

Mariner Marketer

via TheNauticalLifestyle (TNL)



Hypothermia: It Happens In All Kinds of Weather and Cold Waters!

The weather outside has been rather bizarre these past couple months. It's frightfully cold in some parts of the country on minute, then warm the next. According to the Center for Disease Control and Prevention a total of 16, 911 deaths in the United States, an average of 1,301 per year, were associated with exposure to excessive natural cold, from 1999 to 2011. The highest yearly total of hypothermia-related deaths (1,536) was in 2010 and the lowest (1,058) in 2006. Approximately 67% of hypothermia-related deaths were among males.

Another statistic from Pennsylvania's 2012 Boating Accident Analysis report shows that they had four fatal accidents and five fatalities just from Hypothermia and cold water shock alone. That's five too many.

Hypothermia occurs when the body's internal temperature falls from a normal 98.6 degrees to 95 degrees or cooler. It also occurs if you're in water temperatures that go below 70 degrees. Water temperatures below 60 degrees pose an immediate threat of hypothermia. Our bodies lose heat primarily from three areas:

1. the groin due to large blood vessels near the surface
2. chest sides due to minimal muscle or fat insulation
3. head and neck

Here are the four stages, what to watch for and how to treat it:

Early Hypothermia

Symptoms: pallor (pale as cardboard or paste), fatigue, weakness and muscle tenseness, shivering, judgment may still be intact

Treatment: remove wet clothing, add extra clothing or blankets, give warm beverages and/or protect from elements

Mild Hypothermia

Symptoms: intense or uncontrollable shivering, decreased coordination, impaired judgment, numb feeling in hands or feet or person still alert

**In This Issue
Note from Robin
Feature Article
Special Offer
Guest Article**

**Hello,
This issue is being sent to
you courtesy of: **Robin G.
Coles**
TheNauticalLifestyle.com**

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appreciate you and truly
value your business. Please
feel free to pass this along
to others (friends, family
and neighbors) whom you
feel would benefit from it. I
just ask that you pass this
newsletter along in it's
entirety. Enjoy!**

From the desk of: Robin G. Coles

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. February brings Miami and Boston Boat Shows, Valentine's Day, George Washington and Abraham Lincoln's birthdays, and school vacation.

Last month we brought in the

Treatment: remove any wet clothing, do not massage muscles (could cause shock), apply lukewarm heat packs or hand warmers to head, neck and trunk, add layers of clothing, give warm, non-alcoholic and caffeine-free beverages, keep watch for signs of progressed hypothermia

Moderate Hypothermia

Symptoms: shivering stops but muscles begin to stiffen, speech slurs or slows down, mental confusion and apathy sets in, drowsiness or strange behavior happens, shallow or slow breathing

Treatment: same as Early and Mild Hypothermia plus add an external heat source. Call for help!

Severe Hypothermia

Symptoms: skin is bluish and cold, pupils may be dilated, lack of coordination or unconsciousness, person may appear lifeless

Treatment: handle with care, remove wet clothing, apply external heat like a space blanket, monitor pulse (give CPR if none), call 911, May Day or push the DSC button on your VHF radio and get medical assistance immediately.

There you have it! Four stages of hypothermia and a lot to remember. The Good Samaritan Law protects you if you don't go beyond the scope of your training. As long as you only advise and act upon what you've learned you can't be sued. However, when a person is unconscious and not breathing permission is implied. Make sure you explain everything you're doing each step of the way and ask for confirmation back that what you're doing is understood. Make sure you also state that you're going to call the next level of care.

Special Offer:

Book a CPR, First Aid, and AED certification course at your place and save money for your members.

<http://TheNauticalLifestyle.com/CPR>

How a Rescue Gets Facilitated.

Guest Article from Interview with Alan Sorum

There are quite a few different things that could happen during a rescue. Basically, you're going to call the Coast Guard or another authority and ask for help. The most direct method is for the boat in distress to make a May Day call on channel 16 and communicate directly with the Coast Guard. That's one way. On-board radio locator beacons operate in a couple different modes. The beacon transmits a distress signal, and the search and rescue satellite system picks that up and alerts the search and rescue authority to start a rescue mission. A lot of times

year 2013, had a book signing at the Providence Boat Show and surveyed attendees on what would make boating more fun, plus teamed up with Maritime Consultants to bring you classes in CPR, First Aid, AED, and NASBLA Boat Safety.

This month I'll be driving to Miami, FL for the Strictly Sail Boat Show which runs Feb 14 - 18th. There you'll find me in the Author's Corner for a book signing, and the Seminar Tents making two presentations: On Board Emergencies and Keeping it Fun. I'll also be surveying the attendees there to see what they have to say about making boating more fun. Jim Coburn and I have an updated interview planned to discuss what's happening with regards to boaters getting financed in 2013, plus the Supreme Court's ruling about liveaboards.

Watch your emails for more details on listening to the interview with Jim Coburn. Plus, the announcement of a new book.

Last, but not least, this month I'll have successfully finished my last speech for Toastmaster's Competent Communicator Award. Last year I finished the year off with Toastmaster Competent Leadership Award.

Happy Valentine's Day!

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people will see another boat in distress or they'll hear something on the radio that concerns them--a third party can turn in a report. If you filed a float plan with the harbormaster or a family member, and you didn't come back on time, that person can call the Coast Guard and ask that they check up on you.

Here's an example of putting in a May Day call:

It's three May Days--so it's May Day, May Day, May Day--then you give the name of your boat, number of people on board, where you're located, and the nature of your distress. You *always* start off saying the May Day message three times and then the basic information about your situation. The Coast Guard then comes back and talks to you. They've actually got an entire script where they'll go through the whole situation with you and nail down all the information they need. The key is to get that first conversation started.

Congratulations to our Providence RI Boat Show Winners:

Mike Rocheleau of CT
Manuel Tavares of RI

Linkedin: [robingcoles](#)
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Safe boating...

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