

Beach Safety

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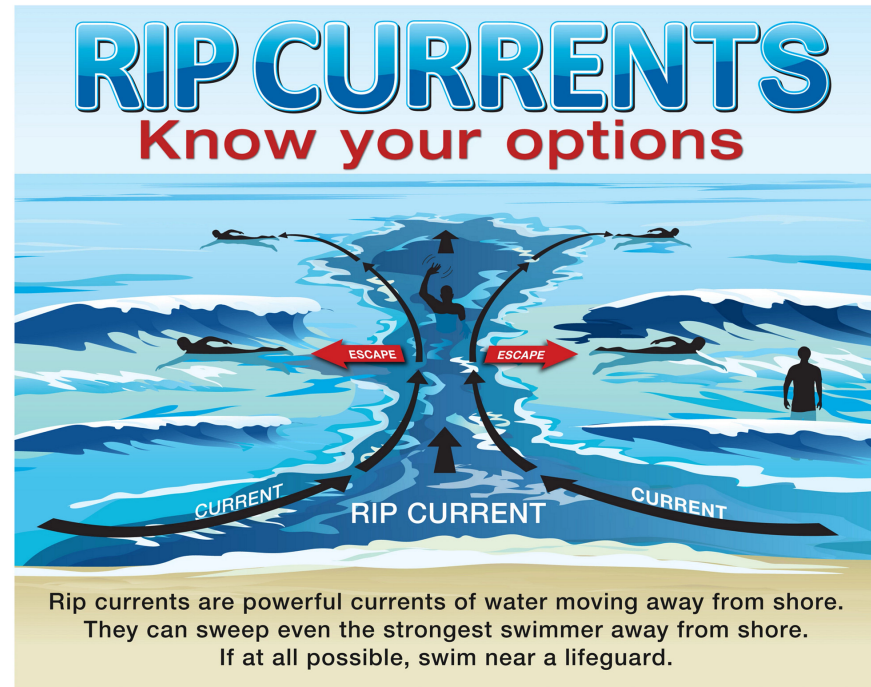




The Beauty of the
Beach

The Beast That Comes With It

We want to be able to
reach all our visitors



IF CAUGHT IN A RIP CURRENT

- ◆ Relax, rip currents don't pull you under.
- ◆ Don't swim against the current.
- ◆ Swim out of the current, then to shore.
- ◆ If you can't escape, float or tread water.
- ◆ If you need help, yell or wave for assistance.

SAFETY

- ◆ Know how to swim.
- ◆ Never swim alone.
- ◆ If in doubt, don't go out.
- ◆ Swim near a lifeguard.

More information about rip currents can be found at the following websites:

weather.gov/safety/ripcurrent/
usla.org



An aerial photograph of a crowded beach. The foreground is filled with numerous colorful beach umbrellas in shades of blue, red, yellow, and green. People are scattered across the sandy beach and in the shallow water. The ocean waves are visible in the background, creating a textured pattern of white foam and greenish-blue water.

What is BEach Safe?

- Beach safe is a collaborative effort between communities' and the CVB to design and promote a campaign to educate the public about beach issues.



Avenues to receive Beach Safety info



Daily Beach Report:

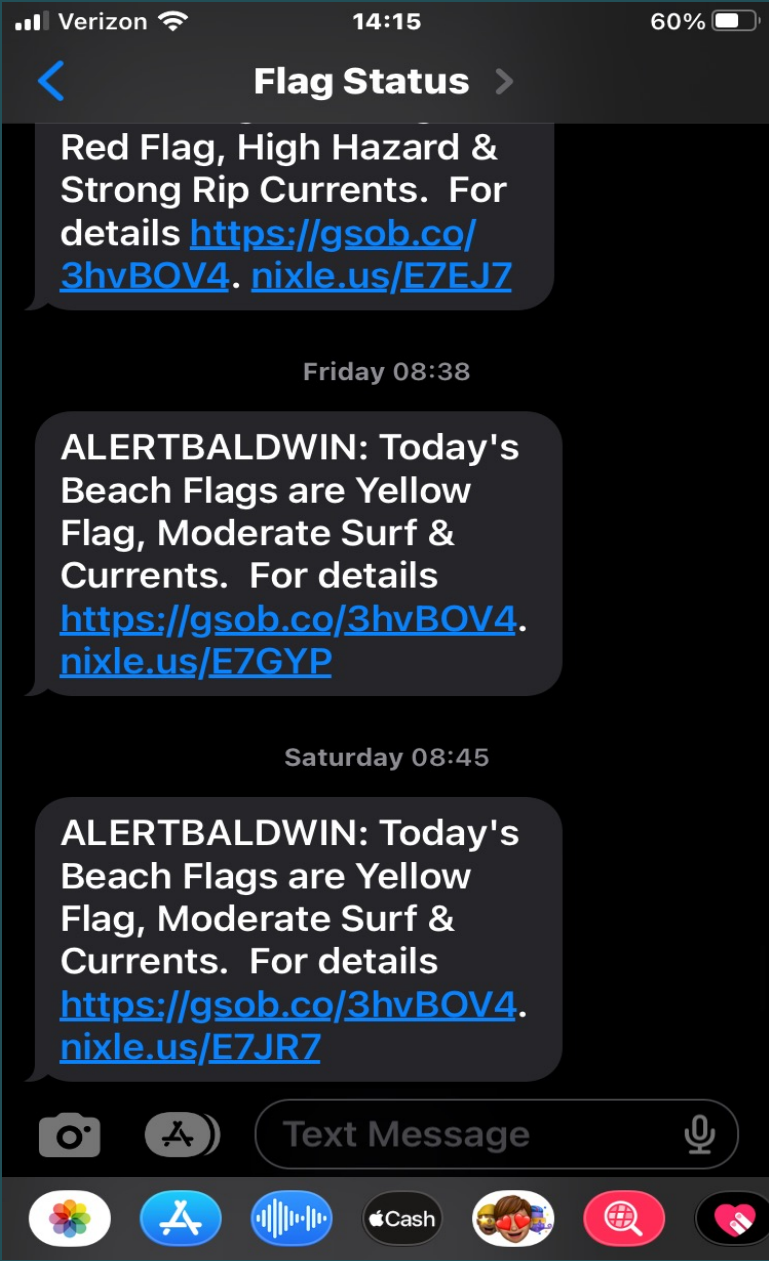
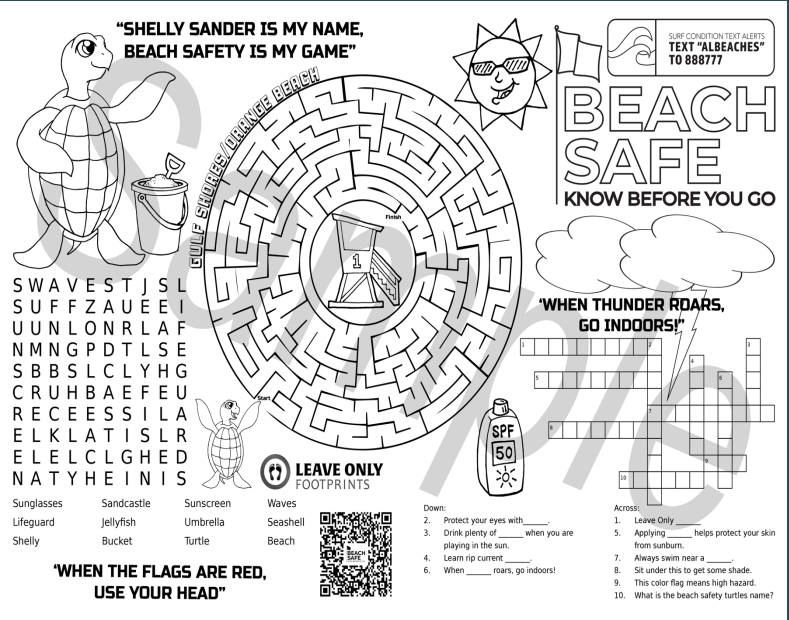
Gulf Shores- 251-968-SURF

Orange Beach- 251-981-SURF

Radio Beach Report:

Sunny 105.7

- Social Media
- Coloring Books
- Flying Banners
- Surveys



Insights

After conducting surveys, research suggests that 42% of visitors are not certain how to recognize rip currents or how to escape them (21%).

Only 12% could identify flags or rip currents & knew how to escape rip currents

First time beach goers are most vulnerable. These visitors are the least aware of rip currents (19%) and beach safety flags (14%)

Prioritizing the beaches along Gulf Shores and Orange Beach- where first-time visitors represent roughly 4 in 10- with more lifeguards, signage and easily visible beach safety flags could aid in the safety of visitors.

Roughly 9/10 visitors said they were likely or very likely to enter the water. Visitors traveling with children were slightly more likely. Keeping visitors safe and informed is essential to the longevity and health of the destination.

Reports show only 12% received information from condos/hotels

Our visitors need your help

Goals:

- Update Condo Signage
- Signage in Elevators
- Video's in waiting rooms
- Packets to you with BEach Safe



A poster titled "BEACH SAFE" with the tagline "KNOW BEFORE YOU GO". The poster features a QR code in the top right corner with the text "LEARN MORE" below it. The background is a stylized illustration of ocean waves. The poster lists four hazard levels, each with a flag icon and a description:

- MEDIUM HAZARD**
Moderate surf and/or currents
- MARINE PESTS ARE PRESENT**
Exercise caution
- HIGH HAZARD**
High surf and/or strong currents
- WATER CLOSED TO THE PUBLIC**
It is illegal to enter the Gulf of Mexico within the corporate limits of either city when two red flags are displayed.

At the bottom, there is a logo for "SURF CONDITION TEXT ALERTS" and the text "TEXT 'ALBEACHES' TO 888777".

CAMPAIGN COLLATERAL



REQUEST THE FOLLOWING ON GSOBT'S PARTNER WEBSITE

- Staff buttons, 2" x 2", pin back
- Key card holder inserts, 3.5" x 2"
- Static clings with QR code, 4" x 3"
- Refrigerator magnets, 4.5" x 3.25"
- Beach Safe brochures, 4" x 9", folded
- Posters, 12" x 18"
- Double red flag static clings, 8" x 12"
For display only when double red flags are flying
Apply to beach exit doors
- Double red flag sidewalk signs, 24" x 36"
For display only when double red flags are flying



DOWNLOAD THE FOLLOWING FROM THE BEACH SAFE ASSET PORTAL

- Campaign messaging
- QR codes
- Rip current sign art
- Beach flag graphics
- Printable signs and posters
- Rip current video
- Social media graphics
- Suggested pre-arrival and confirmation email copy



REQUEST CUSTOMIZED ART FOR KID'S ACTIVITY SHEET

Ashley Lutz
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QUESTIONS?

Contact Kim Jones, Community Liaison
KJones@AlabamaBeaches.com · 251-228-2629

