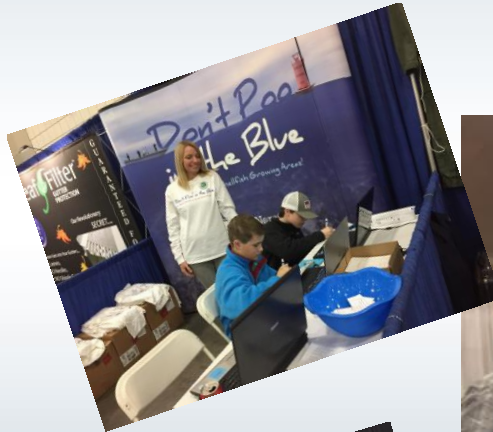


NoroCore Grant Outreach Program

“Don’t Poo in the Blue”

Boater education booth at boat shows across the country to educate boaters on the dangers of overboard discharge



NoroCore Grant Outreach Program

“Don’t Poo in the Blue”

The “Don’t Poo in the Blue” booth has already been visited by hundreds of boaters at the following shows:

Grand Strand Boat & Sportsman Expo
Myrtle Beach, SC
January 6-8, 2017

Progressive Baltimore Boat Show
Baltimore MD
January 26-29, 2017

Eugene Boat & Sportsmen’s Show
Eugene, OR
February 3-5, 2017

Biloxi Boat Show
Biloxi, MS
February 10-12, 2017

Mobile Boat Show
Mobile, AL
March 31-April 2, 2017

NoroCore Grant Outreach Program

“Don’t Poo in the Blue”

916 participants visiting the “Don’t Poo in the Blue” booth were asked “Prior to watching the video, were you aware human illness can be transmitted by overboard discharge of feces or vomitus?”

	Myrtle Beach, SC	Baltimore, MS	Eugene, OR	Biloxi, MS	Mobile, AL
Yes:	219	221	96	52	67
No:	35	84	69	82	53

Total Participants:
1014

NoroCore Grant Outreach Program

“Don’t Poo in the Blue”

Observations from the Booth

- Teachers requested the information for class lessons.
- Many participants thought vomitus would be immediately diluted to a safe level and did not pose a norovirus threat.
- Certain Regions of the country seem to be more knowledgeable about overboard discharge.