



# **BEACH AMBASSADOR PROGRAM TRAINING MANUAL SANTA BARBARA COUNTY**

Revised January 2019

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## ACKNOWLEDGEMENTS

Beach Ambassador programs are being started all over as the budgets of law enforcement and state parks are being cut. Only a trained volunteer force can fill the gap being left behind.

This training manual was compiled from the ideas of many individuals and beach groups across America. The real experiences of these groups over the past several decades compelled me to put them together into a “best practices” book from which all could learn. Two years ago we started using a first draft of this workbook to train Beach Ambassadors in California’s Santa Barbara County. We also learned what training methods worked and what didn’t, so this current version also reflects those experiences.

I specifically want to thank Richard Mason of Haulover Beach for his wise mentoring throughout this process. Haulover has an awesome Beach Ambassador program! I must also thank Tim Giest, Patty Fitzgibbons, Rolf Holbach, Tim Doggett, Richard Pley, Tom Orem, and all my friends at Pirate’s Cove Beach near San Luis Obispo who were very helpful, and a big shout out to Dave and Chrissy Cole were a constant inspiration. Nicky Lee at The Naturist Society and Allen Baylis of the Naturist Action Committee were also of major help explaining the law and pointing out the boundaries of what a Beach Ambassador could do and not do. Lieutenant Brad McVey, the former police chief of the city of Carpinteria was also helpful in that regard.

Different publications and web sites, too numerous to mention, also gave me ideas how to translate a Neighborhood Watch to a beach. In addition, being on my own community’s Neighborhood Watch team provided some practical experience doing a foot patrol. So this manual was definitely a community effort!

At the insistence of many people, and from our own training experience, this training manual is broken into two parts. The first applies to all beaches. The second applies just to nude beaches as they have special needs that require specific instruction.

Again, my thanks to all who helped. It is my goal that as this program grows and evolves, so will this document. We can never stop learning from each other how to make our beaches safer and a better experience for all.



Gary Mussell,  
Director, Friends of Bates Beach  
December 2018

## IMPORTANT CONTACT INFORMATION (SANTA BARBARA BEACHES)

*It is important to emphasize that Beach Ambassadors are NOT police officers and Ambassadors have no legal authority to do anything other than observe and report. So, who do you need to call?*

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### County Parks Department: (805) 681-5653

County Park Administration Office  
610 Mission Canyon Road  
Santa Barbara, CA 93105  
(805) 568-2461  
(805) 568-2465 Reservations  
Hours: Monday - Friday, 9:00 am - Noon & 1:00 pm - 4:00 pm  
Contact@sbparks.org

Jeff Lindgren

### South County Park Operations Manager

4568 Calle Real, Building E  
Santa Barbara, CA 93110  
(805) 681-5651  
Email: [jlindgren@sbparks.org](mailto:jlindgren@sbparks.org)  
(805) 681-5650 Office Phone

### Red Cross

(805)687-1331

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### Bates Beach Ranger Station ("Mike"):

Use County Parks Number above

Carpinteria State Beach Office  
(805) 566-2493  
[www.w.parks.ca.gov](http://www.w.parks.ca.gov)

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### Local Sheriff Substation

Lt. Brad Welch  
Carpinteria Sheriff Station  
5775 Carpinteria Ave.  
Carpinteria, CA. 93013  
Phone #'s: (805) 755-4438 or  
Dispatch for real emergencies: (805) 692-5743 (and after hours)

SB Sheriff HQ Main #: (805) 681-4100 (after hours)

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### Graffiti

Carpinteria Graffiti Hotline at (805) 684-5405, Extension 555.

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### Carpinteria City Hall

5775 Carpinteria Avenue  
Carpinteria CA 93013  
(805) 684-5405  
8am -5pm, M to F

David Durlinger, City Manager  
(805) 755-4440

Matt Roberts, Parks & Recreation Manager  
(805) 684-5405

### Carpinteria Fire Department

(805) 684-4591

### Animal Control

Santa Barbara County (805) 681-5285  
Carpinteria City (805) 755-4418  
Santa Barbara City (805) 963-1513

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### California State Parks

Danita Rodriguez, Area Superintendent  
Channel Coast District  
911 San Pedro Street  
Ventura, CA 93001  
[drodriguez@parks.ca.gov](mailto:drodriguez@parks.ca.gov)  
(805) 585-1847

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### Heal the Ocean

Hillary Hauser [hillary@healtheocean.org](mailto:hillary@healtheocean.org)

### Channel Islands Restoration

928 Carpinteria St., Suite #3  
Santa Barbara, CA 93103  
(805) 448-6203  
Nancy Diaz, Volunteer Coordinator [volunteer@cirweb.org](mailto:volunteer@cirweb.org)  
Ken Owen, Director

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County Public Works Department at (805) 568-3000.

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### Rincon Point Property Owners Association

Geoffrey "Geoff" McFarland is listed as manager  
c/o McFarland Financial 720 Vereda Del Ciervo Goleta Ca 93117 (805) 562-8482 x2  
Also

California Sec of State has registered corporate agent is Laura C. McFarland (State ID: 00518382)  
at Town n Country Realty and Investments 5669 Calle Real Goleta, CA 93117

Rincon HOA President (2014): **Steven Halstead** (he is also past CEO of Heal the Ocean, Santa Barbara)  
8102 Puesta Del Sol Carpinteria, CA 93013  
<http://www.corporationwiki.com/California/Goleta/rincon-point-property-owners-association/39717790.aspx?c>

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Beach Ambassadors at Haulover Beach, Florida, 2010

## **PART 1: WHAT ARE BEACH AMBASSADORS?**

Beach Ambassador programs are growing in popularity at many beaches on both coasts of the United States. With budget cuts and reduced headcount, it has become quite difficult for law enforcement to adequately cover expansive beach territory and also perform other necessary tasks elsewhere. The idea of civilian Ambassadors became popular several years ago when beach leaders at Haulover Beach in Florida decided to meld the proven techniques of Neighborhood Watch programs with the training given to private security guards.

Friends of Bates Beach and SCNA established its Beach Ambassador program in 2013 so that we could better handle the safety and security of beach visitors at North Rincon (Bates) Beach in a pro-active way. Seeing our blue hats as we walk along the sand psychologically gives the same sense of authority as a nearby police car does on a city street. One goal of the Ambassadors is to protect beach visitors from occasional troublemakers within the legal limits of our “authority.”

### **WE ARE...**

- **Volunteers** who assume the care and mentorship of a particular beach or beaches.
- **Committed** to working within the law and communicate simple standards of etiquette and behavior to the beachgoers so that no one person or group of people can ruin a positive beach experience of others.
- **Diplomats** who work to ensure the trust and respect of beach visitors by being helpful when needed and non-intrusive as much as possible. While we watch out for those occasional individuals who may spoil the beach experience for others. (In practice, far more time is spent on providing information and assisting beach users.)
- **Represent** the Beach Ambassador program when on the beach.

### **WHAT IS OUR MISSION?**

- To preserve and maintain the environmental quality and safety of the beach, and to encourage others to do the same.
- To actively watch for those individuals who, whether through ignorance or intent, violate the accepted standards of behavior on the beach, then take prudent, restrained and legally-allowed action to cause such people to change their offending behavior while at the beach.
- To be fair and impartial, and neither practice, nor allow, any discrimination based on considerations such as disability, gender, race, ethnicity, creed, or sexual orientation.
- To respect the prerogatives of, and to assist, and not hinder, legally sanctioned authorities such as police officers, lifeguards, and other professional public service officers.

### **WHAT DO WE DO?**

A Beach Walk is the method used by Beach Ambassadors to deter crime and report incidents and other problems. Periodically, Ambassadors will walk the sands and parking lots, and then collaborate with their Ambassador Team Leader, with law enforcement, with neighborhood associations, and with county park personnel to make sure that any observed problems receive a prompt and effective response.

These Beach Walks serve several other useful purposes:

- By being deliberately visible on the beach, Ambassadors send a message to those on the beach that inappropriate behavior and crime will not be tolerated. Additionally, beachgoers begin to feel a sense of

safety knowing that someone cares and is concerned about the safety and security of the area.

- Ambassadors will report health, safety, and environmental problems to the appropriate authorities. They are in the best position to notice and report graffiti and other vandalism, sick sea lions or other wounded wildlife, or injured or sick beachgoers who may need immediate medical attention.
- Ambassadors promote positive communication and relationships within a beach community. Beach Walks provide an avenue for beach regulars to get to know one another and build a sense of community.

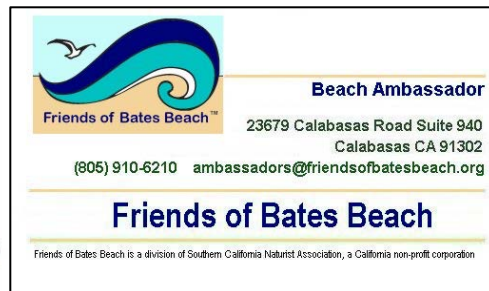
### **HOW DO I BECOME A BEACH WATCH AMBASSADOR?**

- The Director of Friends of Bates Beach approves all Beach Ambassador appointments once the applicant completes the required training course and background check. The Director may revoke the Ambassador status of anyone who intentionally violates these standards, or otherwise shows their unsuitability after selection.
- Once approved, Beach Ambassadors carry a distinctive form of identification: a hat with logo, a colored shirt, or a name medallion, will make them more easily visible on the beach should a beachgoer have a problem or need a question answered. Clear recognition of the presence of Beach Ambassadors on the beach can in itself go a long way toward maintaining a friendly family atmosphere at the beach.

### **WHAT DO BEACH AMBASSADORS DISTRIBUTE AT THE BEACH?**

- Ambassadors work in teams (see the section, “Conducting a Beach Walk”) with one person designated to carry trash bags and Beach and Hiking Etiquette sheets to hand out to anyone interested among the beachgoers. Optionally, a brochure describing the Beach Ambassador program may also be distributed to interested persons. Samples of these handouts are in the Appendix of this Workbook:

1. Beach and Hiking Etiquette
2. Beach Safety Tips
3. Join the Beach Ambassador Program (2 sides)
4. Trash and Recycle Bags
5. Ambassador Business Cards:



*Wear your Beach Ambassador hat! Distribute Business cards to those who are interested!*

## **PART 2: CONDUCTING A BEACH WALK**

### **FREQUENTLY ASKED QUESTIONS**

#### **Can my children come along on a Beach Walk?**

For practical and safety reasons Beach Ambassadors need to be focused on watching their surroundings, rather than taking care of the needs of a child. Also, the Beach Walk cannot be as flexible and mobile if accompanied by a child. Lastly, there is the potential that an Ambassador could be confronted by people who are belligerent and angry. Remember, criminals don't like to be watched, and in rare instance may confront an Ambassador. For this reason, Walk members may not bring their minor children on a Beach Walk with them.

#### **Can I bring my dog?**

For the same reasons listed above, we recommend that you leave your leashed pet at home when you are on your Beach Walk. However, we are aware that some people like to combine their patrol with their dog's daily walk, and would have difficulty fitting in two walks. If you have a very well-trained dog who you know will not distract you from your Beach Walk, and the other members of the team are comfortable walking with you and your dog, you may go ahead and bring your dog as long as you adhere to all county laws concerning dogs on the beach. (Don't forget to pick up after it!)

#### **Can I bring a friend or a potential new Walk member?**

Yes, as long as that person is briefed on the basics of participating in a Beach Walk prior to going out. A good way to do this is for a current Walk member to go over the volunteer agreement form with the person, making sure that they understand that a Beach Walk is supposed to be a non-confrontational activity. If a person is going to join the Ambassador on a regular basis, they need to be provided with the training and sign the volunteer agreement form. Having people come along for "walk-alongs" is an excellent way to recruit new Ambassador members.

#### **Can minors be part of a Beach Walk?**

For legal reasons, Beach Watch participants must be 18 years of age or older.

#### **What if we don't have access to cell phones?**

Sometimes a cliff will obscure cellphone reception, or a volunteer's batteries may die at a critical moment. Here is another reason to Walk in teams, as the second person (with his/her own cell phone) can move farther away to get reception and make an emergency call if required.

#### **What if I have a concealed carry permit? Can I bring my gun? What about pepper spray?**

Even if you choose to carry a weapon for self-protection in other circumstances, you may not do so while conducting your Beach Walk. If you insist upon carrying your weapon/pepper spray with you, then the Beach Ambassador program is not for you.

#### **Can we arrest or detain someone until the police arrive?**

Civilians who try to detain or arrest criminals risk injury, death, and lawsuits. Police officers are paid and trained to make arrests. Ambassadors must try to stay a safe distance away from an escalating situation and wait for the police to arrive. They alone will determine if arrests need to be made.

## **CHECKLIST: BEFORE YOUR WALK**

- **We recommend you always work in 2-person teams. This is for your own safety. If Walking an area known** for inappropriate activity, it is recommended that three Ambassadors Walk together. It is not recommended that you Walk with a large number of Ambassadors (six or more) as this might intimidate the beachgoers and cause any person of interest to get defensive when approached.
- **Dress appropriately:**
  - ✓ Wear comfortable shoes. You may have to walk places where there are rocks or litter so flip-flops are inappropriate.
  - ✓ Wear comfortable clothing, after all you are at the beach and don't want to appear out of place by being overdressed.
  - ✓ Wear your Ambassador Hat, name medallion, T-shirt or other items that identify you as an Ambassador. These will be your keys to authority in the eyes of the beachgoers as they get used to your Walks.
- **Equipment Checklist:**
  - ✓ Each team must carry a notebook & pen for recording incidents or conditions that need to be reported.
  - ✓ Carry a flashlight if the Walk is at dusk or in areas where there is permanent shade such as heavy overgrown or perhaps a cave or culvert. The flashlight allows the police to find you more easily if you need to summon them.
  - ✓ Carry at least one cell phone on your Walk so you can call 911 or the non-emergency number if necessary.
  - ✓ Many of the Ambassadors who do these Walks like to carry a "fanny pack" to carry any personal items, such as keys and personal identification or business cards.
  - ✓ All that said, carry as little as possible for easy movement. Suggestion: Have one member of the Beach Walk team be the designated equipment person so the other(s) can more easily communicate with the beachgoers.
- **Pre-plan your Beach Walk route.** Select a route that is of reasonable length and tell someone not going of your planned path and the amount of time it will take. All the members should begin and end with a pre-planned destination, usually that is back at the starting point but not always. Walk members must be able to walk the full route.
- If going into areas of known to be preferred by gangs, drug, or graffiti activity, **notify the police that the Walk is heading there.** They need to know the area that will be Walked, how many Walk members are going, the time the Walk will end, and the cell phone Number where the Ambassador(s) can be reached. Notifying the police is important for the safety of the Beach Walk members, as it can speed the response time of law enforcement should an emergency arise.
- Before starting your Beach Walk, have an agreed-upon way of handling incidents, so that you don't have to figure it out in the moment. Some Ambassadors set up a **code word for dangerous situations.** For example, a word could be selected to mean, "This is dangerous and we need to leave now." Some Walks arrange in advance who will do what in an emergency situation. The person with the best verbal skills could be the one that tries to calm down the situation. Another person could be the one who calls 911.
- The odds of either of these last two bullet points happening are very rare, but Ambassadors must be prepared for anything on their route.



## **STARTING YOUR BEACH WALK**

Beachgoers are often curious about what the Ambassador team is doing. As long as the beachgoer seems safe, be open and friendly! You are forming potential alliances with people who might want to join the Beach Walk or help you in some other way. Likewise, be friendly towards any kids you may encounter.

### **Can we distribute brochures or flyers while we walk? Can we pick up litter as we walk?**

1. Yes. Just keep in mind that your ability to move easily and quickly is important, so you don't want to carry so much with you that it impairs this ability. If there is a lot of litter, make a note of it in your report so you (or the next person who walks the beach) can return with bags to clean it up (or leave the bag with another beachgoer who volunteers to do the cleaning up.) Do not hand out anything if you suspect the person will just litter the beach with it later.
2. Optional things to carry that can induce a friendly conversation with a beachgoer includes a trash bag for the beachgoer to use (with directions where to dispose of it), Ambassador Program literature, and the Beach and Hiking Etiquette flyer.

It's valuable for beachgoers to see that there is an organized beach group that cares about safety and livability and is hopeful for the future. Try to impress upon the beach visitor that they also must assume some share with us in the task of maintaining a safe and friendly environment at the beach. If they witness any questionable behavior, rather than simply tolerating it, they need to voice their objection to the problem person, and also they should alert any nearby Beach Ambassador. If standards of behavior are let to slip, the beach could become an unsafe place for families to visit.

While lifeguards and police have the primary responsibility for protecting the safety of beach users, Beach Ambassadors function to assist them by walking the beach and watching for people in distress, either on the beach or in the water, and alerting the authorities whenever they are not the first ones aware of a dangerous situation, or summoning them by phone at those times when they are not present.

Unfortunately, many of the beaches along the Santa Barbara coastline have no lifeguard service. Beach Ambassadors interested in taking a **CERT (Community Emergency Response Team)** training or a **Red Cross** course in CPR should arrange for them through the FOBB's Ambassador Director. At the very least, Ambassadors need to carry all relevant emergency phone numbers at all times to summon the proper help when needed.

There is a water safety sheet on the reverse side of the Etiquette handout:

Each beach you walk may have totally different inherent problems than another. We have identified 27 popular beaches, trails, and river areas in Santa Barbara County where people most often decide to do their picnics and hikes on any given day. Because they are spread out over a wide geographic area, covering them all is a definite challenge. Also, if an incident occurs, it takes precious time to notify law enforcement and to get a response.

Because of the likelihood of a delayed response, our primary tool is to use diplomatic methods of persuasion (and sometimes shaming) to try to get a desired result before we call law enforcement.

The hope is always that a beachgoer who feels offended will take the first step before we get there, of verbally objecting so that the person stops the action and goes away. Our experience is that some people will solve the problem this way without an Ambassador's help. But many will not. Their inaction comes either from not paying attention to what is going on around them, or from fear/ignorance of how to manage the situation safely.

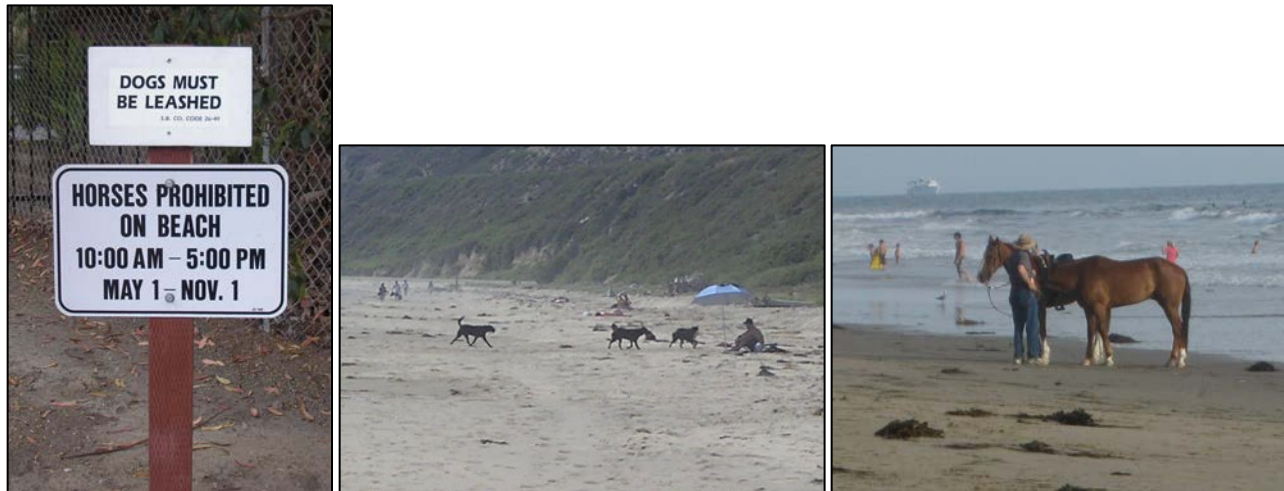
It is always important to remember that, legally, Ambassadors have no "authority" to do anything – we cannot arrest anyone, take away a camera, or force someone to leave the beach. Our legal role is to "observe and report."

Ambassadors are trained to do the following:

- By working in **teams of two**, if possible, we have found the offender is always less aggressive and more cooperative if he or she has to deal with two authority-looking people instead of just one. On the other hand,

avoid approaching people with a larger group of three or more Ambassadors if possible because the offender maybe become fearful and aggressive if it looks like a gang is approaching.

- Introduce yourself as a Beach Ambassador to the person we believe is being offended. Verify that indeed they are offended, and that they feel our assistance is needed. Otherwise, except in sexual situations or displays of family violence (see below), it is none of our business. Walk away.



Examples of dogs off leash and horses enjoying the beach mid-day.



- **Dogs off Leash:**

- ✓ Dogs at Santa Barbara County beaches are required to be on a (maximum) six foot leash, and at all State beaches and parks, dogs are not allowed at all. By law, all on-leash dogs must be:
  - with a responsible person carrying a leash,
  - properly licensed with tags,
  - healthy,
  - not in heat,
  - not aggressive or dangerous,
  - have any waste collected by the owner and properly disposed of in trash cans,
  - Comfort dogs or dogs used to assist disabled persons must be under voice control if off-leash.
- ✓ Santa Barbara County Parks & Carpinteria City leash law violations are a \$100 fine for the first violation, \$200 for the second, \$500 for the third.
- ✓ Beach Ambassadors will often observe this law is not being enforced. In fact, during the summer months, you may observe literally dozens of dogs running free. What you may also discover is that dog owners get really angry when you remind them of the law. They get even more angry if you tell them to pick up after their dog and to take the bag with them. (When we perform periodic beach cleanups the number one trash item found are bags of dog excrement washed up by the tides as people likely tossed into the water by the dog owner when nobody is looking.)

- ✓ **The policy of FOBB is NOT to interfere with violators of the County Leash Law** unless the Beach Ambassador sees dogs fighting or otherwise dangerously out of control of their owners. This includes situations when a pet may be harassing sea lions, birds, or other wildlife on the beach. If this is the case, contact the Santa Barbara City Animal Control at (805) 963-1513 or County Animal Services at (805) 681-5285.

- **Environmental Concerns**

Beach Ambassadors have a goal that beach areas be preserved in as pristine a condition as possible. When on your Beach Walk, watch for individuals whose actions are detrimental to the beach environment. Beach Ambassadors should advise visitors not to intrude into environmentally sensitive areas such as seal sanctuaries, climbing up cliffs, and not picking flowers or otherwise damaging the natural flora.

- ✓ **Litter.** Beach Ambassadors should seek to prevent visitors from leaving litter at the beach. Birds, fish and sea turtles can often be harmed if they ingest rubbish, and can become hopelessly entangled in items such as plastic six-pack rings or similar items. Glass containers are a particular hazard and should not be allowed on the beach at all. Cigarette filters and other small items are particularly problematic items, as they are not easily removed from the beach. Smokers should be encouraged to dispose of their cigarette butts properly, and not leave them in the ocean or on the sand.

Beach Ambassadors may wish to carry and distribute plastic trash bags to visitors during their Beach Walks, especially if a group of people seem to have a lot of trash around their area. Remind them to use the bag, to carry it off the beach when they leave, and to deposit it in the trash cans at the top of the path/ramp.

- ✓ **Sea Lions, Seals, and Sea Creatures.** Our beaches are a thin ribbon of habitat that shorebirds need to rest and feed during their long distance migrations. As our population increases, places crucial for shorebird survival are decreasing. We can be aware & share the beach with four simple actions:
  - Harassing wildlife is against the law. Walk around birds instead of through their flocks.
  - Leash all pets before they chase birds. Shorebirds see our pets as predators and become stressed. Unleashed pets harass & kill birds on our beaches every year.
  - Respect closed areas set aside for endangered or nesting species.
  - Stay away from birds or other animals that look sick or are unable to get away from humans.
  - If you find an injured bird call the Wildlife Care Network at 805.681-1080. Sick birds are vulnerable and will try to defend themselves with their sharp beaks. Call the Marine Mammal Center at 687-3255 if you see an injured mammal. Dead animals are to be left alone according to County Parks.



Examples of environmental beach hazards include washed-up wood and debris during winter months (left), erosion of beach concrete barriers (center), and dead or injured animals that wash up at high tide (right.)

## **ENCOUNTERING DANGEROUS SITUATIONS (RARE):**

The following information is not only useful in those very rare moments on the beach when you discover something serious happening, these suggestions are also useful in your personal life when walking on the street, in a park, etc.

### **a. Suspicious Activities**

What is suspicious, and when do you call the police?

By walking the beach often and observing what goes on, you are better equipped to spot the unusual when it happens.

Suspicious activity is anything that looks like it could be connected with criminal or inappropriate behavior, such as:

- A couple who surround themselves with open umbrellas so that they cannot be seen by people around them (possibility of lewd activity).
- A person who is seen looking through the items around a deserted beach blanket area while the blanket's owners are away playing in the surf or taking a stroll.
- An older man with young females, teenagers or children in an unusual place or for an unusual period of time.
- A person observed with any sort of weapon(s).
- In the parking lot, someone looking into cars.
- Someone screaming in pain or for help.
- Someone wearing clothing, bandannas, caps, or other attire that does not seem to fit on the beach.
- Someone who seems to be loitering along the Coastal Trail above the beach.

This list, as you might imagine, is endless. The point is that anyone doing anything that looks suspicious or out of the ordinary for the beach area, the time of day, and/or circumstance should get your attention.

If the activity is (or appears to be) a violation of the Beach Etiquette form, the Beach Walk team should move closer to the person, close enough to let it be known you are watching him/her. Since most violators hate to be caught in the act, most will cease what they are doing, pack up, and leave.

However, if it appears to be threatening to property or people, immediately report the suspicious activity by calling 911 (see "Escalation and De-escalation", page 14). Time is critical in apprehending criminals. It is better to be overly-suspicious than to let a criminal get away.

Write down as much information in your notebook about the person's actions, his/her description, what possessions he/she is carrying, the time and direction the person when he/she left. Try to answer these questions:

- How many suspects were there? What did they do? What did they say? What did they take? Which way did they go?
- Were there any other witnesses? (Names, addresses phone numbers?)
- Is there any other information you feel is important?

Remember you are not a policeman. You have no legal authority to interfere or attempt to detain anyone. Your role is to observe and report. If the situation feels dangerous, leave the scene at once and make the 911 call from a safe place.

If the suspect sees you and then hastily gets into another vehicle and drives off, and the circumstance or driver makes you suspicious, write down what you saw and report it to the authorities. Be able to answer the following questions when asked:

**What Kind Of Vehicle Is It?** How many doors? Is it a sports car? Convertible? Recreation or Sport Utility Vehicle? Does it have a camper-shell on the back of a pick-up? If a truck, is it a small or large pick up? Flat bed? Stake truck? Boxed cargo truck? If a motorcycle, is it small or large? Have a, side car? Is it domestic or foreign, street, or dirt bike?

**What Color Is It?** Single color, multiple colors? It further helps to describe the shade of that color (examples: midnight blue, powder blue, aqua blue). Window tinting - rear and/or side windows, color of tint?

**What Make And Model Is It?** Perhaps you can only describe it as domestic or foreign - that's OK.

**What Year is the Vehicle?** If you know the year, great. If you don't, write down if it looked new, nearly new, a few years old, several years old, or really a wreck?

**What Was the License Number?** It is important to get the license plate number of any vehicle that is suspicious. And always observe the state in which the plate was issued. Look for any unusual features including, in some states, the County designation, environmental messages, veterans groups, etc. on the plates. If nothing else, remember the colors of the background and the letters and numbers on the plate. If a vanity plate, try to remember what they are trying to say.

**Anything Else that You Remember?** Did you see any identifying bumper stickers, dents, bullet holes, broken windows, etc. on the vehicle? Were the wheels lowered or raised from the standard production model? Was the vehicle damaged in any other way (hub caps missing?) Did it have chrome wheels?

Write everything down on your notepad as quickly and exactly as you saw it. Even if you can't recall all of the plate number or the person's features, even a partial description can help apprehend a suspicious person. The police can use answers to as many of these questions as possible. Please remember that wrong information is worse than no information at all.

## b. Graffiti

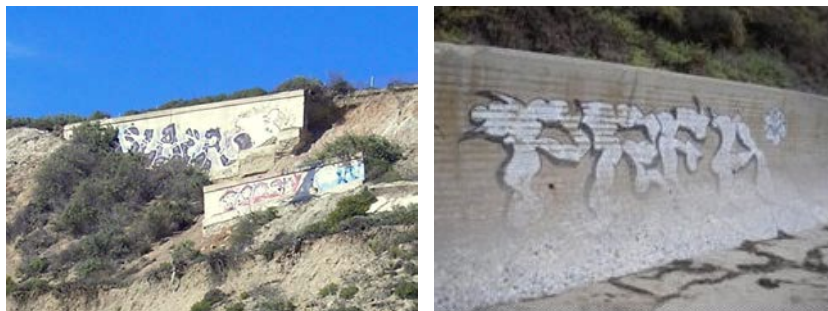
Law enforcement promotes the idea that quick removal is the key to successful graffiti prevention.

Citing studies and arrest records, the group says the majority of taggers are young males between 12 and 21 years old and about 15 percent are young females. About 80 percent of graffiti is done by taggers, and only about 10 percent by street gangs. Street gang members generally paint graffiti in their own neighborhoods to mark their territory, or sometimes put graffiti in their rival's neighborhoods as a challenge to them. They try to post their tag letters everywhere it's visible to the public. They go as many places as they can and they like to tag freeway bridges and beach walls because more people will see it there every day than other more private areas.

Most cities already have employees whose jobs involve removing graffiti as quickly as possible after it is reported, and deputies and park rangers, along with gang specialists, are routinely on the lookout for it.

Beach Ambassadors need to take graffiti seriously, in part because it can lead to other crimes. If you get to it early, it's not going to become as big a problem. If you have an area that is full of graffiti, you are going to create an atmosphere where crimes are allowed to happen, and pretty soon you will have big problems. That is what happened at Bates Beach several years ago.

**WHO TO CALL:** If you see graffiti around the beach, call the Carpinteria city graffiti hotline or the County Public Works Department, whose numbers is on page 2 of this workbook.



*Samples of gang graffiti at North Rincon Beach, Santa Barbara.*

### c. Personal Safety Recommendations

- ✓ It is important that, while you are on the Walk, you take measures to protect your personal safety. Participating in a Beach Walk is rarely dangerous, but it is certainly true that people do not like to be observed while they commit crimes. Sometimes they might confront an Ambassador who has spotted them. Below is a discussion of some basic principles of personal safety that you can apply to your activities on the Beach Walk and other parts of your life as well.
- ✓ Protect your personal safety and that of the other Walk members. Personal safety is paramount. There is no need to endanger yourself - EVER.
- ✓ Keep your demeanor cool-headed and non-confrontational. It is not the Beach Ambassador's job to arrest, detain, or confront criminals, even verbally; that's what police are for. Your job is only to be the eyes and ears of the beach community and to record problems and report them to the appropriate people.
- ✓ From a safe distance, note as many details as possible in your notebook. Write down exactly where the problem is happening and as many other details as you can safely gather. If cars are involved, try to get license plates. If the suspects leave, note the direction in which they travel.
- ✓ Call 911 or the non-emergency police substation number, as appropriate. Non-emergencies can be reported later when you are not in any personal danger. After the Walk, report the situation to the appropriate person.
- ✓ Continue through your Walk area, looking for any situations or conditions that need attention. Ambassadors should stick together for the entire time that they are on their Walk.

**Trust Your Intuition!** Your intuition is your internal alarm system that tells you when there is something wrong in your environment. When your intuition tells you that you are in danger, remove yourselves from the situation if possible. If you are unable to leave the situation right away, you can use de-escalation. De-escalation is a method of calming down a situation or another person. When you are facing an agitated, angry person, the calmer you can get them, the safer it is for you.

#### 1. Strategies you can use

- Calm yourself. Breathe slowly and deeply.
- Display a confident & calm demeanor.
- Make some eye contact, but with a soft gaze, not an intense or constant stare.
- Keep your face neutral. Keep your posture calm and relaxed but alert. Don't make any sudden movements.
- Use your voice to calm the potential assailant. Keep your voice calm, firm, low, slow, and even. Use short, simple sentences.
- Position yourselves for safety. Stay at least two arm-lengths away from the person you are talking to, or position yourselves behind a barrier if possible. Keep your hands free and in front of your body. Look for escape routes.
- Say things that will help you establish rapport with the person. Listen actively. Use "uh-huh" and nod. Listen for content and emotion. Really listen to what the person wants and needs. Acknowledge their feelings, agree with them, and empathize (even if you don't really feel that way). Project sincerity. "It looks like we startled you when we came down the beach. I'm sorry, we didn't mean to."
- Avoid escalating behaviors. Examples: ignoring, making threats, hurtful remarks, arguing, commanding, shouting, interrupting, personal space invasions, threatening gestures, obscenities, self-righteous attitude, taking away their dignity. Remember, in a dangerous situation you don't need to be right; you need to be safe.

#### 2. Recognize the strategies that that the other person may use in this situation

There are some common strategies that assailants use against the person/people they attack or harass.

Here is a description of how these common strategies might be used against your Beach Walk team and what might help in each case.

- **Isolation.** It is much easier for an assailant to attack someone who is isolated and alone, and the assailant is less likely to be caught. So, stay connected with others; You have a built-in buddy system with your Beach Walk, so you're never alone.

Use a cell phone to make a call. This shows the assailant that help is not far away. Having checked in with the Beach Team Leader or park ranger before your Walk (see checklist, page 7) means there are people out there who know where you are.

- **Physical Surprise.** Assailant hides behind something and jumps out, or approaches very quickly. This might be a rock or dune on a beach, or behind a tree or shrub on a hiking trail.
- **Psychological surprise:** When someone we never expected to be violent is violent. This is often the result of stereotypes about who is/is not a criminal based on race, income level, educational level, neighborhood, etc. So be hard to surprise: Stay aware of surroundings. This means visual awareness (look all around you), and auditory awareness (listen to what's going on around you). Respond to your gut feelings about behavior rather than stereotypes about appearance.
- **Intimidation.** This can be very obvious (pointing a weapon, saying something threatening) or subtler (leaning over someone, clenching jaw muscles, angry facial expressions, putdowns, etc.) Sometimes assailants try to intimidate people into not making any noise during an assault or not reporting an incident. Assailants are often "power trippers," who try to make others feel small and powerless so they can feel big and powerful by comparison.

**Recommended Action:** Try to show that you are not afraid, even if you are. Breathe slowly and deeply, and tell yourself you're going to be OK, that you handle the situation. Respond in ways that maintain your dignity and do not escalate the interaction. This could be as subtle as standing up straight, making some brief eye contact, and trying to calm someone down. And maintain constant communication with your fellow Walk members so they can also act appropriately.

### 3. Escalation and De-Escalation

Offensive behavior runs the gamut from deliberate to clandestine, and so our response needs to be measured to fit the situation.

If your quiet diplomacy has failed and the offender has responded with threats of his own, then steps need to be taken immediately to scale back the situation.

**Recommended Action:** Immediately back away physically from the offender so the threat of physical confrontation is reduced. Listen actively. Use "uh-huh" and nod. Listen for content and emotion. Really listen to what the person wants and needs. Acknowledge their feelings, agree with them, and empathize (even if you don't really feel that way).

Avoid escalating behaviors. Examples: ignoring, making threats, hurtful remarks, arguing, commanding, shouting, interrupting, personal space invasions, threatening gestures, obscenities, self-righteous attitude, taking away their dignity. Remember, in a dangerous situation you don't need to be right; you need to be safe.

If the situation is not de-escalating, have your Ambassador partner use his/her cell phone to make a call to a designated person elsewhere on the beach. This shows the assailant that help is not far away and gets 911, if necessary, called by someone a safe distance away. This action can also escalate the situation further if the offender is enraged so making the call is a decision if there seems no alternative.

### 4. When Not to Call 911

The non-emergency sheriff dispatch number is for non-emergency police help. Using the non-emergency number keeps 911 available for true emergencies. Some examples of when you should call the sheriff dispatch number instead of 911 are:

- While on your Beach Walk you discover discarded property (such as a wallet or some mail) which may have been stolen.
- While on your Beach Walk you see some people who are behaving suspiciously (loitering around a parked vehicle, for example) and you would like to have the police check them out, but no obvious crimes are being committed, and no one is in danger.

- **Carpinteria Sheriff Station – Lt. Brad Welch**
- 5775 Carpinteria Ave.
- Carpinteria, CA. 93013
- Non-emergency phone #'s: (805) 755-4438
- Dispatch for real emergencies: (805) 692-5743 (and after hours )
- SB Sheriff HQ Main #: (805) 681-4100 (after hours)

## 5. When to Call 911

- Call 911 when it is an emergency and a prompt response is needed. Call 911 if it is a life-threatening situation, or if at the time of the call the Ambassador is observing a fire, a medical problem, an assault, vandalism or theft of a vehicle, or a similar situation that could result in loss of life or major property loss.
- For the optimal safety of the Ambassadors, it is best to deal with a potentially dangerous situation as soon as it is recognized as such. At the earliest sign of danger, the Ambassador should remove him/herself from the vicinity of the situation if possible and report what is going on from a safe distance.
- Family Violence:** Many people who witness a disturbance between romantic partners or family members feel like the situation is “private” and should be ignored. Nothing could be further from the truth. If you see violence, or a situation that could soon become violent, no matter the relationship between the people involved, 911 should be called. While the people involved in family violence may feel embarrassed if attention is called to their situation, violence should never be ignored. Ignoring violence hurts the whole beach community.
- This bears repeating: Civilians (Ambassadors *are* civilians) who try to detain or arrest criminals or offending beachgoers risk injury, death, and lawsuits. Police officers are paid and trained to make arrests. So Beach Ambassadors should stay a safe distance away and wait for the police to arrive.
- When you call 911, a call taker will ask you a series of questions which they are trained to ask. Keep your answers as short and direct as possible. Questions may include: What happened? What is the location of the incident? Where are you calling from? What is your name? All facts need to be verified to ensure that your emergency is handled as quickly as possible.
- While you are on the phone with the call taker, he or she can send your call to the dispatcher. Staying on the line with the call taker does not interfere with the ability of the dispatcher to send help and it will not delay the response. The call taker may need you to stay on the line to help direct emergency personnel to the right location or to provide additional assistance that can help ensure your emergency is handled correctly. If it is possible, do not hang up the phone until the 911 call taker says it is okay to hang up.
- If you call 911 and reach a recording which states that all lines are busy, **stay on the line**. Your call will be answered as quickly as possible. If you hang up and redial, you will lose your place in line and a call taker will receive the message that someone from your phone called 911 and then hung up. The call taker then is required to attempt to call you back; meanwhile if you are calling in to 911 again, two call takers are now attempting to respond to your call.



## **WRAPPING UP YOUR BEACH WALK**

- If the Beach Walk Supervisor is not available, decide who will contact them with any information they need to write into a log entry. (More often, if the Walk's log book is in a central location, the entry can be made at the end of the shift by any of the Walk members.)
- If any non-emergency events or conditions were noted on the Walk and need to be reported, decide who will make that report. For example, if graffiti was noted, someone needs to call the graffiti hotline or make an online report.
- If the group shares equipment that is stored in a central location, return the equipment to its storage place.
- When you are off duty, do something nice for yourself. You deserve it.

## **ROLE OF THE BEACH WALK SUPERVISOR**

This task is often done by the FOBB Director, but not always. When a Beach Ambassador becomes experienced and confident, the Director may allow an Ambassador to become a Supervisor and take over this task.

### **• Scheduling**

- The scheduling of Walks varies greatly depending on the number of volunteers and their schedules, geographic size of the area walked, and safety considerations.
- Some Walks can have regularly scheduled times. Walk volunteers are informed when the Walk goes out and they come if they can. The Walk goes out if there are enough volunteers for a Walk. A minimum of two members must Walk at one time.
- Walks can be divided into shifts. Volunteers then sign up for a particular weekly or monthly shift, or as they have time.
- Another way of scheduling is to have an open calendar. Volunteers sign up for the time that is most convenient for them.

### **• Record keeping**

The Walk organizer keeps the following records for the Walk, and makes sure that the Supervisor has current copies:

- Walk area map
- Updated Walk roster, including emergency contact information for each member. Some Supervisors like to set up a phone tree or email list serve so they can get information to the whole group quickly if needed.
- Walk logs: Walk logs will include dates and times of Walks; volunteers on the Walk; and any significant events or calls for service. The Director keeps these logs.
- In addition to assisting with monitoring of beach or hiking trail problems over time, the reason for this documentation is to provide a record of active volunteers and volunteer hours. This can provide the basis for volunteer recognition, Walk recognition, and support requests for donations or grants for the Walks.

### **• Follow-up training and meetings**

- An active Beach Ambassador program often has new members every few weeks. The Ambassador Director will be happy to train new Ambassador members and do periodic refresher courses for existing members. The Director also may allow the Supervisor and do this training. The Supervisor or Director will provide the class leader with materials to conduct the training.
- It's a good idea for Ambassadors to set up regular meetings for members to discuss what they are seeing on their Walks. The Director may invite a police officer or sheriff deputy to attend these meetings. Meetings are a good time to discuss new member recruitment, or any procedural changes that need to be made. They are also a good time to have a short training on a topic of interest to members of your Beach Walk that would help them better understand trends in crime in their area.

## **IN CONCLUSION**

- Remember you are not the police. You have no legal authority to interfere or attempt to detain anyone. Your role is to **observe and report**. If the situation feels dangerous, leave the scene at once and make the 911 call from a safe place.
- Always find a way to remind people not to litter. Keep the beach clean - pick up stray litter you find during your Walk. Glass containers are NOT allowed on beaches. Cigarette butts do NOT belong in the sea or on the sand. Remind beachgoers to dispose of them properly.
- Our goal as Beach Ambassadors should be to create a shared sense of community and a feeling of safety and security for all beach visitors as long as they display respect, tolerance, and good behavior.
- It is our belief that all beaches would benefit from the active participation of concerned citizens who wish to ensure their safety and environmental quality. When talking to other beach groups, encourage them to consider expanding their own beach protection programs in cooperation with concerned beach users, local environmental organizations, chambers of commerce, or existing neighborhood citizens' Walks.
- Most important of all: Remember to stay safe and have fun!
- Any questions?

## **CALIFORNIA BEACH CLEANUP DAY**

- Every year on the third Saturday in September, people join together at sites all over California to take part in the State's largest volunteer event, California Coastal Cleanup Day. The event is part of the International Coastal Cleanup, which is the largest volunteer event on the planet!
- For many years, the Friends of Bates Beach have been in charge of this annual event at North Rincon (Bates) Beach.
- Bring gloves to wear and maybe a long-handled picker tool if you have one. Otherwise bags and other material will be provided. A 9am start time is assigned by the state Coastal Commission who organize the event statewide. If you can't make the 9AM start time, you can still come as late as 11AM to help with the second half of the cleanup. If you come closer to noon, you can help the people returning from the beach to weigh and then take their bags to the beach trash bins.
- Each year we collect an average of 200 pounds of trash from this two and a half mile stretch of sand, most of it cigarette butts, broken Styrofoam, and an occasional sleeping bag, jacket, or bathing suit. One year we collected five tires. It is much more fun than it sounds. We look forward to your participation!



Photos from a recent California Coastal Cleanup Day

## ROLE PLAYING EXERCISES AND CLASS DISCUSSION

Here are some common situations we might encounter on the beach. What should a Beach Ambassador do?

**Situation 1.** A person giving an usual amount of attention to someone else's children either on the sand or in the water.

**Situation 2.** A person is smoking on the beach and is leaving used cigarette butts in the nearby sand.

**Situation 3.** A person is letting his dog run without a leash along the beach. The person does not appear to be carrying a bag to clean up after the dog.

## COURSE EXAM

1. **Pick the incorrect answer: Beach Walks serve several useful purposes:**
  - (a) By being deliberately visible on the beach, Ambassadors send a message to those on the beach that inappropriate behavior and crime will not be tolerated.
  - (b) Ambassadors report health, safety, and environmental problems to the appropriate authorities.
  - (c) Ambassadors render aid to sick or injured wildlife on the beach.
2. **Pick the incorrect answer: Beach Ambassadors often distribute the following to beachgoers:**
  - (a) Beach and Hiking Etiquette Sheet
  - (b) Trash and Recycle Bags
  - (c) Ammunition
  - (d) Ambassador Business Cards
3. **Pick the correct answer: Ambassadors should work in teams of**
  - (a) 2
  - (b) 4
  - (c) 5 or more if the situation requires it
  - (d) Walking the beach alone is okay
4. **Pick the incorrect answer: On a Beach Walk, Ambassadors should always bring:**
  - (a) notebook & pen
  - (b) flashlight,
  - (c) at least one cell phone
  - (d) a knife for protection
  - (e) shoes and socks
  - (f) a code word for dangerous situations
5. **Pick the correct answer: When a situation escalates, you should:**
  - (a) Standup to the guy and demand he leave the beach.
  - (b) Take his picture for future reference.
  - (c) Stay at least two arm-lengths away from the person.
  - (d) Cross your arms and raise your voice so he knows you mean business.
6. **Pick the incorrect answer: If you see a person taking hidden photos of other beachgoers...**
  - (a) Confirm to the person(s) whose photo is being taken that they have given permission.
  - (b) Have the photographer removed from the beach.
  - (c) Remind the photographer, as a common courtesy, not to take pictures of people in the background without asking permission first.
7. **Pick the correct answer: If you encounter dogs on the beach not on a leash...**
  - (a) Check to make sure the dog is wearing a current license.
  - (b) Never interfere with off-leash violators unless you see dogs fighting or otherwise dangerously out of control of their owners.
  - (c) Offer to walk the dog for the owner.
  - (d) Remind the owner it is illegal to have the dog off leash.

## EXAM PAGE 2

8. Pick the **incorrect** answer: Examples of suspicious behavior includes:
- (a) Someone wearing clothing, bandannas, caps, or other attire that does not seem to fit on the beach.
  - (b) A couple who surround themselves with open umbrellas so that they cannot be seen by people around them (possibility of lewd activity).
  - (c) A person who is seen looking through the items around a deserted beach blanket area while the blanket's owners are away playing in the surf or taking a stroll.
  - (d) A man with young females, teenagers or children in an unusual place or for an unusual period of time.
  - (e) A person observed with any sort of weapon(s).
  - (f) In the parking lot, someone looking into cars.
9. Pick the **correct** answer: Remember you are not the police. You can only...
- (a) Detain any suspicious person until the police arrive.
  - (b) Observe and report only (you have no other power).
  - (c) Tell people taking photos of others without their permission to leave the beach.
  - (d) Call 911 at the first sign of a problem.
10. Pick the **incorrect** answer: The role of the Beach Walk Supervisors is to...
- (a) Scheduling the Walks, and the area to be walked.
  - (b) Keeps the walk logs that include dates and times of Walks; volunteers on the Walk; and any significant events or calls for service.
  - (c) Schedules any Follow-up training and meetings.
  - (d) Orders the pizza for the end of the shift.
11. Pick the **correct** answer: If you see a person (usually male) planting his/her blanket alongside another beachgoer (usually female) despite other ample space nearby and the beachgoer looks annoyed...
- (a) Walk up to the female beachgoer, introduce yourself, and ask if the person nearby is making you uncomfortable. Say it in a calm voice but loud enough to be heard by the alleged offender.
  - (b) Warn the male you will have to place him under arrest if he does not move elsewhere.
  - (c) Offer to sit down with both beachgoers until the police arrive.
12. Check the **correct** answer: Beach Ambassadors can...
- (a) Bring along their kids if no sitter can be found
  - (b) Bring along a dog if it is well trained
  - (c) Bring an adult friend along on the Walk
  - (d) Bring a knife or pepper spray for protection
  - (e) Can arrest or detain someone until the police arrive
13. Pick the **incorrect** answer: Only call 911 when...
- (a) It is a life-threatening situation such as a medical problem or an assault.
  - (b) You observe a fire, vandalism or theft of a vehicle.
  - (c) You discover discarded property, such as a wallet, which may have been stolen.
  - (d) You see some people who are loitering around a parked but no obvious crimes are being committed.
  - (e) a and b above.
  - (f) a, b, and d above.
  - (g) c and d above.

**PART 3: HANDOUT MATERIAL THAT MAY BE  
DISTRIBUTED WHILE ON YOUR BEACH WALK;**

- Beach and Hiking Etiquette ..... 23-24
- Beach Safety Tips ..... 24
- Join Our Beach Ambassador Program (brochure) ..... 25-26
- Trash/Recycle Bags (separate)
- Your Ambassador Business Card..... Sample, page 6

# **BEACH & HIKING ETIQUETTE**

## **A Guide to Courtesy & Common Sense Behavior at Santa Barbara Beaches and on Local Hiking Trails**

Beach etiquette is not much different from the same common sense and good manners that you should exhibit wherever you go. Be polite and respect the rights of others and others will do the same for you.

### ***Obey all Parking Rules and Regulations***

Park only in designated areas. In some areas parking is limited and fills up early. If this is true at your beach you can:

- Arrive Early - before the crowds
- Carpool - saving both gas and parking spots.
- Help others carry their stuff from the parking area to the beach. Someone may do the same for you.

### ***Respect the Environment***

Keep out of areas that may be environmentally sensitive. Leave any wild animals (seagulls, sea lions, etc.) alone.

### ***Help Keep the Area Clean***

Bring and use trash bags. Always try to carry out more trash than you carried in. Leave nothing but footprints, take only memories.

### ***Dogs and Other Pets***

If you are not aware, it is illegal to allow your dog to be on the beach without a leash, (15-foot maximum) At the minimum, we ask you to please clean up after your pet and take your plastic bag with you when you leave the beach. Do NOT throw it into the ocean, as it will simply wash back up with the next tide, fouling the beach for the next visitors.

### ***Avoid Any Sexual Activity***

Avoid any hint of sexual activity! If you are tempted to fool around under a blanket or in a remote area, remember lewd activity is a felony and could get you listed as a sex offender!

### ***Respect Private Property***

Show respect for the private property of others as you go to and from the beach. Don't litter or park on private property.

That means don't park your blanket directly alongside or below another person if there is plenty of other space left on the beach. Avoid placing your pop-up awning where it block's someone else's view of the water without asking them first.

Respect the privacy of others. Many folks come to the beach to enjoy nature and do not want to be disturbed. It is OK to be friendly, but if someone doesn't seem to respond, please respect their right to privacy. "No" means no.

### ***Gawking is Impolite***

Gawking, or staring at other sunbathers, is impolite. It is always rude to stare at others, but it is especially so when you use binoculars or a camera

### ***Be Respectful When Taking Photos or Movies***

If you insist on taking a picture, confine it to just the people in your party, and that means avoiding having anyone in the background without their verbal (if not written) consent. Also, totally avoid taking photos of under-age children not your own at the beach. It isn't worth the confrontation you will be inviting.

### ***Be Prepared***

Bring everything you may need, including: Water/Beverages, Food, Cooler, Sunscreen, Towel, Chair or Pop-up Awning. Use the bathroom in the parking lot before coming down the ramp to the beach!

### ***Speak up for Standards***

If you see someone who is violating the accepted standards, please explain to them clearly and politely just how they are violating the rules and just what the proper behavior is.

If the person gives you grief, do not escalate the confrontation. Just contact the local lifeguard, police or park ranger to handle the complaint for you.



Distributed by the Friends of Bates Beach,  
Carpinteria, California  
[www.friendsofbatesbeach.org](http://www.friendsofbatesbeach.org)  
Email: [ambassadors@friendsofbatesbeach.org](mailto:ambassadors@friendsofbatesbeach.org)  
Updated: July 2015

## BEACH SAFETY TIPS

While beach outings are one of the highlights of summer, they also present serious hazards -- from sunburn and jellyfish stings to riptides. Here's how to protect your family:

### Sun Exposure

The American Cancer Society recommends avoiding prolonged exposure to the sun between 10 a.m. and 4 p.m., when the sun's ultraviolet rays are strongest. Make a firm rule that kids sit under a beach umbrella and wear a hat, sunglasses and a shirt or cover up when they're walking around or playing in the sand. And of course, slather on the sunscreen (SPF of 15 or higher) and SPF lip balm. Apply a half hour before heading out, and reapply every two hours or right after swimming or heavy sweating.

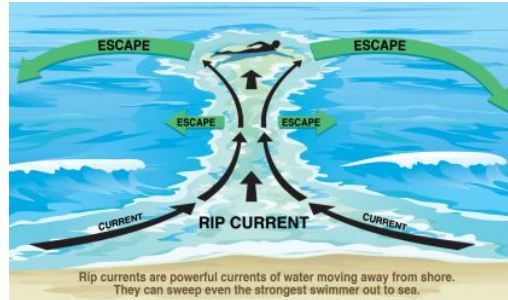
### Dehydration

When you spend too much time in the sun and heat or have a severe sunburn that gives off heat, it's easy to become dehydrated. Dehydration occurs when your body loses too much water and essential salts, and the symptoms include dizziness, thirst and fatigue. Children and adults over age 60 are most -- and are at greater risk of developing life-threatening complications if they don't replace lost fluids. So drink plenty of fluids, including sports drinks, which restore body fluids, salt and electrolytes.

Tip: In addition to drinks, pack your cooler with fruit which has a high liquid content.

### Rip Currents

Nearly 80 percent of beach lifeguard rescues are due to riptides -- strong currents of water that pull away from the shore -- according to the USLA. The worst thing you can do if you're caught in a riptide is try to fight the currents and swim to shore.



Remember to stay calm and **swim parallel to the shore** until the current relaxes -- which usually doesn't take long -- and then swim to shore.

Or just float or tread water until you're out of the current. Teach your kids to do the same if they get caught too.

Tip: Swim near a lifeguard. The chance of drowning is five times higher at a beach that doesn't have one.

### Jellyfish Stings

Jellyfish are a pain -- literally -- to swimmers in every ocean of the world. Some are harmless, but others are poisonous, with barbed tentacles that inflict pain and irritation on people who come in contact with them.



Mild to moderate stings can produce immediate burning pain, itching, blisters, numbness and tingling. They can also leave painful red marks that may take one or two months to go away. But prevention is easy: Don't swim, play or sit

anywhere near them! Remove barbs by scraping a credit card across the skin. Never scratch the wound!

Tip: Soothe the discomfort with ice packs and skin creams.

### Shark Attack Tips

Although shark attacks are rare, warmer average sea temperatures seem to be bringing more to our area of the coast.

- Avoid areas where animal, human, or fish waste enter the water. Sewage attracts baitfish, which in turn attract sharks.
- Stay out of the water at dawn, dusk, and night, when some species of sharks may move inshore to feed on fish. Sharks are well equipped to locate prey even when visibility is poor.
- Do not wear high-contrast clothing (orange and yellow are said to be risky colors) or shiny jewelry (which may appear to be like fish scales). Sharks see contrast very well.
- Refrain from excessive splashing. Keep pets, which swim erratically, out of the water. Sharks are attracted to such activity.
- If you feel something brush up against you, get out of the water to make sure that you have not been bitten. There have been reports that shark-bite victims often do not feel any pain.
- Swim, surf, or dive with other people. Sharks most often attack individuals.
- If attack is imminent, defend yourself with whatever weapons you can. Avoid using your [bare] hands or feet if you can avoid it; if not, concentrate your blows against the shark's delicate eyes or gills." A shark's snout is also said to be sensitive.
- If bitten, try to stop the bleeding. Leave the water as efficiently, calmly, and swiftly as possible. While many sharks will not bite again, you cannot rule out a second attack.
- Get immediate medical attention, no matter how small the injury.





## WHAT IS A BEACH WATCH AMBASSADOR?

Beach Ambassadors are volunteers who observe and report what is going on at our particular beach.

But Beach Ambassadors also watch out for those occasional individuals who may spoil the beach experience for others.

Because we are citizen volunteers, we are not authorized to intercede or detain persons we think are acting improperly.



Beach Ambassadors provide an avenue for beach regulars to get to know one another and to build a sense of community.

## HOW DO I BECOME A BEACH WATCH AMBASSADOR?

Currently, our Beach Ambassador program is established at North Rincon (Bates) Beach, Hope Ranch/More Mesa Beach, and at Gaviota State Beach.

We hope to expand to other Santa Barbara beaches in the near future. To do that, we need additional volunteers, willing to devote some of their beach-going time to walking a Beach Walk and then reporting what they see to local authorities if it seems appropriate to do so.

### 3-HOUR CERTIFICATION CLASSES ARE HELD MONTHLY

All applicants then are required to undergo a basic background check. Once the required training course is completed, the Director of Friends of Bates Beach has final approval of all appointments.

Once approved, Beach Ambassadors carry a distinctive form of identification: a hat with logo and/or a name medallion, to make them easily visible on the beach should a beachgoer have a problem or need a question answered.



Clear recognition of the presence of Beach Ambassadors on the beach can in itself go a long way toward maintaining a friendly family atmosphere at the beach.

For further information, contact:

**FRIENDS OF BATES BEACH:**  
**WWW.FRIENDSOFBATESBEACH.ORG**  
**ambassadors@friendsofbatesbeach.org**

*Friends of Bates Beach (FOBB), a non-profit organization based in Santa Barbara County. FOBB is a division of the Southern California Naturist Association, Calabasas, California*

## JOIN OUR BEACH WATCH AMBASSADOR PROGRAM



**And Earn Your Own Hat as a Proud Member of Our Team!**

### WHO WE ARE...

- **Volunteers** – We assume the care and mentorship of our assigned beach.
- **Diplomats** – We work to ensure the trust and mutual respect of visitors for the beach environment and its surroundings.
- **Committed** - We work within the law to establish behavior guideline standards so that no one person or group of people can ruin the beach experience for the others.

## WHAT DO BEACH WATCH AMBASSADORS DO?

In practice far more time is spent on **providing information** and explaining the accepted standards of beach etiquette and courtesy.

We find one of our most effective tools to deter crime is simply **walking around**. People who want to break into cars, to sell drugs or paint graffiti on walls prefer to do it when nobody is around to watch it happen. Our very presence acts as a deterrent and sends a message to those on the beach that inappropriate behavior and crime will not be tolerated.

When we see a problem, **our job is to report** it to a park ranger, sheriff deputy, or city/county park personnel to make sure that problem receives a prompt and effective response.

It is NOT our role to enforce the law, but simply encourage people to do the right thing, and if not, to report our concerns to those in authority for their consideration and possible action.



Beach Ambassadors coordinate the annual **California Beach Cleanup** each **September** at our designated beaches.



Beach Ambassadors **observe and report** to the authorities when there is **suspicious activity** around vehicles.



Beach Ambassadors report **graffiti** in parking lots or on sea walls to park officials.



By taking **good notes** on what we observe, Beach Ambassadors assist law enforcement in their investigation.



Beach Ambassadors gently remind dog owners to **pick up after their animal**. (Sometimes we also remind dog owners that county laws require they keep their **dogs on a leash**.)



A Beach Ambassador Beach Walk is in the best position to notice and report **sick sea lions or other wounded wildlife** on the beach, or injured/sick people who may need immediate medical attention.

**I ♥ Bates Beach**  
**Carpinteria, California**  
friendsofbatesbeach.org (818) 225-2273

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Friends of Bates Beach is a division of the Southern California Naturist Association (SCNA), a 501(c) non-profit corporation whose members reside in communities from Santa Maria to San Diego.

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