

“The Best Lifejacket is the One You Wear”



PFD Commercial Fishing Intervention Case Study IV United States

IFISH6 January 11, 2023

FISHING PARTNERSHIP



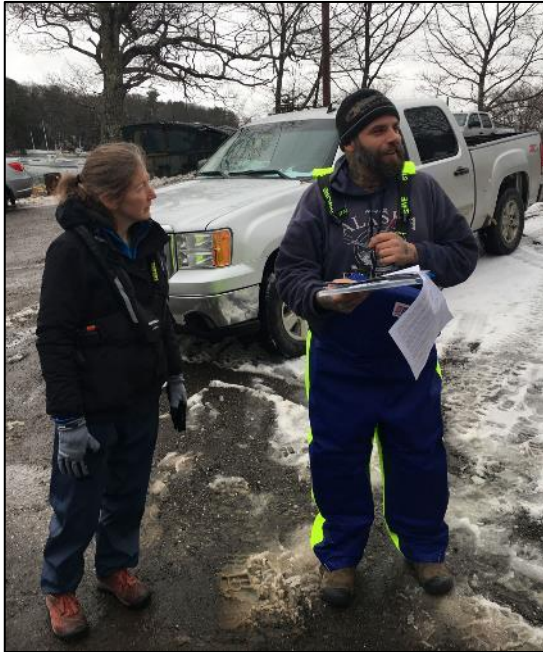
SUPPORT SERVICES

FLIPP
FISHERMEN LED
INJURY PREVENTION PROGRAM



Background - Lifejackets for Lobstermen

An NEC Project: 2016-2019



Fishermen Spoke. We Listened.

On the phone, in person and through the mail, the project team started by surveying over 550 Northeast fishermen.



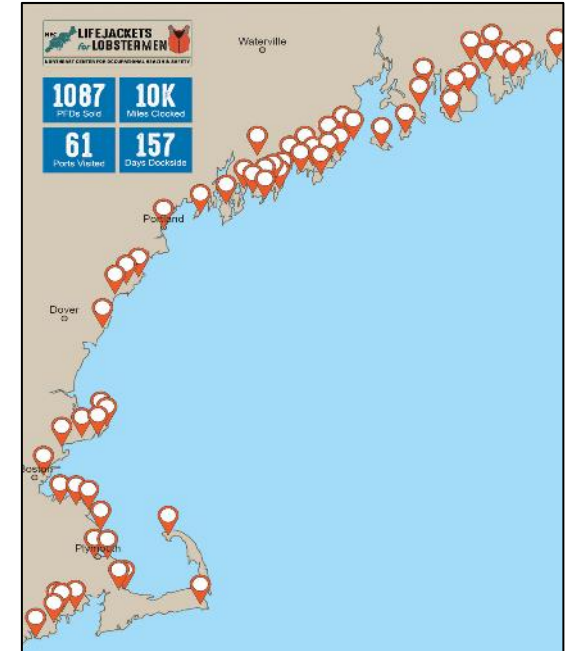
Lifejacket Trials

A total of 181 fishermen volunteered to wear a randomly assigned PFD model for a month. Models were also brought to industry events for fishermen to try on and provide feedback.



Road Trip

Two cargo vans, carrying 11 models of lifejackets stopped at ports along the Maine and Massachusetts coast. Lobstermen were able to buy lifejackets from the vans at a 50% discount.



Final Numbers

In all, the vans spent 157 days dockside, visiting 61 ports, travelling 10K miles, and, most importantly, **distributing a total of 1087 lifejackets and PFDs to lobstermen.**

Adapting for New Organizations, Fisheries, & Coasts



FISHING PARTNERSHIP



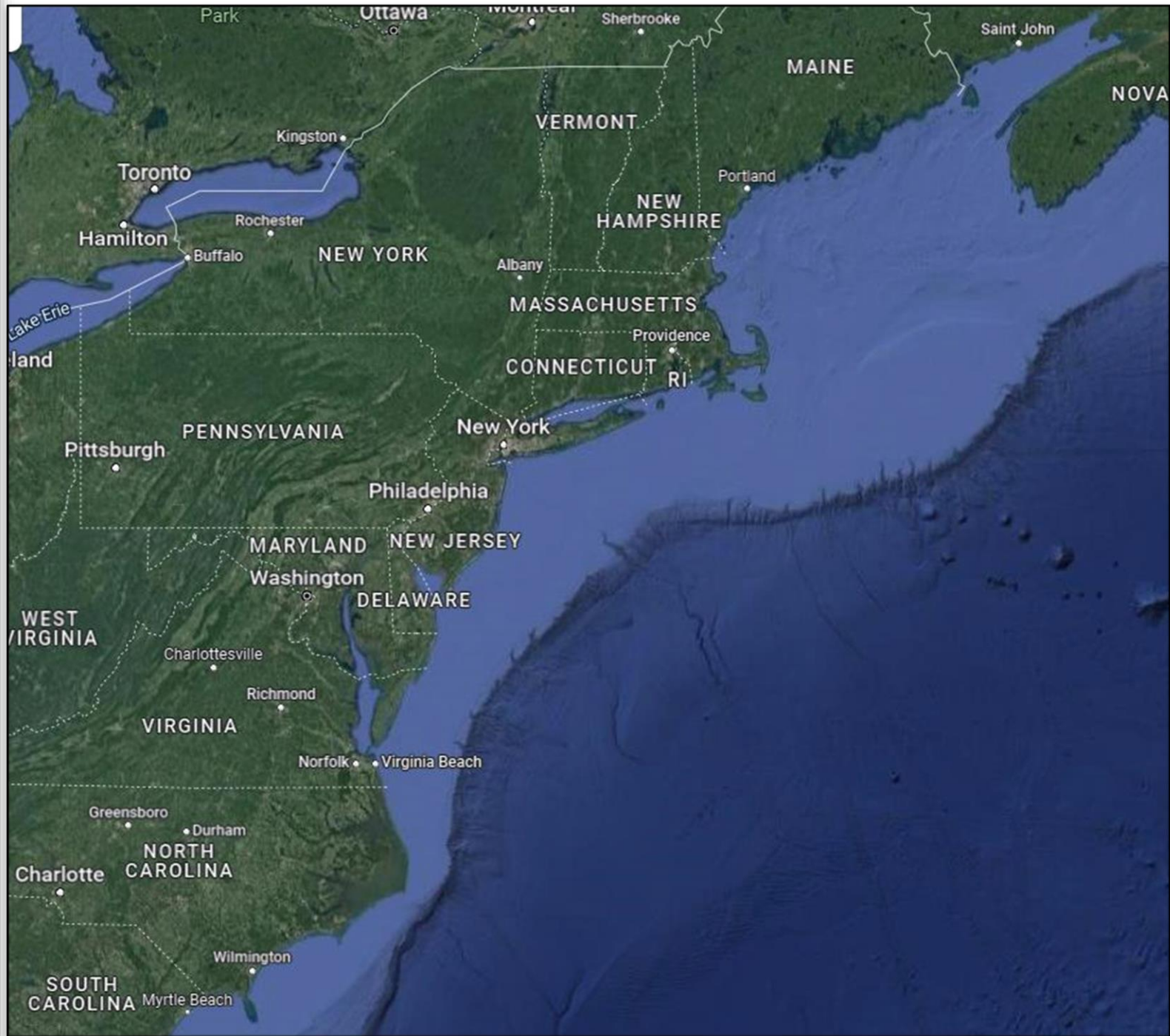
SUPPORT SERVICES





Lifejackets for Fishermen Program

Who We Are



Fishing Partnership

Who We Are

BY THE COMMUNITY



Live in the coastal
communities
we serve



Have lived
fishing
experience



Develop
programming
in response to
community needs

FOR THE COMMUNITY



Fishing Partnership

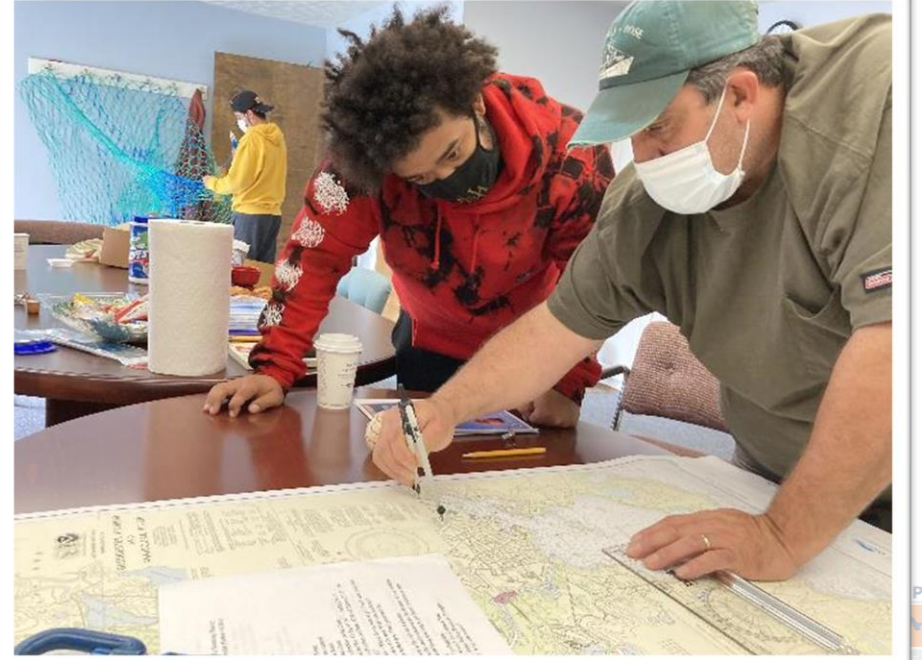
Who We Are





Fishing Partnership

Who We Are





Lifejackets for Fishermen Program

Goals

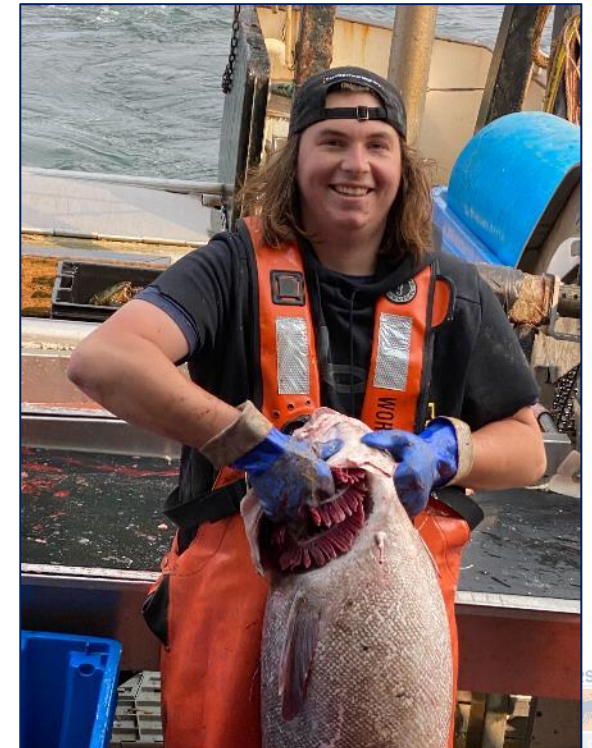
Goal #1

Change Fishermen's Attitude about Lifejackets



Goal #2

Increase the number of Fishermen Wearing Lifejackets





Lifejackets for Fishermen Program

Foundation From NEC

- **The Best Lifejacket is the One That You Wear**
 - *The Fisherman Chooses – Don't Choose For Him/Her*
 - *Does not have to be CG-Approved*
- **Training/Information helps find “Best”**
 - *Breadth of Options*
 - *Types: Inherent, Manual, Automatic*
 - *Swimming Strength*
 - *Cost*
 - *Buoyancy Level*
 - *Testimonials*
- **Try Before You Buy**
 - *Comfort*
 - *“I can/can't work in this”*
- **Cost is a barrier for some lobstermen**
 - *A rebate or discount can overcome financial barrier*

Lifejackets for Fishermen Program

Process



1. Make Lifejacket Training **Accessible** to Thousands of Fishermen on the East Coast of the U.S.
2. Keep Training **Relevant** so Fishermen Purchase a Lifejacket That They Will Wear.
3. Provide a Rebate for 50% of the Cost of a Lifejacket to those that were trained.



Training is Accessible

Lifejackets for Fishermen Program

Training in Ports



Lifejackets for Fishermen Program

Integrated in Curriculums

Training is Accessible



Safety & Survival Course



Fishing Vessel Stability Course

First Aid/CPR Course



Lifejackets for Fishermen Program

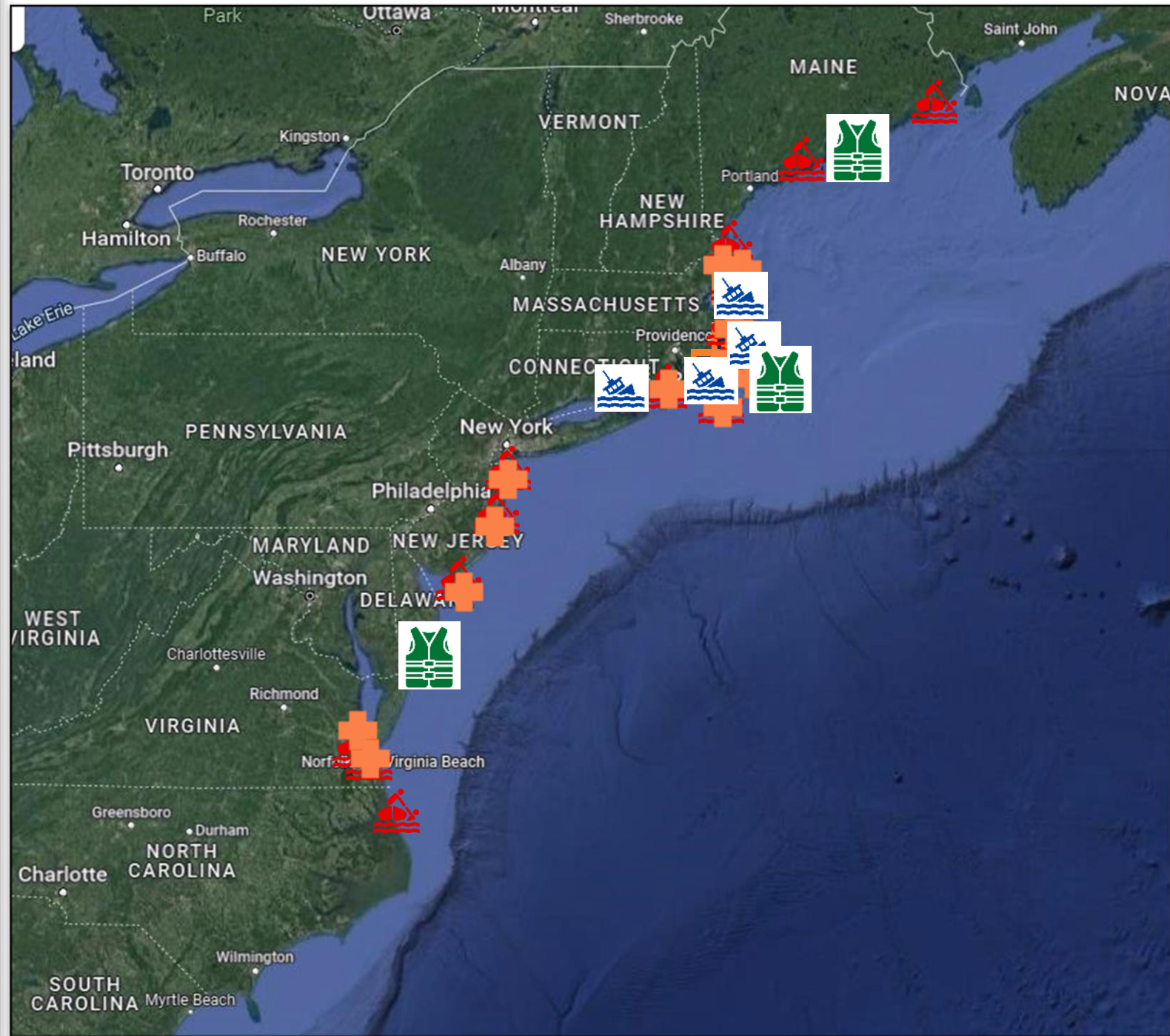
Trade Shows





Lifejackets for Fishermen Program

Accessible



Lifejackets for Fishermen Program

Objective

Training is Relevant

The Best Lifejacket is the One You Wear



“After this training, you will be able to select a personal floatation device (PFD) that you would wear based on your personal needs and the nature of your fishery.”

Lifejackets for Fishermen Program

Adapt to Audience

Training is Relevant

Reasons to Wear a Lifejacket

- Effects of Cold Water (1-10-1)
- New models are more comfortable/durable.
- Wear one for your family & loved ones ashore



Lifejackets for Fishermen Program

Try Before You Buy

Training is Relevant





Training is Relevant

Lifejackets for Fishermen Program

In Practice



Lifejackets for Fishermen Program

Fishermen Feedback

Training is Relevant



Lifejackets for Fishermen Program

By Example



Lifejackets for Fishermen Program

Normalizing

Training is Relevant





Lifejackets for Fishermen Program

Rebate Form

Lifejacket Information		
First Lifejacket		
Brand:	Model:	Size:
Purchased from (Retail Business Name): _____		
First Lifejacket: Full Purchase Amount (Include Sales Tax and Shipping if applicable):	Rebate Amount (50% of Full Purchase Amount):	
\$	\$	
Second Lifejacket (If applicable)		
Brand:	Model:	Size:
Purchased from (Retail Business Name): _____		
Second Lifejacket: Full Purchase Amount (Include Sales Tax and Shipping if applicable):	Rebate Amount (50% of Full Purchase Amount):	
\$	\$	

Please take a photo of yourself wearing your new lifejacket and include it with your rebate application. FPSS will use this photo as a proof of purchase for our funders. If you are willing, we will also share this photo on social media as a way of promoting the use of lifejackets in the fishing community.

For your Rebate, please submit the following to Fishing Partnership:

- ☐ This Form (Front and Back)
- ☐ Receipt of Purchase or Retailer Invoice (Photo or Copy Acceptable)
- ☐ Photo(s) Wearing Your New Lifejacket! (Preferred by email to lifejackets@fishingpartnership.org)

Email (*preferred*) all documents to:

Lifejackets@fishingpartnership.org

Or Mail to:

Fishing Partnership Support Services
Attn: Lifejackets for Fishermen
398 County Street
New Bedford, MA 02740

Optional: ☐ No, I do NOT want Fishing Partnership and the Northeast Center for Occupational Health & Safety to publish my name and picture for the purpose of promoting the use of lifejackets in the commercial fishing community.

Thank you for Purchasing A Lifejacket!

We care about your health and safety. Please share your experience with others in the Fishing Community that you think would benefit from Safety Training or a Lifejacket.

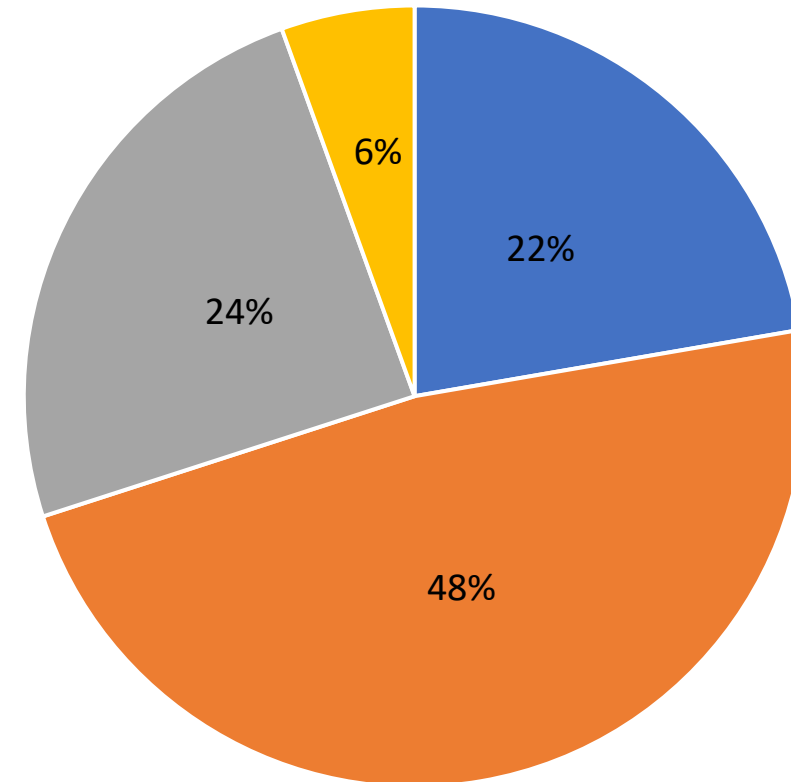
Lifejackets for Fishermen Program

Attitudes

Goal #1: Change Fishermen's Attitude about Lifejackets

Which of these safety practices are you likely to change or modify after today's training?

Wear a Lifejacket While At Sea



- I already do this
- I'm going to start doing this
- I'm still not going to do this
- This doesn't apply to me

Over 600 Fishermen Responded from 2021-2023.

Data from Fishing Partnership's Survey at the end of Safety & Survival Training Course

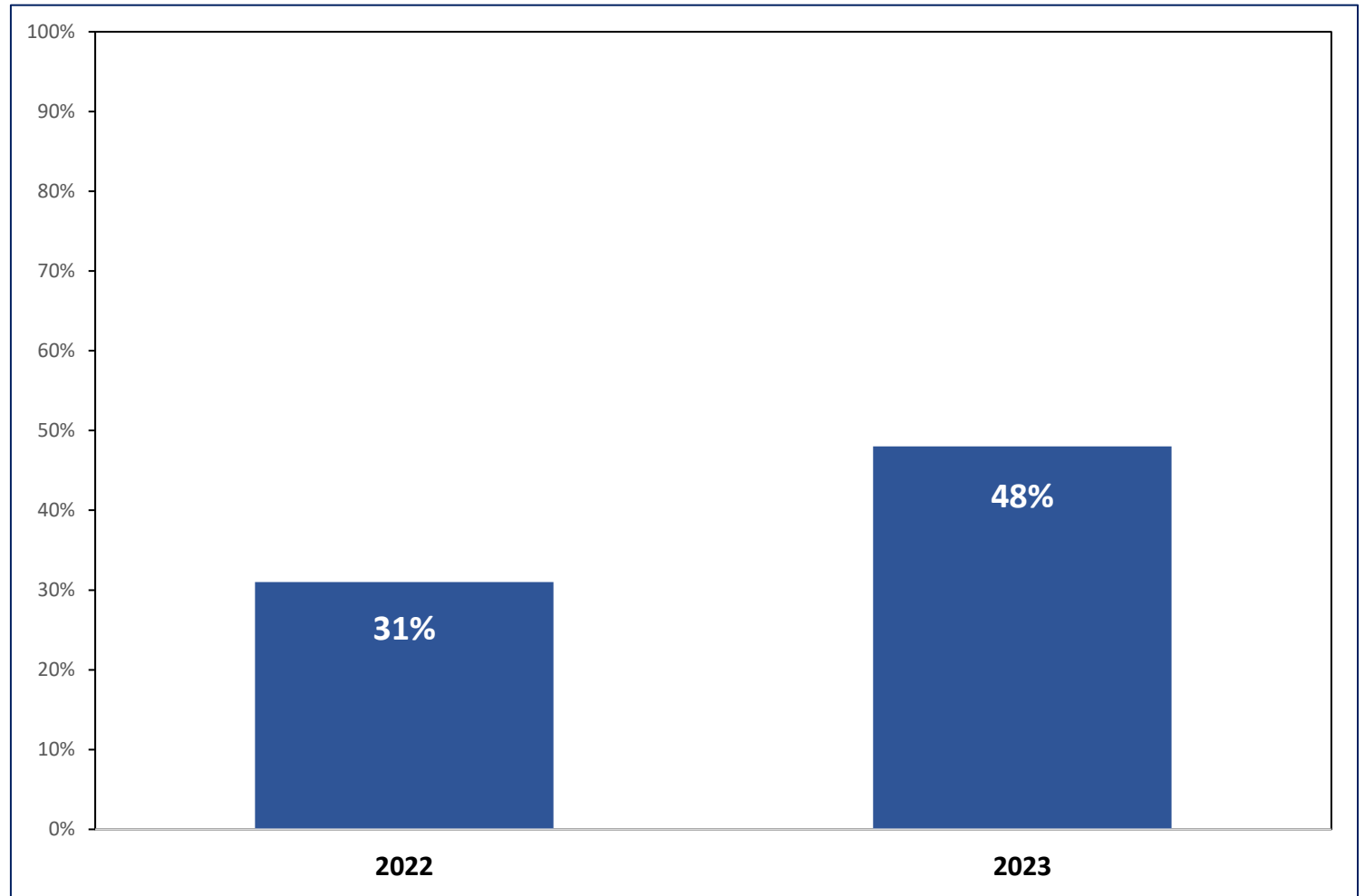


Lifejackets for Fishermen Program

Behaviors

Goal #2: Increase the number of Fishermen Wearing Lifejackets

Percentage of Commercial Fishermen in the Northeast U.S. Observed Wearing Lifejackets at Sea by the U.S. Coast Guard



Over 7,000 Fishermen Observed

Data courtesy of the U.S. Coast Guard First District Commercial Fishing Vessel Safety Coordinator





Lifejackets for Fishermen Program

Behaviors



Acknowledgement

As a community-based, non-profit organization, Fishing Partnership Support Services is grateful to receive financial support from the following organizations:

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Thank you!

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PFD Case Study: US Pacific Northwest



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IFISH6 2024



Oregon State University
College of Health



What is FLIPP?

FLIPP (Fishermen Led Injury Prevention Program)

Informed by commercial fishermen and coastal community members.

What is the goal? Prevent injuries and keep fishermen fishing.

When did we begin? 2015. We surveyed 426 west coast fishermen to find out about injuries and ideas fishermen had to stay safe. Helped inform the direction of FLIPP to develop resources and future research focus.

Current Projects: **FFAST (Fishermen First Aid and Safety Training)**, a clearinghouse of resources (flippresources.org), ergonomics with banger bar, sorting table and block designs/layout, and **FLIPP for Lifejackets**.



**Fishermen Led Injury
Prevention Program**

FLIPP for Lifejackets

Bringing the lifejacket project to the Pacific Northwest of the US

Aim 1. Collect regional fishermen's views and experiences.

Aim 2. Adapt "Lifejackets for Lobstermen".

Aim 3. Implement and evaluate FLIPP for Lifejackets.

Aim 4. Compare with program in New England.

Ultimate Goal: Find out what types of lifejackets fishermen will wear and get it to them at a reduced price.



FLIPP for Lifejackets

Regional Views and Experiences

- Fishermen Surveys (100 complete)
- Fishing Stakeholder Interviews
 - 50 completed
 - Manufacturers, retailers, fishermen groups, gov't agencies, harbor masters
- 4P's of social marketing:
 - Price
 - Product
 - Place
 - Promotion



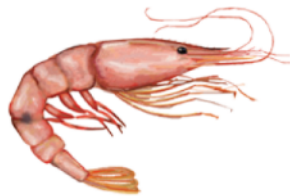
Photo credit: Trav Williams, Broken Banjo Photography

FLIPP for Lifejackets

Upcoming activities: Lifejacket trials

7 lifejackets identified from surveys/interactions with fishermen.
Different fisheries/seasons dictate which lifejacket to trial.

Salmon



Pink Shrimp

April 1 to Oct. 31, 2020



Dungeness Crab

Dec. 1, 2019 to Aug. 14, 2020
Dec. 1, 2020 to Aug. 14, 2021



Coho and Chinook

May - Oct

Albacore Tuna



June to October
Depending on when
species arrives off the
Oregon Coast

Pacific Halibut



June 22 - 24
July 6 - 8
July 20 - 22
Aug 3 - 5

*These dates are only open
until the quota has been
reached for the year.*

Lingcod, Rockfish, Sole, Flounder, Blackcod Throughout the Year



What's Fresh and When?

FLIPP for Lifejackets

Plans FLIPP for Lifejackets program

Marine suppliers support the sales in the various ports.

Collaborate with port managers and other locals to create port specific events. Port provides the most effective timeframe based on the fleets in the port and typical fishing patterns.

Coordinate with other events (like Fishermen's Appreciation Day) to bring program to where fishermen are already gathering.

Coordinate with fishermen trainings to incorporate lifejackets (similar to FPSS).

Leverage partners to amplify FLIPP for Lifejackets and other health and safety resources.

FLIPP for Lifejackets

Practice run of a program – November 2023

Newport's Fishermen Appreciation Day

Collaboration of FLIPP, Newport Fishermen's Wives,
Englund's marine

Lifejackets (Kent Rogue, Workvest) to have for \$25
donation

Try on other lifejackets

Short survey

Follow up text



Photo credit: Trav Williams, Broken Banjo Photography

NEWPORT FISHERMENS WIVES &
THE PORT OF NEWPORT

FISHERMEN APPRECIATION DAY

Breakfast at 9am
BBQ at Noon

First come, first serve! **Free**

November 17th

- Englund Marine, NFW, Kent Safety Products & OSU are giving out 100 Kent Lifejackets (suggested donation \$25).
- Salmon Relief Grants for Newport Active Permit Holders
Direct payments for safety equipment (EPIRBs, liferaft repacking), moorage and license fees.
- Free NFW T-shirts and Books from the Fisherkids Literacy Program (while supplies last).
- Basic Health Screenings from OCCC nursing students.
- Survival Suits and Emergency Drills with the USCG.
- Addiction Education and Narcan Training from Phoenix Wellness.
- Flu Vaccines from Lincoln County Public Health.
- Gear Handling Games and more!!

PORT OF NEWPORT

FLIPP for Lifejackets

Newport's Program – Nov/Dec 2023

Fishermen's Appreciation Day

95 lifejackets for 44 vessels

Drill conducting course

Englund's Marine Supply

Dock walks before season

Total

170 lifejackets for 67 vessels

- Dungeness crab fishermen tried on and looked at other designs, but like Kent Rogue
- Fishermen engaged with the lifejackets and were fine with the request for a donation.
- Collaboration key with trusted partners (Fishermen's wives and Englund's Marine)



Photo credit: Trav Williams, Broken Banjo Photography

FLIPP for Lifejackets

Adapt/Implement Both Programs

Core components:

necessary for the program to work – should not change across settings

Try before you buy

**PFDs and education
about maintenance
and use**

Cost Reduction

Peripheral components:

changes across contexts, depending on what is best in each setting

Thank you. Questions?

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The findings and conclusions in this presentation have not been formally disseminated by CDC/NIOSH and should not be construed to represent any agency determination or policy.



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