

Stakeholder Advisory Group (SAG)  
**San Francisco Bay Fish Project Quarterly Meeting**  
**Meeting Notes**

Thursday, September 8th, 2011, 12:00 - 4:00 PM  
Martin Luther King, Jr. Regional Shoreline Center  
7250 Doolittle Drive  
Oakland, CA

## **1. Announcements and updates**

- State of the Estuary Conference is on Sept. 20-21.
- San Francisco Bay Advisory Brochure is now available. Copies were shown to the group.

## **2. Social Marketing Workshop: Lessons Learned (Presentation by Aida Negrón, Health Educator – SFBFP)**

See presentation called “SM Training: Lessons Learned”

SUMMARY: In June 2011, staff from CDPH and from some of the funded groups attended a Community-Based Social Marketing (CBSM) workshop. Topics of the workshop included: elements of a persuasive appeal, effective tools of behavior change and basic understanding on how to design, implement and evaluate a behavior change intervention.

Information and awareness campaigns are common practices in behavior change programs across the nation but studies show that they have limited effect upon behavior. The Community-Based Social Marketing is suggested as an alternative to fostering sustainable behavior.

The CBSM is a five-step behavior change process:

1. Select a target behavior (end-state behavior), which is non-divisible
2. Identify barriers and benefits to a specific behavior
3. Design program to address barriers
4. Pilot test the program elements
5. Evaluate your program

Central and peripheral are two routes to persuasion. The central route persuades by using direct arguments while the peripheral route persuades people by association with incidental cues that are pleasing to the senses.

The use of behavioral change tools could be an effective strategy for fish consumption projects. Some of these tools are: “social norms”, “positive connection” (or “liking”), “authority and expertise” and “prompts and signage”.

Comments after the presentation:

- There is a lot of effort going into mercury exchange programs (e.g., turning in mercury thermometers and fluorescent light bulbs, battery collections). We should incorporate fish education into these programs and link these mercury sources to fish contamination; the battery collections are more likely relevant to the angler population
- Is there a way to allow for the groups to be part of the solution through policy change? This might be empowering and help them to do complimentary work to the education around fish consumption.
- One of the funded groups shared that in work with kids, they find that kids need to be part of something—an activity or demonstration—that engages them. This results in more meaningful impacts.

### **3. Presentation on outreach and signage under the Palos Verdes Shelf Project**

See presentation called “Fish Contamination Education Collaborative”

Carmen White from USEPA and Nick Laurrell from SGA (S. Groner Associates, Inc.) presented the outreach/education and signage activities under the Palos Verdes Shelf (PVS) project in Los Angeles and Orange Counties. They also distributed a copy of their tip card and sign. For more information, see the PVS project website: [www.pvsfish.org](http://www.pvsfish.org).

The main focus of the PVS project is protecting public health, including diverse and vulnerable populations, pregnant women, children and elderly. The project includes public outreach/education, monitoring, and enforcement. Education and outreach are conducted through the Fish Contamination and Education Collaborative (FCEC) which serves as a sounding board for ideas. A coastal survey of 26 types of fish was the basis for the new advisory that OEHHA issued in 2009. White croaker have very high levels of DDT. But there are several “do not eat” species due to PCBs and mercury. The goal of the enforcement activities is to keep contaminated white croaker out of the market. The program supports DFG wardens to patrol fishing areas.

The early focus of the program, beginning in 2001, was on Vietnamese and Chinese because these populations buy white croaker in markets. We worked

with community groups who worked with their communities through health clinics, training and educational sessions (e.g., ESL classes), and community events.

Current activities include:

- Market enforcement. White croaker has not been found in markets in the last year. But, ~35,000 lbs. of white croaker is still landed. Where are these fish going?
- Education. Heal the Bay has been doing one-on-one education with anglers on 9-11 piers. They educate 10,000 to 15,000 people per year. We also do a yearly “fisherman appreciation” day. We were able to get \$6000 of prizes donated.
- Evaluation. We wrote an article for Social Market Quarterly. We counted the number of white croaker leaving 2 piers, a control pier and a pier where we did outreach. We found 85%-95% less white croaker leaving the pier where we had our program. This reduced 8-10 possible cases of cancer.
- Tip card. We needed an educational material. We had a complex message to start with. Our messaging was about clarity. We convened a messaging work group to develop the tip card. The tip card was something anglers could put in their pockets. We emphasized “family” and the 5 “do not eat” fish.
- Pier signs. The sign is 22”x30”. The key messages were similar to the tip card. In field testing, we needed to show the full-sized version, not a smaller version. In field testing we wanted to see if the messages were clear and memorable. We also asked about the role of the agency logos on the sign. 90% spoke English or Spanish. People wanted to know why they should not eat contaminated fish. The fine print on the test version was removed in the final version. You also need to say fish is good to eat or some angler groups may object. The Orange County logo, which has a picture of an orange, was confused with the Tropicana logo.
- Posting of the sign. We posted 30 locations with over 100 signs. We had local public health staff, but also park and recreation, cities, and DFG. We had one “superstar”; a staff person at LA Co. took it upon herself to make sure 83 signs went up. One thing that we would do differently: we had developed a pier prioritization plan but the person posting the sign actually decided the final location. You don't need to spend time on specific posting locations until the end—when you are actually ready to post.
- Sign maintenance. Heal the Bay and the Cabrillo Aquarium are maintaining. LA County cleans the signs. The signs have an anti-graffiti coating to make them easy to clean.
- Sign evaluation. The sign was posted from June to Aug 2011. We will be evaluating to see if the sign is memorable, clarity of message, behavioral effect, i.e., how many fish are leaving pier. Evaluation will take place over the next year.
- Lessons learned:

- Create local messages that are conveyed by people in the community.
- Have an understanding of pier culture; all outreach workers should know the culture.
- Don't lose sight of your main goal of protecting public health.

#### **4. Report back from signage subcommittee and discussion on new San Francisco Bay sign – Ian Walker, CDPH**

See presentation called: "SF Sign Development"

Ian Walker of CDPH provided an update on the development of the San Francisco Bay Fish Advisory sign, and facilitated a discussion with SAG members to obtain input and guidance for the next iteration of the sign. Between June and September of 2011, CDPH staff worked with OEHHA to design the new advisory sign. They met with a subcommittee of SAG members to present two draft versions of the sign, and based on committee input revised the sign. The subcommittee appreciated the simplified design and message, and recommended:

1. That "Eat Fish with Less Chemicals" be considered for the sign title
2. That "Less Chemicals / More Chemicals" be considered as category headings
3. That a fork be added to the *Do Not Eat* symbol
4. That more languages or multiple signs be considered
5. That we consider printing the sign on two types of materials to allow for better quality signs to be posted in areas where vandalism is unlikely to occur
6. That we shorten the website address on the sign.

The sign was redesigned based on their recommendations, and the two newest versions of the sign were then field tested. A total of 14 interviews with pier anglers were conducted. When shown a version of the sign with no text, 12 out of 14 respondents correctly understand the basic meaning of the sign based on the images alone. There was some confusion over whether the information was for all fish or just SF Bay Fish. In addition, most people did not recognize the QR code symbol on the sign.

The sign was subsequently redesigned and presented to the SAG for feedback. The SAG supported the direction and recommendations of the subcommittee. They engaged in a lengthy discussion comparing the work done in the Palos Verde Shelf, and recommended that we consider "Protect Your Health" as a sign title. The SAG recommended that more field testing of the sign be conducted, and an additional subcommittee be convened to discuss the results.

## 5. Next Steps and SAG meeting evaluation – Ngozi Erundu, CDPH

- SAG Yearly Written Evaluation
- Group Exercise:

### Our Successes:

- Met regularly
- Been support to/for community organizations (decisions, trainings)
- Significant progress
- Involvement of SAG
- Quick funding to CBOs
- Have actually used some suggestions
- Sign input
- Great “homemade” cookies
- Well-run meetings
- Quality project
- Good facilitation
- Great location

### Our Shortcomings:

- Is representation “complete” in SAG? (lack of anglers groups)
- Spend more time hearing about funded groups at SAG; more depth
- Clearer communication to funded groups when requesting for them to present on their project at the SAG
- Have printed materials available earlier (and more information about the schedule of when materials will be available)
- More agencies to represent whole Bay (and CBOs)

## End Meeting

## 6. Meeting attendees:

Aida Negrón	CDPH
Alyce Ujihara	CDPH
Amor Santiago	APA Family Support Services
Angela Berry-Philip	California Indian Environmental Alliance
Craig Johns	Partnership for Sound Science in Environmental Policy
Cynthia Bartus-Jepsen	Alameda Co. Dept. of Environmental Health
Ethan Rotman	SFBay Area California Department of Fish and Game
Ian Walker	CDPH
James Frank	East Bay Regional Park District
Janet O'Hara	SFB Regional Water Quality Control Board

Jonah Landor-Yamagata	Kids for the Bay
Luisa Valiela	USEPA-Region 9
Margy Gassel	Office of Environmental Health Hazard Assessment
Marie Harrison	Greenaction for Health and Environmental Justice
Michael Kent	Contra Costa Health Services
Mike Connor	East Bay Dischargers Authority
Ngozi Erundu	CDPH
Rose Chan	Greenaction for Health and Environmental Justice
Ryan Mayfield	City of San Jose
Tivo Rojas-Cheatham	CDPH