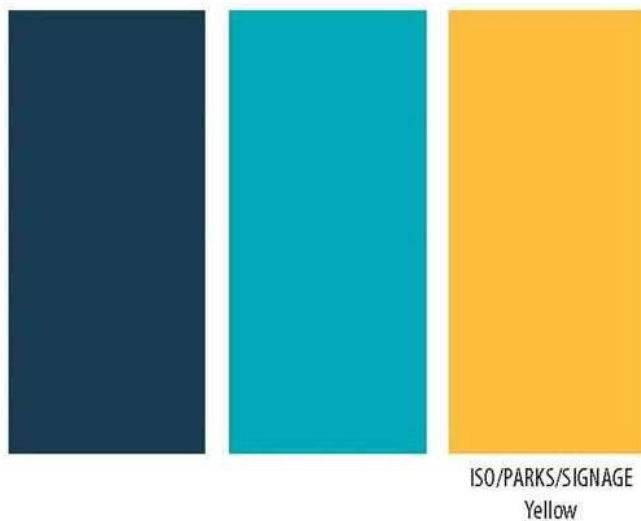
Building on this feedback from locals as well as the review of branding best practices in international water and beach safety, the CoastSmart tone and personality is recommended to be serious, respectful, bold, and edgy.

The CoastSmart brand needs to convey something the audience wants to become. It needs to appeal to the audience's desire of what they can achieve, of what they can “be”.

Logo Design

The CoastSmart logo has been designed to work as a complement to stakeholder brands and act as a stamp of approval which is visually recognizable over time.

Emphasizing the “Smart” in CoastSmart and using a stylized A that is reflective of the international triangle hazard symbol, the logo and tagline combination visually reinforces the importance of being intelligent about coastal hazards and respecting the power of the ocean.



Brand Environment -- Where this Brand will Live



Brand Environment -- Where this Brand will Live

The
WICKANINNISH INN
Tofino, Canada



UCLUELET
Life on the Edge...



Communication Strategies



The communication strategies derived from the research and designed to achieve the objectives outlined on page 3 are threefold:

1. Build local buy-in and engagement. Identify champions and influencers.
2. Increase awareness of CoastSmart outside of Pacific Rim so that visitors hear about the initiative before they arrive.
3. Keep CoastSmart content fresh and the audience engaged.

Strategy 1

Start by Building Local Knowledge, Trust, and Engagement. Create a Community of Practice / A CoastSmart Network

In order to support the long-term goal of a cultural shift and change in behaviour, this program will benefit from a strong network of local stakeholders all on the same page, using the same messages, and armed with the same or similar resources. The research process revealed this is already happening to an extent but that it suffers from a lack of coordination and consistent messaging. This project builds on the good, prevention-oriented work that is already being done in the Districts of Tofino, Ucluelet and by Parks Canada. The stakeholder engagement process revealed the need for this service locally and the interest in local cooperation and participation.

This campaign will be most successful if the community is engaged and if CoastSmart encourages a community of practice, where locals see the benefit and ROI of speaking in a unified voice and promoting the entire community to become CoastSmart. This approach will help the CoastSmart brand become sustainable and will have potential beyond the project end-date of March 2017. To accomplish this, the first communication strategy must build on this buy-in and offer useful resources to a local CoastSmart Network.

The rationale for local business and stakeholder participation is simple. Businesses benefit by receiving tools that their clients or customers have been asking for at little to no cost. It is a win-win scenario. Visitors and migrant workers become modestly educated about the hazards they may encounter in the area thereby reducing the number of incidents, injuries and deaths. This is good for tourism and good for managing risk. In this light, the return on investment is self-evident as is the pride in promoting Tofino and Ucluelet as Canada's first CoastSmart communities.

Tools and Tactics to support Strategy #1: (developed under separate contract)

CoastSmart Network - Build a community of practice through the creation of a CoastSmart Network. Send an email inviting local businesses to join the network. Use this new email list to send updates about where they can get resources, how they can support the campaign. Offer them sneak peaks at the materials and a chance to comment on the development of messaging and other CoastSmart initiatives.

Photography and Video - It is recommended to conduct a photo shoot and capture video footage of hazards, activities, and influencers to build audio visual assets that are owned by CoastSmart and not used in other local stakeholder marketing materials. This

will lead to an authentically Tofino/Ucluelet visual tone that is customized for CoastSmart and expandable for use in all tools.

Website:

The goals of the CoastSmart website are to:

- **Educate about coastal hazards.** The website will include hazard specific information as well as offering some information of the beaches included in the risk assessment. The hazard information will be presented in different categories, depending on the perspective of the user. For example, information will be presented by activities: storm watching, surfing, etc. and by hazards: rip currents, slippery rocks, etc.
- The website will include hazard education through “CoastSmart 101” and assessment through an online quiz (see education section of this report for more details). This short online learning interaction is phase 2 of the education module developed for AdventureSmart focussing on the basics of the key hazards identified in the risk assessment. To “Become CoastSmart” learners must complete a set of interactions and quiz questions.
- **Support a CoastSmart Network** by providing resources for local businesses and residents including key messages, a printable pamphlet, etc.
- **Provide rich features for a variety of audiences** including translation and map views. To account for some of the communication barriers, the website will include an automatic translation function (such as Google Translate). The website could also provide detail on appropriate beaches for various activities which are drawn directly from the mobile application (in development under separate contract).

Communication Strategies continued

Strategy 2

Increase Awareness of CoastSmart Outside of the Pacific Rim

To reach visitors while they are planning their trip so that they are aware of CoastSmart before they arrive in the Pacific Rim, it is advised to create partnerships and to secure advertising dollars to share the CoastSmart message in other areas of British Columbia.

Tools and Tactics to support Strategy #2: (to be developed under separate contract)

- **Audio Visual:** Building on the photography and video assets obtained in Strategy #1 (interviews/photos with local influencers), use these assets to script three vignettes based on hazards (rip currents, surge waves and slippery rocks). These videos would be produced in a separate contract and would supplement AdventureSmart education and be used locally and throughout the province to increase awareness of these hazards.
- **AdventureSmart Promotion:** Promote CoastSmart through AdventureSmart channels (in the summer months approximately 14,000 individuals are reached through AdventureSmart presenters/ambassadors)
- **Provincial Campaign** Be CoastSmart photos and messages to be shared provincially (created under separate contract)
- **Provincial Advertising:** Depending on implementation budget, either:
 - 1) partner with tourism agencies in Tofino and Ucluelet for provincial advertising opportunities (PSAs, print ads, BC Ferries advertising, airport advertising [YAZ, YVR South Terminal, airport shuttle], print advertising, Tourism Discovery Guides, flat sheets, etc), or
 - 2) Fund independent advertising campaign if implementation budget allows for it.
- **Other Options for Supporting Tactics and Tools (depending on implementation budget)**
 - Partner Promotion (e.g. Tourism Tofino's 2017 Storm Watching Campaign: Come storm watch and learn how to do it safely)
 - Videos shown on BC Ferries and on website
 - Videos shown at BC surf schools and equipment rental shops
 - Pamphlet and/or tent card for local hotel rooms as well as in other island hotels
 - Display Ads in Vancouver Island airports, ferries, car rental agencies, Vancouver Island magazines
 - Media Relations and email invitation to take online interaction and earn the right to claim CoastSmart status for sharing with networks

Communication Strategies continued.

Strategy 3

Keep the content fresh so they have a reason to return

Tools and Tactics to support Strategy #3: (developed under separate contract)

- Develop CoastSmart 101 for the website - take the full AdventureSmart education presentation and reframe it into a shorter, custom digital quiz that will live on CoastSmart.ca (refer to list of potential education options)
- Find a key partner to manage CoastSmart updates and promotion beyond March 2017 (short-list of potential partners include Tourism Tofino, AdventureSmart, a BC Provincial Ministry)
- Offer real-time information available through web, mobile app, weather websites, etc.
- Digital badges earned through successful online quiz completion - people can share badges through social networks
- Website pages will have a button to “share this safety information” so that CoastSmart content will be shared through social media channels
- Note that while social media channels for CoastSmart have all been secured for future use (see Appendix G), this pilot project will not include active use of this tactic because of the end date of March 2017. This pilot will use social media only for secondary promotion where it is encouraged that others share the CoastSmart messages through their own networks. A CoastSmart social media strategy is an option for the next roll-out if there is funding for a manager or coordinator to do updates and keep the audience engaged.

Matching the Strategy to the Tourism Cycle

Communication Strategy



Tourism Cycle



CoastSmart Tools

AdventureSmart Presentation
Advertising (*budget dependent*)
Media Relations

Visitor Information
Local Advertising
Beach Site Signage
Local Influencers / Network
Print tools in Accommodations
Website / Learning

Website
Videos
Mobile App
Social Media Channels
Digital badges CoastSmart 13

CoastSmart Campaign to support all three communication strategies

***I Am CoastSmart* Campaign**

Position Pacific Rim as Canada's first CoastSmart community. Lead the CoastSmart initiative with a targeted campaign that answers the question: "What is CoastSmart?" with an earned right to answer "*I am CoastSmart*".

To earn this title, true and deserving locals would be grandfathered in. Others - like newer "locals" - could take a short digital lesson which, when passed, gives them the right to say they are CoastSmart. Eventually the promotion of this status will encourage visitors and tourists to want to claim this status for themselves. This strategy has the potential to grow, exponentially, through third-party referral and support.

The stamp-style of the CoastSmart logo offers individuals and businesses the opportunity to promote the fact that they are CoastSmart.

This campaign supports all three communication strategies as follows:

Communication Strategy 1: The *I Am CoastSmart* campaign recognizes local knowledge and expertise and encourages the Pacific Rim community to take pride of ownership in this pilot project

Communication Strategy 2: The *I Am CoastSmart* campaign builds on the audience's desire to "be like a local" by showcasing the campaign in other areas of BC

Communication Strategy 3: The *I Am CoastSmart* campaign encourages participation in learning about hazards through the sharing of *I Am CoastSmart* status

***I am CoastSmart* Campaign Materials:**

- **Photoshoot of local influencers** from many different sectors claiming they are CoastSmart and calling on others to be the same
- **Video footage** of these local "celebrities"/community leaders/influencers talking about being CoastSmart and what it means to them and why others should want to do it too
- **Promotional Items:** *I am CoastSmart* promotional items (depending on budget: CoastSmart-branded tent that is beach-worthy and can be loaned to stakeholders, t-shirt, bumper stickers, etc).
- **Paid media: Local and provincial advertising** in mass media (depending on implementation budget)
- **Earned media:** media relations / media releases

What does it mean to be CoastSmart?

What “being CoastSmart” means will be further defined in interviews with local influencers and throughout the creation of campaign materials. However, using information from the stakeholder consultation and quotes from the survey, the detail below begins to answer this question:

I Am CoastSmart because I know:

- *The ocean is unpredictable and even if I think I am safe I may not be.*
- *Although everyone wants to relax when on vacation, it is still important to keep your wits about you and be aware of potential safety hazards.*
- *The ocean is a dynamic environment that is always changing.*
- *The coastline can be hazardous in all weather conditions, not just in the winter during storms.*
- *The beaches can also be unpredictable so it's important to respect and understand the conditions, especially flooding.*
- *How powerful the surf can be.*
- *There are always currents even if the surf looks small.*
- *It's not a lake, it's an active, ever-changing ocean environment.*
- *The ocean is unpredictable and I should always have an eye on it.*
- *To be aware of my surroundings, including changes in conditions.*
- *To be aware of my ability level and not underestimate the ocean.*
- *To ask for help from other surfers, especially for local area knowledge.*
- *The importance of being prepared before surfing or entering the water.*
- *Not all ocean entry is planned.*
- *Ocean entry requires thermal protection.*
- *There is always a risk of being swept out to sea, but many people are not aware of this hazard.*
- *Rips and currents are strong. Be within arms reach of kids at all times.*
- *There are no lifeguards.*
- *To be aware of the hazards and communicate them to visitors. Many tourists are new to the area and have no knowledge of the dangers.*
- *Wildlife - especially wolves, cougars and bears - also use the beach for corridors and for food.*
- *This area is the wild and it is not a playground for only our benefit.*
- *We need to respect the beach and the ocean.*

Education Strategy

Target Audience

As noted above, the primary target audiences for both the communication and education strategy are 1) those most at-risk (visitors and new residents); and 2) locals in the Pacific Rim area who have influence over those most at-risk.

It is worthwhile to take a more detailed look at the target audience for the design of the educational materials. Much of the developed curriculum will be targeted toward tourists of the coastal area. Many local adults already know anecdotally the hazards associated with their nearby coastline. Most tourists, however, will be coming with reduced knowledge of the inherent risks of coastline activities and without the formal training or experience to avoid hazards. Often they are visiting with the express intention of interacting with the coastline and are doing so without an instructor or guide (especially in popular activities of walking and storm watching along beaches or recreational swimming). Therefore tourists are a large party stakeholder that should be targeted by education programs in Canada.

Another large learner audience is the tourism or resort employee working directly in the coastal area. The companies these employees work at may offer services to tourists such as surf rental shops, surf or SUP instruction, resorts and hotels, etc. They are therefore positioned well to impart CoastSmart curriculum and materials to the target market.

Hospitality workers in both private and nonprofit sectors have direct interaction with tourists in the area and a unique opportunity to provide key CoastSmart messaging. Many tourism workers (guides, front end staff, kitchen staff, housekeeping, maintenance positions, etc.) are attracted to the area not necessarily for the career opportunities but rather the opportunity to explore and recreate in the surrounding coastline during their off time. Naturally they have more time and get increasingly comfortable with the surrounding area more than a typical tourist, but they do not have the background and history of a local who has grown up in the environment. These staff are therefore in a position to benefit from and significantly help expand the reach of CoastSmart educational messages.

Adult Learning Principles

Although the target audience may be fully unaware of coastal hazards, it must also be acknowledged that adult learners come to the process of learning with significant experience and knowledge. Adult learning principles are foundational for the development of the materials as this presentation needs to appeal to the target audience's internal desire to say "*I Am CoastSmart*".

Adult learning principles (andragogy) is based on Knowles theory of motivation:

- Need to know - adults need to know the reason for taking the training.
- Foundation - adults learn best building upon their prior experience and that this includes making mistakes.
- Self-concept - adults are responsible for their own education.
- Readiness - adults want to see immediate relevance to work and life.
- Orientation - adults learn better with problem centered interactions rather than just content.
- Motivation - adults are better motivated with internal motivators rather than external motivators.

Selected Education Option

During the initial phase of stakeholder engagement and education research, the education options for consideration included 1) a course offering a broad “CoastSmart 101: styled overview of the three main hazards; 2) an in-depth course about one of the individual hazards; or 3) a course about hazards related to one of the specific coastal activities such as storm watching.

From the identified hazards during the hazard assessment and education research stage, the steering committee agreed to focus on key, consistent messaging in both the communication campaign and the education outreach initiative. This can best be met in this initial contract with the development of CoastSmart 101 educational materials, focussing on the three main hazards identified for the Tofino, Ucluelet, and Pacific Rim coastal areas: rip currents, surge waves, and slippery rocks and logs. These hazards are encountered primarily during coastal activities including storm watching, surf sports, and family beach play; especially when in or near the water. Part of the broad overview of these hazards within CoastSmart 101 will also address different activities that are common to tourists and locals alike.

In addition to the in-person workshop materials, it is recommended that CoastSmart 101 be included on the build out of the website with a user-led, interactive quiz (content developed and programmed as part of a future implementation phase/contract).

Further curriculum development (under future CoastSmart contracts or created by a partner organization) could include modules for an in-depth presentation on specific hazards and/or individual activities. Additional courses could also be developed for locally customized topics such as Pacific Rim wildlife or geographic area hazards.

CoastSmart 101 AdventureSmart Presentation

The goal for this phase of development (as part of the current strategy contract) is to provide maximum reach to the primary audiences with one module - CoastSmart 101 - which can be used in an AdventureSmart Presentation format. The presentation can also make use of additional tools from the overall communication and education strategy such as the media and interactive features on the CoastSmart website.

The CoastSmart 101 – AdventureSmart Presentation is aimed at teens and adults, providing cursory introduction to the three main identified hazards: rip currents, surge waves, and slippery rocks and logs. This 45 - 60 minute presentation will focus on the basics of these hazards. This presentation will be more widely accepted if it can also be modified for specific audiences, such as hospitality workers during resort orientation sessions. When key content is included in another presentation (such as the Tofino Ambassador program or specific resort orientations) content can be condensed to approximately 30 minutes.

Completion of this workshop gives the learner the right to claim *I am CoastSmart*. This educational presentation will be designed using AdventureSmart templates for in-person, on-site, and/or classroom delivery. The materials will include a Presenter's Guide, PowerPoint presentation, and learning activities.

Learning Objectives

Content presentation and interactive components of learning presentations need to be aligned with the stated objectives of the workshop. While most courses include content at a knowledge level (informational and instructional), objectives aimed at behavior change should also be considered as part of a longer-term strategy. For initial CoastSmart materials, awareness and avoidance of the hazards are realistic and attainable short-term objectives. Behavioural and attitudinal change are long-term objectives that are most likely reached through continued communication and education campaigns.

It is also important ensure the end result of the learning is designed to address what people really want learners to do after completing the learning session or online learning components. These overarching objectives (sometimes called “stealth objectives”) must remain forefront throughout the development process. For CoastSmart, the learning materials need to align with the objective to “Expand the reach of CoastSmart safety messages” and ultimately the long-term project objective to “Reduce public risk and enhance coastal safety”.

Below are the initial learning objectives for CoastSmart 101. (Learning objectives will be further detailed as part of the material preparation phase in this current contract.)

Overall: *After course completion, learners will be able to:*

- Discuss the three “T’s” for any outdoor activity: Trip Planning, Training, and Taking the Essentials.
- Create a “How to be CoastSmart” trip planning checklist.
- Explain what it means to “be CoastSmart” and why this is important.
- Access and use CoastSmart ‘tools’ including the mobile app and website.
- Share course completion status “*I Am CoastSmart*” through social media.

Rip Currents: *After course completion, learners will be able to:*

- State the nature of rip currents.
- Describe the conditions that are associated with rip currents.
- Identify the different types of rip currents.
- Discuss the hazards associated with rip currents.
- Provide examples of rip current misconceptions.
- Explain actions to take when caught in a rip current.
- State what to do if someone needs help when caught in a rip current.

Surge Waves: *After course completion, learners will be able to:*

- State the nature of surge waves.
- Identify the different types of surge waves.
- Explain how to watch for surge waves.
- Describe the conditions that are associated with surge waves.
- Discuss the hazards associated with surge waves.
- Identify surge wave safety zones.
- Explain actions to take when caught in a surge wave.
- State what to do if someone needs help from unexpected ocean entry.

Slippery Rocks and Logs: *After course completion, learners will be able to:*

- Identify high hazard areas along the shoreline.
- Identify different types of potential debris in recreational areas.
- Discuss the hazards associated with logs and other debris.
- Describe conditions that are unsuitable for walking on a coastal shoreline or storm watching.
- List the appropriate personal attire to be worn when walking on a coastal shoreline.
- Describe ways to avoid foot entrapment and what to do if this occurs.
- Explain actions to take for unexpected ocean entry.
- State what to do if someone needs help on the shoreline.

CoastSmart 101 Online Interactions (Recommended)

It is recommended that the CoastSmart 101 key messages form the basis of a simplified, yet interactive, online learning experience on the CoastSmart website. The basis of this online component will be an interactive quiz with visuals and feedback to promote learning while taking the quiz. The quiz is designed to be user-led instead of instructor-led, providing maximum reach for CoastSmart education across Canada. The online educational quiz would be the answer to the call-to-action “Become CoastSmart - go to coastsmart.ca” Successful completion will also give the learner the right to claim *I am CoastSmart*.

This quiz will be useful for visitors to the Pacific Rim area, new residents, local stakeholders (accommodation providers, tour operators, surf shops), local educators, and others throughout the province and country. Upon completion of the quiz and other possible online interactions, the learner will receive completion status through a sharable digital badge. Digital badges are quickly becoming the standard for tracking and validating skills and achievements. Digital badges can lead to increased learner engagement and sharing on social media. Digital badges can also be used for future gamification techniques that can include things like scoring points, finding hidden tokens or pieces of badges, leaderboards, and prizes (digital or real). Perhaps most importantly, digital badges put completion status in the hands of learners, giving them the opportunity to collect badges from a variety of providers, and share badges for both personal and job seeking purposes.

CoastSmart Signage

Water safety signs can aid in bringing people's attention to hazards. This CoastSmart project included a separate hazard assessment of 17 beach sites (listed below) to identify hazards and detail signage requirements.

Given the research on communication barriers highlighting demographics and language challenges, it is critical that the new signs developed for this project be clear and understandable. The international standard for water safety signage (ISO 20712) responds to the need to standardize a system for giving safety information related to aquatic activity that relies as little as possible on the use of words to achieve understanding. Continued growth in international tourism requires a common method of communicating safety information at an international level.

ISO symbols and signage manuals were shared by Lifesaving Victoria (Australia) for the 2016/17 Pacific Rim CoastSmart Pilot project only. These shared materials cannot be used beyond the pilot without permission and payment.

Tofino Area Beaches

1. Tonquin Beach
2. Middle Beach
3. Mackenzie Beach
4. Chesterman Beach
5. Cox Bay

Beaches within the National Park - Pacific Rim National Park Long Beach Unit

6. Radar Hill Beaches
7. Schooner Cove
8. Long Beach
9. Green Point
10. Combers Beach
11. Wickaninnish Beach
12. Florencia Bay
13. Half Moon Bay

Ucluelet Area Beaches

14. Wya Point
15. Amphitrite Point / Lighthouse Trail
16. Wild Pacific Trail
17. Grice Bay Access Point

Hazard Assessment Recommendations

The CoastSmart: Hazard Assessment and Safety Planning (2016) report recommends adopting the International Standard for Water Safety Signs (ISO) and implementing three levels of beach signage for this project: parking lot signs, trailhead signs, and hazard signs.

The graphic content for signs at parking lot (level 2) and trailhead (level 3) is designed using standard symbols for easy recognition and uniformity. The parking lot sign is designed to attract attention and to display important information to visitors so that an informed decision on the suitability of the location can be made prior to undertaking activities.

The level 2 and level 3 signs are made up of four sections in the following hierarchy:

- Location name and emergency marker.
- Hazards within the designated area
- Lifesaving service or safety information
- Regulations

The location name is displayed in white on a red background. This has been proven to draw people's attention to the sign.

Parking Lot (level 2)



Trailhead (level 3)



Source: Life Saving Victoria. (2016). Symbols created from AS/NZS 2416.1:2010 : Water safety signs and beach safety flags - Specifications for water safety signs used in workplaces and public areas (ISO 20712-1:2008, MOD). Victoria, Australia: Life Saving Victoria

Hazard / Warning Signs (level 4)

Individual hazard signs are to be used where a hazard is localized and has been identified at a level of risk that warrants sign posting. Examples may include dangerous tides, slippery rocks and no diving.

Individual signs may also be used for displaying regulations for known trouble spots or to indicate regulation boundaries such as “dogs permitted past this point”



Source: Life Saving Victoria. (2016). Symbols created from AS/NZS 2416.1:2010 : Water safety signs and beach safety flags - Specifications for water safety signs used in workplaces and public areas (ISO 20712-1:2008, MOD). Victoria, Australia: Life Saving Victoria

ISO Design Specs

	Black
	White Road Signs use: Retroflective White Class 2
	Sunflower Yellow PMS 136C, 115U Road Signs use: Retroflective Yellow Class 2
	Red PMS 186C, 1795U Road Signs use: Retroflective Red Class 2
	Galvanised finishes
	Bright Blue PMS 301C, 293U Road Signs use: Retroflective Blue Class 2
	Jade PMS 349C, 348U

Level 2 - 7 signs

Where text is required in addition to symbols, typeface is an important element. For this reason, the Frutiger typeface has been selected to enhance the symbols and create a uniform image. Use the example below as reference in selecting typeface.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Fruitiger 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Fruitiger 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

CoastSmart Parking Lot Signage Templates

Emergency Locator TBD

Tonquin Beach

WARNING

- Cold Water
- Uneven, Slippery Rocks
- Rock Cliffs
- Terrain Traps at High Tide

CAUTION
No Lifeguard Service

No Alcohol No Camping No Fires Dogs on Leash

Symbol Edits
When final symbol selections are made, design alterations will take place to ensure consistent colour, shape, border thickness, etc.

Optional Cover Panel

This panel can be used to cover the red, caution section of the sign. The cover panel can be screwed over the top of the sign during beach closures.

WARNING
Beach is Closed

Tonquin Beach Signage – Before and After



CoastSmart Parking Lot Sign Template - Additional Panel Options



The Parking Lot signage has been designed to be expandable to two or three panels, depending on the communication needs of the specific beach. For example, at Long Beach there is a need to educate about rip currents. The Parking Lot sign for this location could include the style above, or on the following page which shows a three panel option, a third panel in French as this beach is located within the national park.

The second and third panels could be used for any messaging required. For example, interpretive information, wildlife details, tsunami instructions, environmental tips, beach etiquette messages, etc. Similarly, these extra panels can be added at any time in the future, as content needs change or new funding for signage becomes available.

CoastSmart Parking Lot Sign Template - Additional Panel Options

IN CASE OF
EMERGENCY DIAL 911
EN CAS D'URGENCE
COMPOSEZ LE 911

Long Beach

WARNING

Cold Water

Content and graphics
dictated by
**CoastSmart Steering Committee
and Hazard Assessment**

Terrain Traps
at High Tide

CAUTION
No Lifeguard
Service

ATTENTION
Aucun service
de secourisme

Parcs
Canada

Understanding Rip Currents

These beaches have strong rip currents.
Learn how to be CoastSmart.

Rip currents are...

- Powerful, fast-moving currents moving away from the shore. They can sweep even the strongest swimmer out to sea.

Rip currents are strongest:

- Around rocks, islands, and headlands;
- Submerged sandbars;
- When the waves are large.

How to be CoastSmart

If you get caught in a rip current:

- Stay calm and swim parallel to the shore until you are out of the current, then swim back to the shore;
- Don't try to swim against the current;
- If you can't escape: tread water and signal for help.

Break the Grip of the Rip



Know before you go near the water.
Visit www.CoastSmart.ca for more information

Courants D'Arrachement

Ilauptatus sitas autest quunt recessi dun.
Tiunt imus min nobis mo veles rem est.

Un courant d'arrachement est...

- Ostemositt quae poribus dolupicijpit officia simuzan ditio. Se ratiore con explabore dusam volo blaborum.

Les courant d'arrachement sont particulièrement puissants:

- Aspellendit, cuptasped molupti buam, velosci ma quatur.
- Floet, sunt quasip miligram, sit litios quia quatium asisit optat.
- As aut moloria quid quam, nonsequas rehundeit aut.

Untiunt imus min nobis mo

Si vous vous trouvez pris dans un courant d'arrachement:

- Ut qui il est quatimos asim qui nobit fugittat este: que conedi ssimaxi mporunt eos parum dolo conris ullesolism
- Que que pedi totat quibeacit, offit tetum iligentemo.
- Tconcediti id ma comnhi lliqua commod ut aspiend.

Rompre l'emprise du courant d'arrachement



Parcs
Canada

Appendix A

Literature Review

- **TravelSmart Theories and Models of Behaviour Change**
- **Rip Current Awareness & Knowledge** A Study of What Beachgoers know about Rip Currents; The Effectiveness of the NOAA, Sea Grant and LAA Outreach and Education Program
<http://www.amstat.org/education/posterprojects/projects/2008/4-Grades7-9-ThirdPlace.pdf>
- **Warning Signs at Beaches: Do They Work?**
<http://www.safecoastaltourism.org/article/warning-signs-beaches-do-they-work>
- **Between The Flags: An Assessment of Domestic and International University Students' Knowledge of Beach Safety** in Australia
<http://www.safecoastaltourism.org/article/between-flags-assessment-domestic-and-international-university-students-knowledge-beach>
- **Rip Current Safety and Public Awareness**– The Beach Vacation as an Education Destination <http://www.ripcurrents.noaa.gov/resources/GCRL-128335-Article.pdf>
- **Public Perception and Social Network Analysis for Coastal Risk Management** in Maresme Sud (Barcelona, Catalonia)
<http://link.springer.com/article/10.1007/s11852-014-0341-0>
- **A Comparison of Attitudes and Knowledge Of Beach Safety** in Australia for Beachgoers, Rural Residents and International Tourists
<http://onlinelibrary.wiley.com/doi/10.1111/j.1753-6405.2012.00888.x/abstract>
- **Perception and Satisfaction among Haeundae Beach Visitors** through CIT Method
<http://www.bioone.org/doi/abs/10.2112/SI72-020.1>
- **Beachgoers' beliefs and behaviours in relation to beach flags and rip currents**
https://www.researchgate.net/publication/45799099_Beachgoers%27_beliefs_and_behaviours_in_relation_to_beach_flags_and_rip_currents
- **Parent/Caregiver Perceptions and Practice of Child Water Safety at the Beach.**
<http://www.ncbi.nlm.nih.gov/pubmed/20183700>

- **Book: Tourism in Turbulent Times**
<https://books.google.ca/books?id=iBOL6YWgrpIC&pg=PA226&lpg=PA226&dq=public+awareness+beach+safety&source=bl&ots=b2HnkPpeW4&sig=UML016dBjrW6OOnr0voYQIYP7f8&hl=en&sa=X&ved=0ahUKEwjeuaWR0trNAhVDzGMKHcMFCF0Q6AEIWjAJ#v=onepage&q=public%20awareness%20beach%20safety&f=false>

- **Great Lakes Risk Communication Research and Strategy**

- **Study reveals new Canadian 'tweens' at higher risk for drowning**
<http://news.morningstar.com/all/canada-news-wire/20160628C4859/study-reveals-new-canadian-tweens-at-higher-risk-for-drowning.aspx>

- **Parks Canada Pacific Rim 2010 Management Plan**

- **Destination BC Research by Outdoor Activity**
[http://www.destinationbc.ca/getattachment/Research/Research-by-Activity/All-Research-by-Activity/Outdoor-Recreation-Study-2009-2010,-January-2013/Outdoor-Recreation-for-Distribution-14Jan13-FINAL-DRAFT-\(2\).pdf.aspx](http://www.destinationbc.ca/getattachment/Research/Research-by-Activity/All-Research-by-Activity/Outdoor-Recreation-Study-2009-2010,-January-2013/Outdoor-Recreation-for-Distribution-14Jan13-FINAL-DRAFT-(2).pdf.aspx).

- **Surfer Audience Profile**
[http://surfridercdn.surfrider.org/images/uploads/publications/surfrider_report_v13\(1\).pdf](http://surfridercdn.surfrider.org/images/uploads/publications/surfrider_report_v13(1).pdf)
<http://www.waveloch.com/surfing-demographics/>
<http://www.surfermag.com/media-kit/>

- **Tofino BC's Tourism Master Plan**
<http://www.whistlercentre.ca/sumiredesign/wp-content/uploads/2014/10/TOFINO-TMP-Final.pdf>

Industry Organizations Standards/Literature Review

This list includes a sample of industry providers from Government, Private-Sector Operators, Educational Organizations, Certifying Associations, Legislation and Non-Governmental Organizations that provide industry standards for coastal safety.

Local

- Tofino Parks and Rec guide: <https://tofino.civicweb.net/document/47074>
- Ucluelet Parks and Rec:
<http://ucluelet.ca/community/parks-recreation/activity-guide-registration>
- Nature school for kids (like a summer day camp): <http://www.tofinonaturekids.com/>

Canada

- AdventureSmart <https://www.adventuresmart.ca/>
- Life Saving Society <http://www.lifesavingsociety.com/lifeguarding/national-lifeguard.aspx>
- Sail Canada <http://www.sailing.ca/>
- Transportation Safety Board of Canada
<http://www.tc.gc.ca/eng/marinesafety/tp-tp14475-chp2-3079.htm>

New Zealand

- AdventureSmart NZ <http://www.adventuresmart.org.nz/>
- Water Safety NZ <http://www.watersafety.org.nz/>
- Surf Life Saving NZ <http://www.surflifesaving.org.nz/>

United States of America

- Hawaii Beach Safety <http://hawaiibeachsafety.com/>
- National Weather Service <http://www.weather.gov/>
- United States Lifesaving Association <http://www.usla.org/>

Australia

- Everyday Lifesaver Website and App (Australia)
<http://www.everydaylifesaver.com.au/desktop.php>
- Everyday Lifesaver Evaluation
http://lsv.com.au/wp-content/themes/abomb/pdf/education/Everyday_Lifesaver_App_Evaluation_Report.pdf

Appendix B

Stakeholder Interviews & Consultation

Organization	Consultation 2016
1. Tourism Tofino	July
2. Tofino Visitors Centre	August
3. Tourism Ucluelet	August
4. Chamber of Commerce – Ucluelet	July July
5. Chamber of Commerce – Tofino	July and August
6. District of Ucluelet	July and August
7. District of Tofino	August August
8. School District	July
9. Clayoquot Biosphere Trust	July
10. LongBeach Lodge	July
11. Wickanninish Inn	July August
12. Surf Sisters	July and August
13. Live to Surf	July
14. Wild Pacific Trail	July and August
15. Tofino Ambassador Program	July and August

16. Pacific Rim National Park Reserve	ongoing August ongoing July July July
17. Duffin Cove Resort	August
18. BlackRock	August
19. AdventureSmart	ongoing
20. Avalanche Canada	July
21. Hazard Assessment Team	ongoing ongoing July and August
22. Mobile App Developer	ongoing
23. Tofino PaddleSurf	August
24. Mascon Cable	August
25. RTown / Long Beach TV	August August
26. Jeremy Koreski Photography	ongoing
27. PreventNet	July
28. Surfrider	August
29. Risk Management	August
30. Schools	August
31. BCAS	
32. RCMP	
33. Coast Guard	
34. Fire	
35. SAR	

CoastSmart Stakeholder list

#	Type	Organization	Community
1	Education	Wickaninnish Community School	Tofino
2	Education	Ucluelet Elementary	Ucluelet
3	Education	Ucluelet Secondary School	Tofino & Ucluelet
4	Education	Maaqtusiis Secondary School	Ahousaht
5			Ahousaht
6	Education	Tofino Ambassador Program	Tofino
7	Education	Tofino Ambassador Program	Tofino
8	Education	Ucluelet Parks and Rec	Ucluelet
9	Education	Raincoast Education Society	Tofino & Ucluelet
10	District	Tofino - Planning and Parks and Rec	Tofino
11	District	Ucluelet Council	Ucluelet
12	District	Tofino Council	Tofino
13	Societies and Key Individuals	Wild Pacific Trail	Ucluelet
14	Societies and Key Individuals	Wild Pacific Trail	Ucluelet
15	Societies and Key Individuals	Local swimming instructure and water safety expert	Tofino
16	Societies and Key Individuals	Surfrider Foundation	Tofino & Ucluelet
17	Societies and Key Individuals	Surfrider Foundation	Vancouver Island
18	Societies and Key Individuals	Clayoquot Biosphere Trust	Tofino & Ucluelet
19	Tourism Group	Tourism Tofino	Tofino
20	Tourism Group	Tourism Ucluelet	Ucluelet
21	Tourism Group	Ucluelet Chamber	Ucluelet
22	Tourism Group	Tofino Chamber	Tofino
23	Surf Industry	Surf Sisters	Tofino

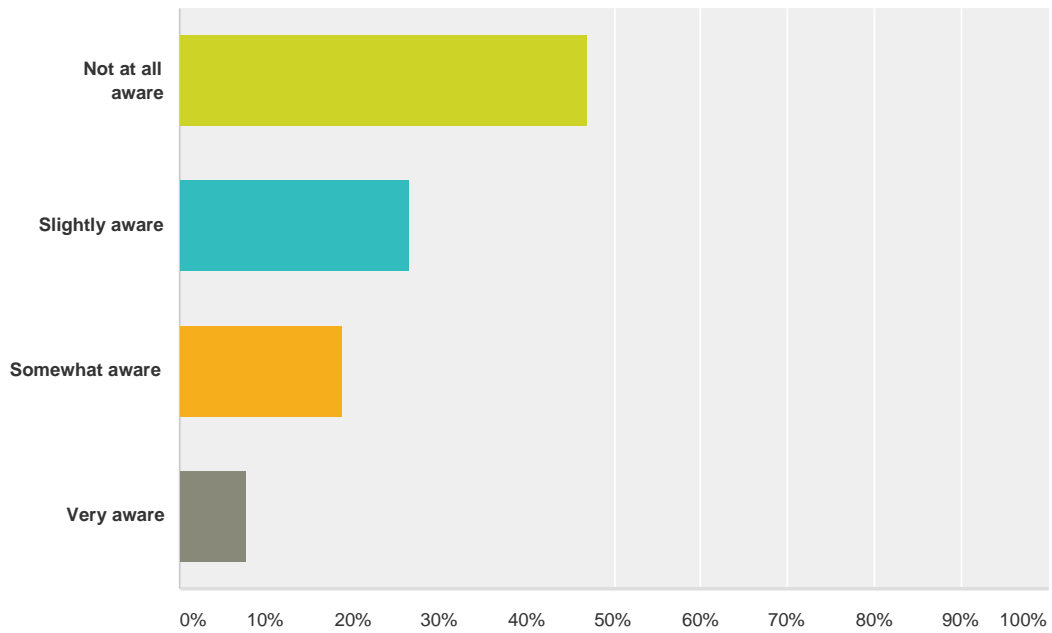
24	Surf Industry	Pacific Surf School	Tofino
25	Surf Industry	Live to Surf	Tofino
26	Surf Industry	Live to Surf	Tofino
27	Surf Industry	Long Beach Surf Shop	Tofino
28	Surf Industry	Tofino Surf School	Tofino
29	Surf Industry	Tofino Paddle Surf	Tofino
30	Surf Industry	Jamie's Whaling Station	Tofino & Ucluelet
31	Surf Industry	Relic Surf Shop	Ucluelet
32	Surf Industry	Wicked Surf Camps	Ucluelet
33	Surf Industry	Majestic Ocean Kayaking (also Chair of Tourism Ucluelet)	Ucluelet
34	Accommodation	Wickaninnish Inn	Tofino
35	Accommodation	Pacific Sands	Tofino
36	Accommodation	Long Beach Lodge Resort	Tofino
37	Accommodation	Black Rock Resort	Ucluelet
38	Accommodation	The Cabins at Terrace Beach	Ucluelet
39	Accommodation	Whiskey Landing Lodge	Ucluelet
40	Media	RTOWN Long Beach TV	Tofino & Ucluelet
41	Media	RTOWN Long Beach TV	Tofino & Ucluelet
42	Media	David Crombie Photography	Tofino & Ucluelet
43	Media	Albert Shepard Photograph	Tofino & Ucluelet
44	Parks Communications	Parks Canada	Tofino & Ucluelet
45	Parks Communications	Parks Canada	Tofino & Ucluelet
46	Parks Communications	Parks Canada	Tofino & Ucluelet
47	Parks Communications	Parks Canada	Tofino & Ucluelet
48	Parks Communications	Parks Canada	Tofino & Ucluelet
49	First Nations	Tla-o-qui-aht First Nation (TFN)	Eowista and sections of Tonquin Trail

50	First Nations	Yuu-thlu-ilth-aht - Ucluelet First Nation (UFN)	Wya Point and sections of proposed Wild Pacific Trail extension
51	Steering Committee	Ucluelet Council	Ucluelet
52	Steering Committee	Tofino Council	Tofino
53	Steering Committee	Parks Canada	Parks Canada
54	Responder	Parks Canada	Parks Canada
55	Responder	Parks Canada	Parks Canada
56	Responder	Parks Canada	Parks Canada
57	Responder	Parks Canada	Parks Canada
58	Responder	Tofino RCMP	Tofino
59	Responder	Ucluelet RCMP	Tofino & Ucluelet
60	Responder	Tofino BCAS	Tofino
61	Responder	Ucluelet BCAS	Ucluelet
62	Responder	Tofino VFD	Tofino
63	Responder	Ucluelet VFD	Ucluelet
64	Responder	Ucluelet VFD	Ucluelet
65	Responder	Coastguard	Tofino
66	Responder, Surf business, Surfer	Coastguard	Tofino
67	Responder	RCMSAR	Ucluelet
68	AdventureSmart and Other	AdventureSmart	BC
69	AdventureSmart and Other	BCSARA and SAR Prevention Canada	BC
70	AdventureSmart and Other	Lifesaving Society - BC and Yukon Branch	BC

Appendix C
Survey Questions and Results

Q1 To what extent are you aware of the CoastSmart initiative?

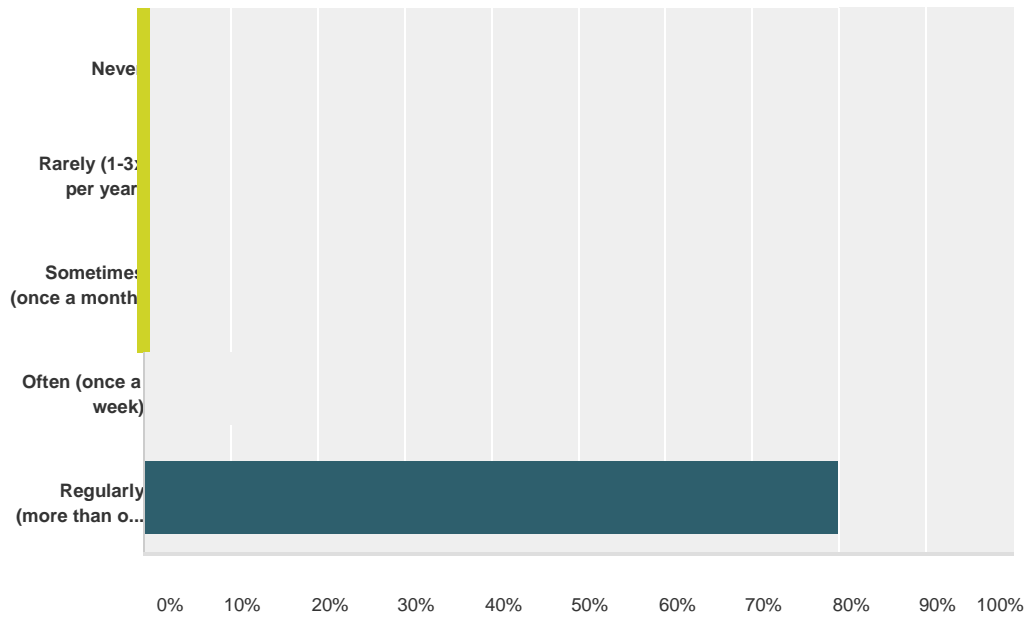
Answered: 64 Skipped: 0



Answer Choices	Responses
Not at all aware	46.88% 30
Slightly aware	26.56% 17
Somewhat aware	18.75% 12
Very aware	7.81% 5
Total	64

Q2 How often do you / or your organization communicate directly with beach recreationalists, visitors, and tourists?

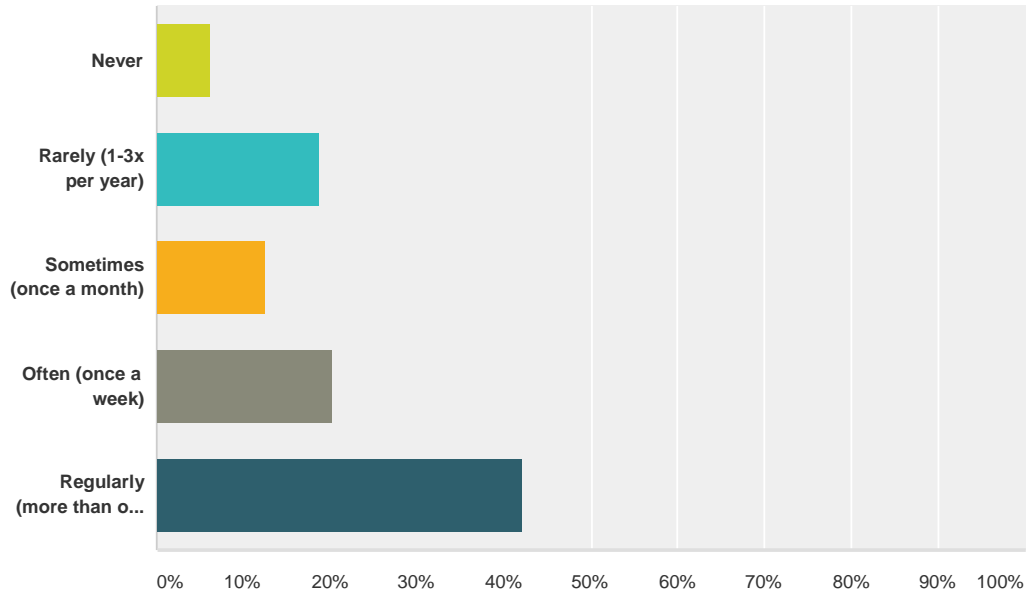
Answered: 62 Skipped: 2



Answer Choices	Responses
Never	1.61% 1
Rarely (1-3x per year)	3.23% 2
Sometimes (once a month)	3.23% 2
Often (once a week)	12.90% 8
Regularly (more than once a week)	79.03% 49
Total	62

Q3 How often do you / or your organization provide beach recreationalists, visitors, and tourists with information about coastal risks and safety?

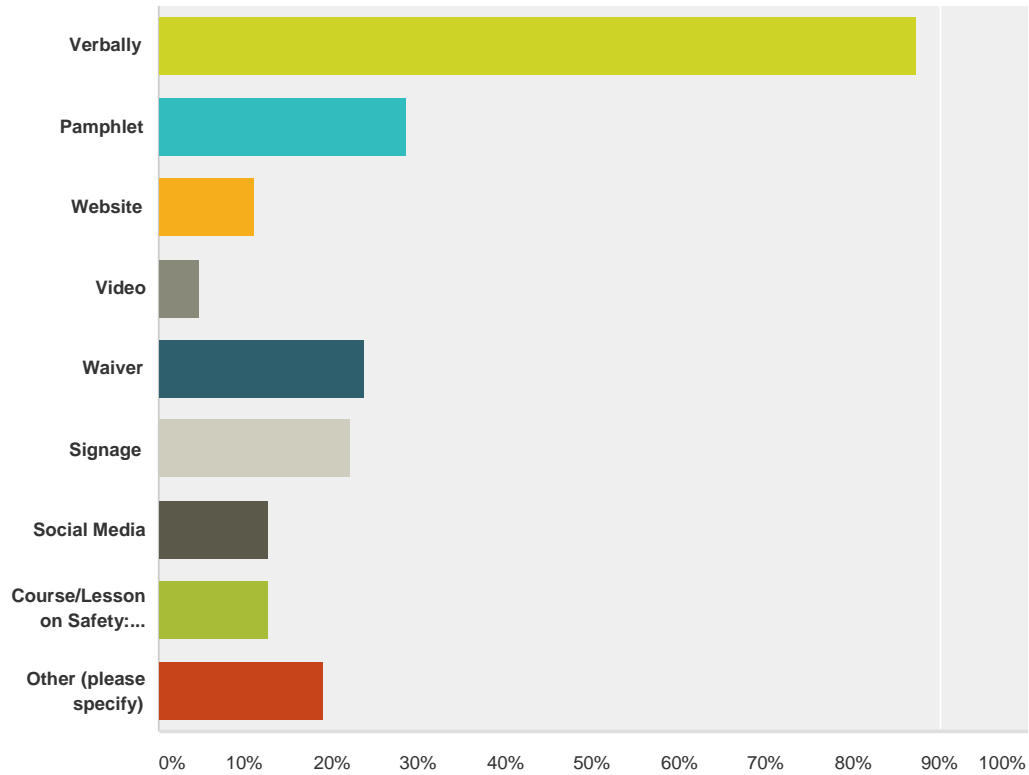
Answered: 64 Skipped: 0



Answer Choices	Responses
Never	6.25% 4
Rarely (1-3x per year)	18.75% 12
Sometimes (once a month)	12.50% 8
Often (once a week)	20.31% 13
Regularly (more than once a week)	42.19% 27
Total	64

Q4 How do you / or your organization currently convey information about risks and coastal safety to this audience? (select all that apply)

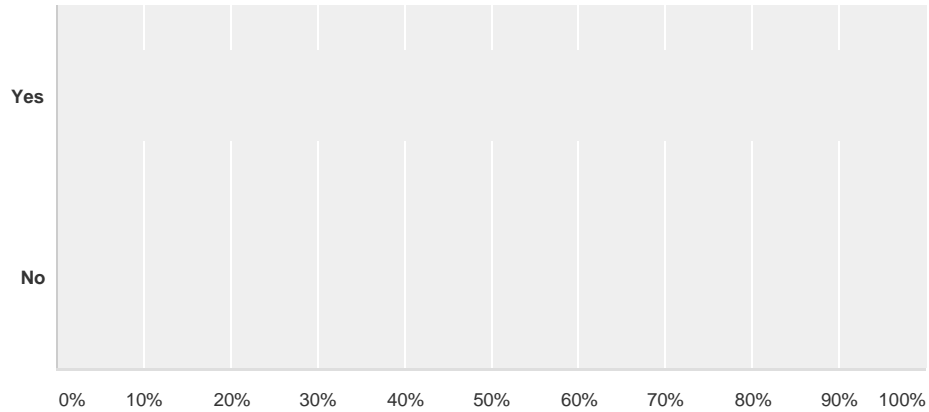
Answered: 63 Skipped: 1



Answer Choices	Responses	
Verbally	87.30%	55
Pamphlet	28.57%	18
Website	11.11%	7
Video	4.76%	3
Waiver	23.81%	15
Signage	22.22%	14
Social Media	12.70%	8
Course/Lesson on Safety: Please specify type in the "other box" (online, in-person, on-site)	12.70%	8
Other (please specify)	19.05%	12
Total Respondents: 63		

Q5 Would it be useful if CoastSmart developed messages and tools for you / or your organization to use when you want to convey information about risks and coastal safety to this audience?

Answered: 64 Skipped: 0



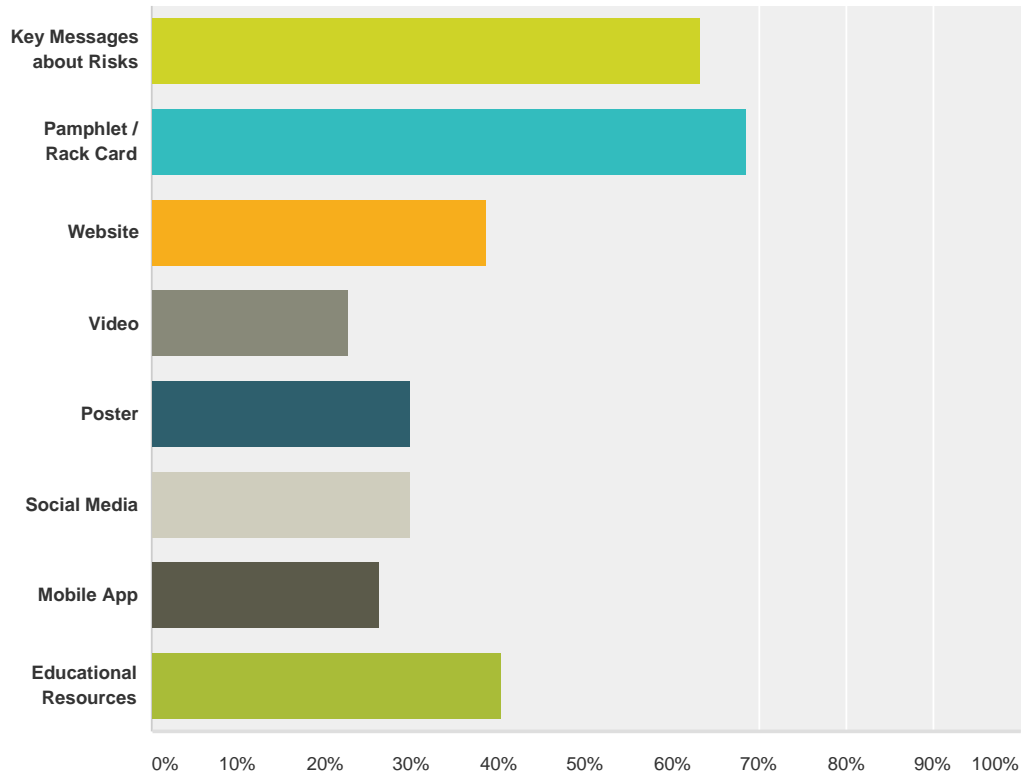
Answer Choices	Responses
Yes	93.75% 60
No	6.25% 4
Total	64

Q6 If you feel it would not be useful to have CoastSmart messages and tools, please explain why not.

Answered: 4 Skipped: 60

Q7 Which of the following tools would be most useful for you / or your organization to share CoastSmart information? (select all that apply)

Answered: 57 Skipped: 7



Answer Choices	Responses
Key Messages about Risks	63.16% 36
Pamphlet / Rack Card	68.42% 39
Website	38.60% 22
Video	22.81% 13
Poster	29.82% 17
Social Media	29.82% 17
Mobile App	26.32% 15
Educational Resources	40.35% 23
Total Respondents: 57	

Q8 In your experience, what is the most important message, or tone of message, necessary to communicate with people who are unaware of the risks on our beaches and in the surf zone?

Answered: 49 Skipped: 15

Q9 In your opinion, what are the biggest barriers to communicating about coastal safety?

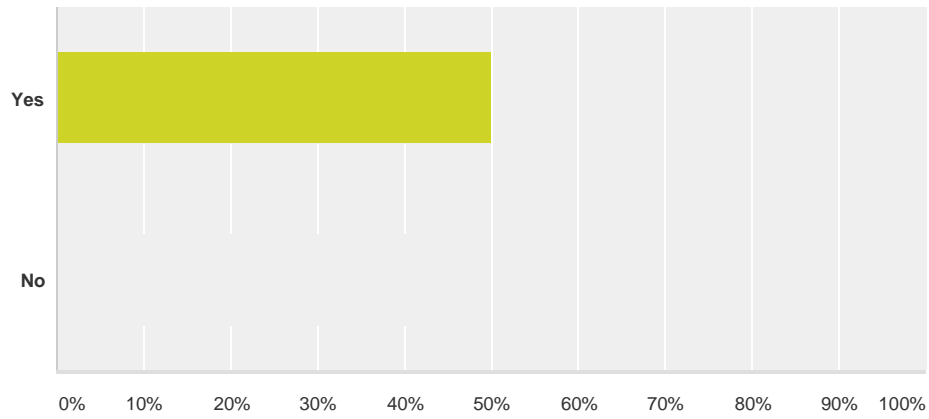
Answered: 45 Skipped: 19

Q10 In your opinion, what are the biggest opportunities to improve communication about coastal safety?

Answered: 44 Skipped: 20

Q11 Have you witnessed, or personally responded to, any incidents on the beach or coastline where someone encountered a hazard and was injured or killed as a result?

Answered: 55 Skipped: 9



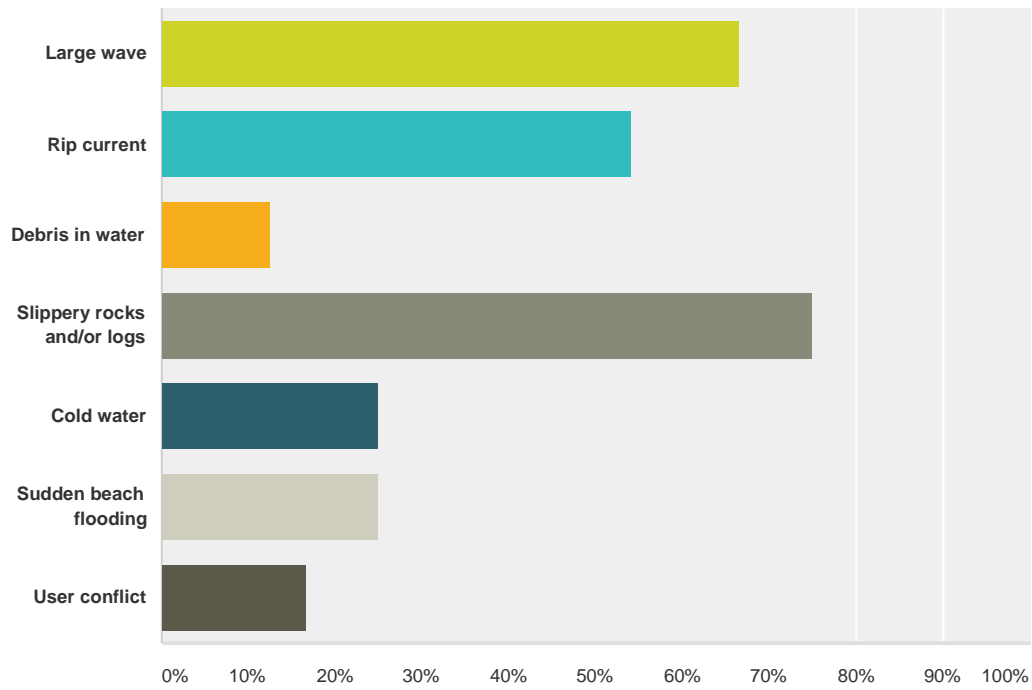
Answer Choices	Responses
Yes	50.91% 28
No	49.09% 27
Total	55

**Q12 How many times have you witnessed
or personally responded to an incident?**

Answered: 26 Skipped: 38

Q13 Please indicate the incident's primary hazard(s). Select all that apply.

Answered: 24 Skipped: 40



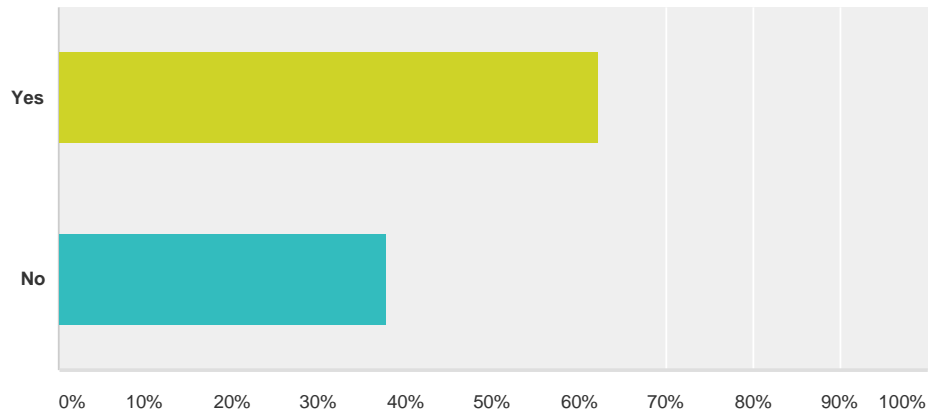
Answer Choices	Responses
Large wave	66.67% 16
Rip current	54.17% 13
Debris in water	12.50% 3
Slippery rocks and/or logs	75.00% 18
Cold water	25.00% 6
Sudden beach flooding	25.00% 6
User conflict	16.67% 4
Total Respondents: 24	

Q14 To the best of your recollection, please provide details about the incident(s), along with where and when this incident took place. Or, alternatively, please check the box at the end of the survey for us to contact you directly about the incident(s).

Answered: 22 Skipped: 42

Q15 Have you intervened with someone else's actions and prevented an incident from happening?

Answered: 53 Skipped: 11



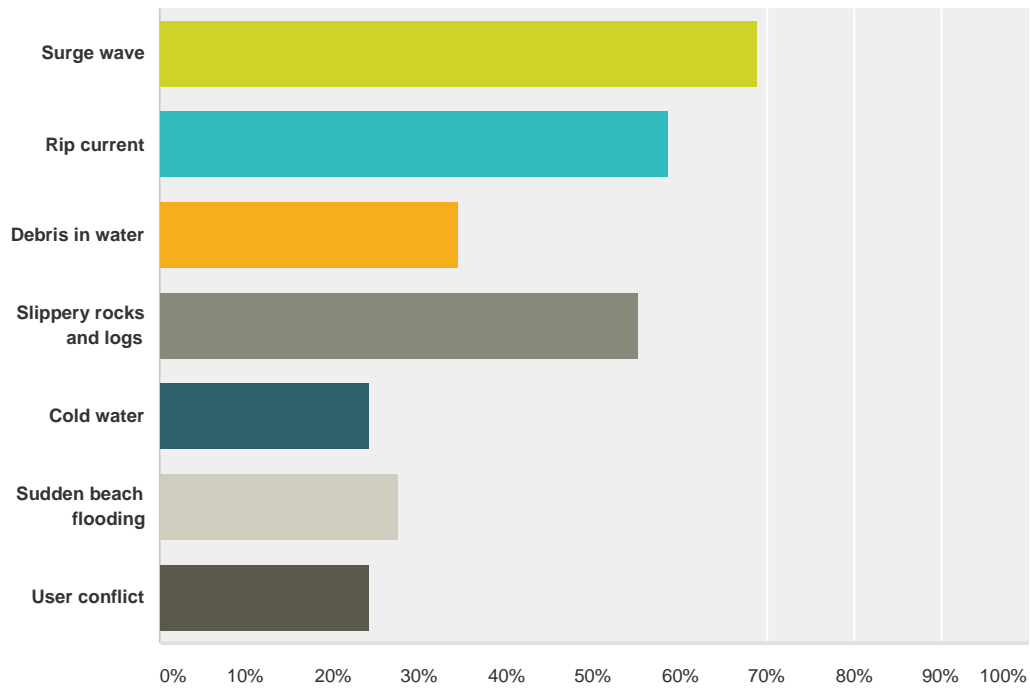
Answer Choices	Responses
Yes	62.26% 33
No	37.74% 20
Total	53

Q16 How many times have you intervened with someone else's actions and prevented an incident from happening?

Answered: 28 Skipped: 36

Q17 If yes, please indicate the primary hazard(s). Select all that apply.

Answered: 29 Skipped: 35



Answer Choices	Responses
Surge wave	68.97% 20
Rip current	58.62% 17
Debris in water	34.48% 10
Slippery rocks and logs	55.17% 16
Cold water	24.14% 7
Sudden beach flooding	27.59% 8
User conflict	24.14% 7
Total Respondents: 29	

Q18 To the best of your recollection, please provide details about the intervention(s), along with where and when it took place. Or, alternatively, please check the box at the end of the survey for us to contact you directly about the incident(s).

Answered: 23 Skipped: 41

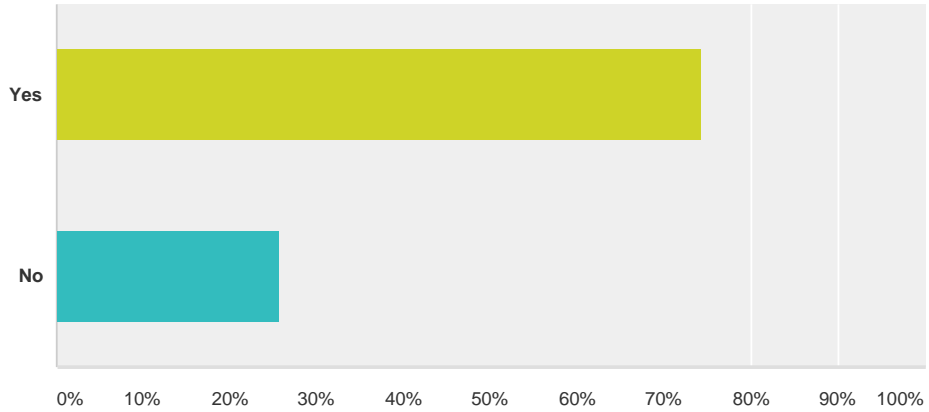
Q19 Personal information

Answered: 31 Skipped: 33

Answer Choices	Responses
Name	100.00% 31
Organization	90.32% 28
Phone	96.77% 30
Email	96.77% 30

Q20 Are you willing to provide follow-up input by phone if we have further questions?

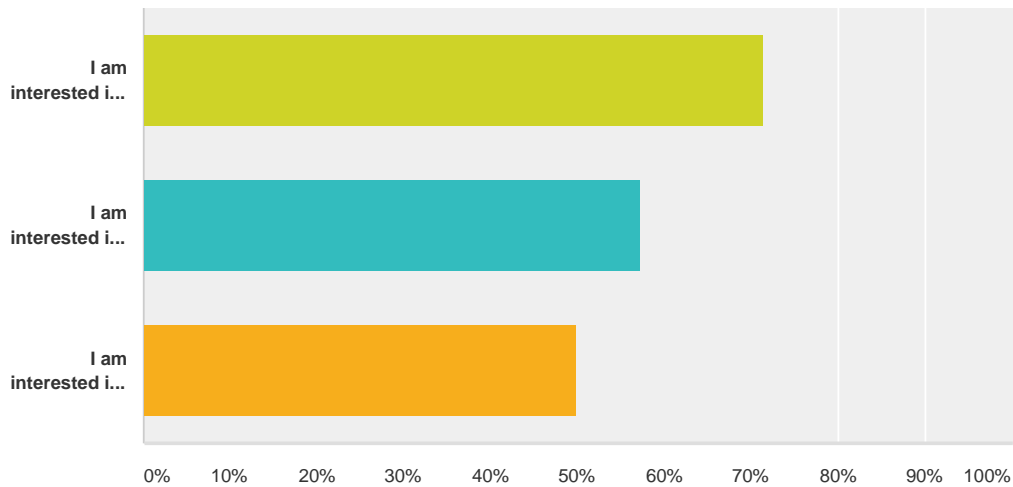
Answered: 39 Skipped: 25



Answer Choices	Responses
Yes	74.36% 29
No	25.64% 10
Total	39

Q21 If you would like someone to contact you directly about CoastSmart, please indicate your interest below and we will have someone get in touch with you shortly. For us to reach you, we require your contact information. Please provide those details above if you didn't already do so previously (name, organization, email, phone)

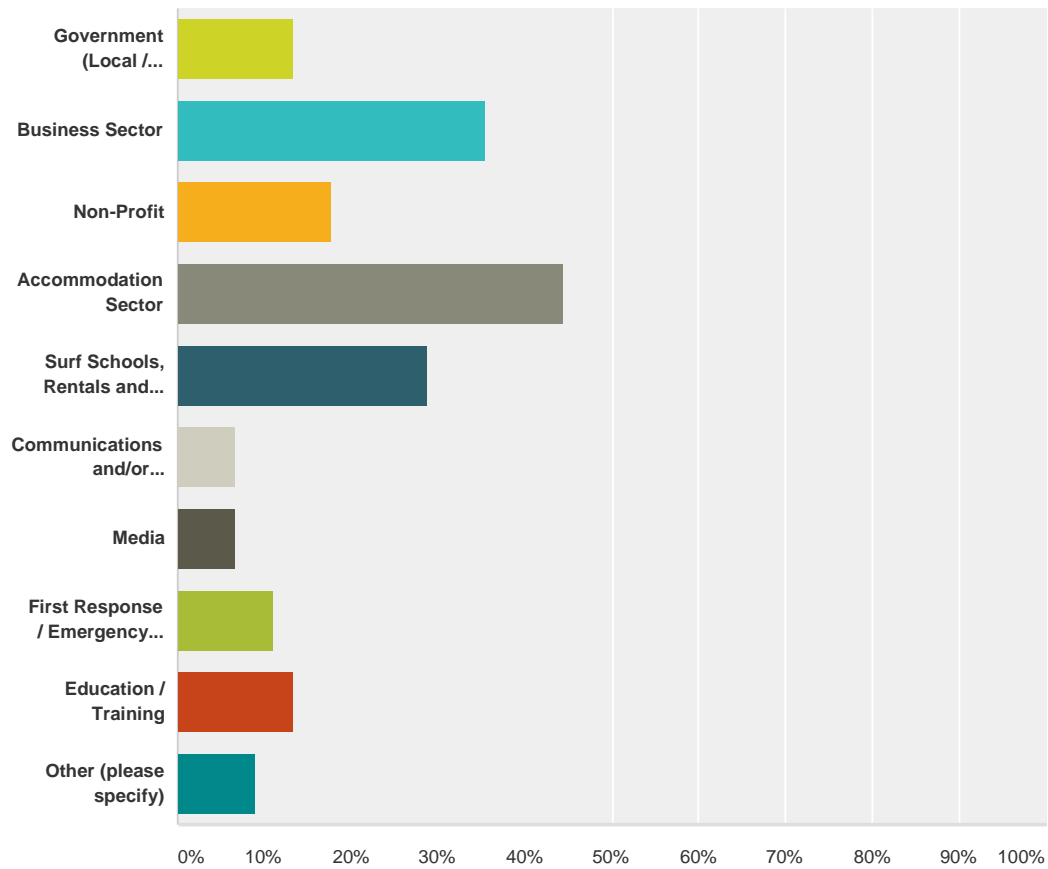
Answered: 14 Skipped: 50



Answer Choices	Responses
I am interested in talking with someone about the CoastSmart project.	71.43% 10
I am interested in talking with someone about specific beaches, hazards or incidents.	57.14% 8
I am interested in talking with someone about CoastSmart communication and/or education.	50.00% 7
Total Respondents: 14	

Q22 Do you work in any of the following areas? Select all that apply.

Answered: 45 Skipped: 19



Answer Choices	Responses
Government (Local / District, Provincial, Federal)	13.33% 6
Business Sector	35.56% 16
Non-Profit	17.78% 8
Accommodation Sector	44.44% 20
Surf Schools, Rentals and Guiding	28.89% 13
Communications and/or Marketing	6.67% 3
Media	6.67% 3
First Response / Emergency Services	11.11% 5
Education / Training	13.33% 6
Other (please specify)	8.89% 4
Total Respondents: 45	

Q23 Please share any thoughts on how CoastSmart can support you and/or your business with reducing risk and communicating coastal safety messages. And vice versa tell us how you or your organization can support CoastSmart's objectives.

Answered: 20 Skipped: 44

Q24 Is there anything else related to coastal safety you would like to share?

Answered: 6 Skipped: 58

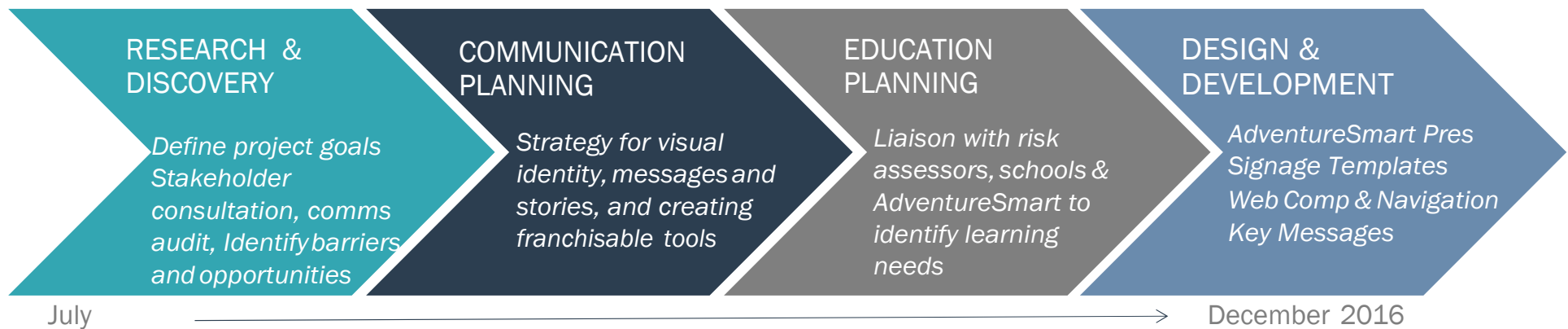
Appendix D
Draft Strategy Presentation
August 2016
Strategic Direction & Creative Direction

CoastSmart

COMMUNICATION AND
EDUCATION STRATEGY

RESEARCH & CONSULTATION SUMMARY
STRATEGIC & CREATIVE DIRECTION
August 14, 2016

Project Methodology – Phased Approach



OUTLINE OF THIS REPORT

1. Summary of Research and Consultation
2. Strategic Direction
3. Creative Direction
4. Discussion and Next Steps



Section 1

Summary of Research and Consultation

- Stakeholder consultation and site visits
- Hazard assessment review *(draft)*
- Literature & best practice review
- Local communication environment
- Barriers and opportunities



Stakeholder Consultation up to August 14, 2016



- Tourism Tofino
- Chamber of Commerce – Ucluelet
- Chamber of Commerce – Tofino
- PRNPR
- District of Ucluelet
- School District
- Clayoquot Biosphere Trust
- LongBeach Lodge
- Wickannish Inn
- Surf Sisters

- Live to Surf
- Wild Pacific Trail
- BCAS
- RCMP
- Coast Guard
- Fire
- SAR
- BlackRock
- AdventureSmart
- Avalanche Canada

CoastSmart 4



Collaboration with Hazard Assessment Team

- Liaison with Hazard Assessment team, on-site & off-site
- Beach site visits
- Signage strategy discussions
- Hazards to focus on
- Messaging challenges
- Need for education and not just warning about hazards
- Review of draft hazard report and integration of signage & education recommendations
- Tonquin Beach assessment used for signage template (separate document)



Literature & Best Practice Review

Risk
Communication
& Beach Safety



Social Marketing &
Behaviour Change
Communication



National
Organizations

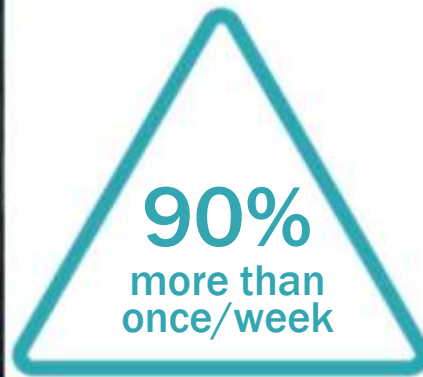


International
Organizations





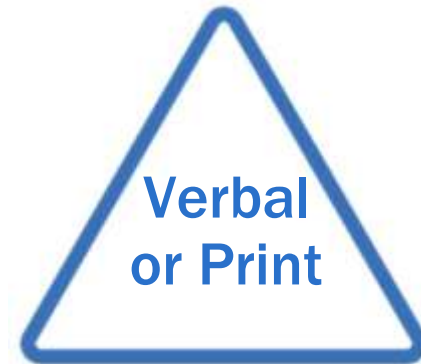
Local Communication Environment



How often do
you liaise
directly with
visitors?



How often is
the topic
about
coastal
safety?



Coastal safety
info is shared

- Verbally
- Pamphlet
- Signage
- Waivers



Communication Barriers & Opportunities



Barriers



Opportunities



Section 2

Strategic Direction

- Communication objectives
- Target audience
- Strategic pillars
- Strategy & audience
- AdventureSmart options



Communication Objectives

1. Increase awareness of the CoastSmart initiative (locally, and provincially)
2. Build local buy-in and encourage a community of practice and local collaboration
3. Expand the reach of CoastSmart educational messages, locally and provincially, through the strategic use of partnerships.
4. Create a brand & tools that can be adaptable for local context, yet be flexible enough to be integrated into other Canadian communities - beyond this pilot.



Target Audiences

Primary Audience - People Most At-Risk (Visitors & New Residents)

- Novice surfers
- Storm watchers
- SUPers new to ocean environment
- Parents of young children

Primary Audience - Local Influencers

Locals (Pac Rim Area) who have influence over those most at-risk

Secondary Audience – Provincial
BC residents and educators

Secondary Audience - National

Program funders, project leaders, future partners and other national locations interested in expanding the pilot to other areas of the country



Communication Strategy

1. Local Engagement – build buy-in, create champions & local CoastSmart Network



Build Local Engagement

2. Provincial Awareness – through strategic partnerships, expand reach of message



Create Awareness throughout BC

3. Fresh Content to Keep it Going – give them a reason to keep coming back to CoastSmart info



Update with Fresh Content



Matching the Strategy to the Tourism Cycle

Communication Strategy



Tourism Cycle



CoastSmart Tools

AdventureSmart Presentation
Advertising (*budget dependent*)
Media Relations

Visitor Information
Local Advertising
Beach Site Signage
Local Influencers / Network
Print tools in Accommodations
Website / Learning

Website
Videos
Mobile App
Social Media Channels
Digital badges

CoastSmart 13



AdventureSmart Options

Broad Overview

CoastSmart 101 – Overview of three hazards

Hazard Specific

Introduction to specific hazards

- Rip currents
- Surge waves
- Slippery rocks and/or logs
- etc

Activity Specific

Introduction to hazards related to specific coastal audiences / activities

- CoastSmart for Storm Watchers
- CoastSmart for Surf Sports
- CoastSmart for Families



Section 3

Creative Direction

- Brand strategy
- Brandtone
- Messaging and calls to action
- Logo direction
- Campaign material



Brand Strategy

- Fresh, contemporary brand that fits local context but is adaptable for roll-out in other locations
- Brand colours need to consider international site signage palette
- Clear messaging and calls-to-action that are easy to understand
- Must support local stakeholders' brand promises and campaigns
 - Stakeholders need to trust the CoastSmart brand
 - CoastSmart brand is supplementary to stakeholder brands – cannot compete visually
 - Logo should look like a “stamp” of achievement or approval and, over time, should be easily recognized
 - Brand needs to be easily integrated into stakeholder marketing efforts



CoastSmart

RESPECT THE OCEAN

Respect the ocean and the risks

Know before you go near the water

Be CoastSmart

Find out how at [CoastSmart.ca](https://www.CoastSmart.ca)







Logo Options & Brand Colours



BRAND COLOURS



BRAND ACCENTS / ISO SIGNAGE COLOURS





The
WICKANINNISH INN
Tofino, Canada



UCLUELET
Life on the Edge...



WHAT IS CoastSmart?

CoastSmart

Appendix E
Signage Report and Parking Lot Template Options
August 2016



CoastSmart

BEACH & WATER SAFETY

SIGNAGE DESIGN

SPECS & TEMPLATES

August 14, 2016

*Images courtesy of
Ross Cloutier
Parks Canada and
Lifesaving Victoria*



Outline

1. Current Signage Environment
2. CoastSmart Beach Sites
3. Two Signage Standards
4. Hazard Assessment Signage Recommendations
5. Detailed Design Specs
6. CoastSmart Templates Parking Lot Design Options
7. Symbol Decisions
8. Next Steps

Beach & Water Safety Signage – Current Environment



Beach & Water Safety Signage – Current Environment



Beach & Water Safety Signage – Current Environment



CoastSmart Beach Sites

Tofino Area Beaches

- Tonquin Beach
- Middle Beach
- Mackenzie Beach
- Chesterman Beach
- Cox Bay

Pacific Rim National Park Long Beach Unit

- Radar Hill Beaches
- Schooner Cove
- Long Beach
- Green Point
- Combers Beach
- Wickaninnish Beach
- Florenca Bay
- Half Moon Bay

Ucluelet Area Beaches

- Wya Point
- Amphitrite Point/Lighthouse Trail
- Wild Pacific Trail



