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NATIONAL BOWHUNTER
EDUCATION FOUNDATION
PROJECT
STAND
STOP TREE STAND
ACCIDENTS 'N DEATHS

www.nbef.org

It's time to take
tree stand safety personally
because it is personal.

WHAT IS PROJECT STAND

A comprehensive educational outreach program designed to significantly decrease tree stand accidents and deaths. It is being led by the NBEF (National Bowhunter Education Foundation) with support from the hunting industry, state and federal wildlife agencies, and the medical community.

DID YOU KNOW

One-in-two tree stand users do not use any form of fall arrest device?



YOUR HELP IS NEEDED

Project Leads **\$10,000 & Above**
Listed On All "Project STAND" Materials,
Press Releases, & Permission to Affiliate

Project Sponsor **\$5,000-\$10,000**
Listed On Some "Project STAND" Materials,
& Permission to Affiliate

Project Supporter **\$2,500-\$5,000**
Permission to Affiliate

Whatever the incidence of accident, it is universally held that tree stand accidents represent not only personal tragedy but have the potential to damage the image of hunting in general.

WHAT IS THE PROJECT COST?

Research
Equipment Purchases
Course Delivery
Research Analysis
Course Development
Media Purchases
Message Delivery
Website Development
Approximately \$100,000

WHY PROJECT STAND?

Sadly, tree stand incidents and deaths are an all too familiar occurrence within the hunting community. National studies indicate that approximately 10% - 30% of hunters who hunt from an elevated stand will have an incident sometime in their hunting career. Some will not live to tell their story; others will tell it from a hospital bed or wheel chair. Many accident victims will never hunt again. Some states report higher fatality rates associated with tree stand incidents than with firearm incidents.

Annual tree stand sales number well over 1 million units per year and show no signs of decreasing. As more and better tree stands are developed and tree stand hunting is promoted, more and more hunters are hunting from tree stands. Many older hunters have not taken a hunter education course which has traditionally taught tree stand safety. Additionally, new information is available today that was not available ten, five, or even two years ago. Tree stand safety education is therefore a perpetual “work in progress” in constant need to updating, repackaging, and redistributing.

Seriously injured tree stand accident victims may or may not be treated by first responders familiar with suspension trauma injuries.

WHY THE NBEF?



The NBEF is internationally recognized as the authority in tree stand safety education. Tree stand safety has been an integral part of bowhunter education courses for over 30 years. The NBEF works with the leading authorities in the field to produce tree stand safety educational materials such as their state of the art DVD which is included with every tree stand manufactured by members of the Treestand Manufacturers Association (TMA).

The NBEF instructs over 50,000 bowhunters each year and works closely with the International Hunter Education Association (IHEA) and their 70,000 volunteer instructors.

The NBEF produces the majority of materials used by State agencies to teach tree stand safety and works closely with state and federal wildlife agencies as well as the hunting community.

Members of the hunting community have asked the NBEF to launch a major initiative to address the issue of tree stand safety.

FUNDING

Although the NBEF is internationally recognized as the leader in tree stand safety education, “Project STAND” is outside the scope of their annual operating budget.

The NBEF will depend upon the support of the hunting industry and related organization to fund “Project STAND”.

Companies with a vested interest in hunting and tree stand safety are pledging support of \$2,500, \$5,000 and \$10,000 in pledges renewable for 3 years. Companies interested in assuming a leadership position in “Project STAND” are pledging more.

“Project STAND” is being strongly supported by the entire hunting industry who recognize that, in addition to being in their best interest, supporting “Project STAND” is just “the right thing to do.”

PROJECT STAND GOAL

**To significantly reduce
tree stand related incidents.**

Measuring Success

A national study will be conducted in 2008 to document tree stand incidence and injury rate.

The study will be repeated 5 years post initial evaluation to measure effect of program.

Additionally, anecdotal data will be collected on an ongoing basis.

HOW?

Project STAND is working with D. J. Case and Associates to conduct an analysis of known information regarding tree stand incidents. This review of incidents will assist in constructing the appropriate safety message.

In addition, the expertise of known safety education experts, hunter safety specialists, medical personnel, and professional communicative firms are being utilized by Project STAND.

MESSAGE DELIVERY

Mass Media & Paid Ad Campaign

With over 20 million impressions, the campaign will be designed to interrupt the sequence of events which typically lead up to a tree stand incident.

TV

“Message templates” will be furnished to TV producers and other recognizable TV personalities in PSA announcements.

Print

Editors and outdoor writers will receive story ideas, fact sheets, and photos.

Internet

Links and content will be supplied to manufacturers, web producers, hunting, safety, and emergency medical personnel. Streaming video content to be available.

Relationships with media outlets will be forged to attack tree stand safety through the duration of “Project STAND”.

“Project STAND” anticipates the purchase of print, TV, and internet advertising space to facilitate message delivery.

Most media outlets have agreed to run PSA’s but “Project STAND” anticipates also having to purchase space albeit at a significantly reduced rate.

Tree Stand Safety Specific Courses

The NBEF, in cooperation with the TMA, has developed an intensive tree stand safety course. Designed originally for hunter ed personnel, the course will be adapted to industry, agency, and related professionals who in turn will instruct the general public in tree stand safety. The course is designed to create a cadre’ of trained experts capable of conducting seminars. Targeted candidates include manufacturers reps and retailers, guides and outfitters, hunt club personnel, and public safety personnel. Thousands of tree stand users will be reached in this manner.

Hunter Ed-Bowhunter Ed Classes

Each year 700,000+ new hunters take a hunter or bowhunter education course. Traditional classroom courses will be encouraged to intensify the tree stand safety component. Teaching materials and methods will be updated to reflect current information over a three year time. Online courses will be maintained in an “evergreen” condition to reflect real time information.