San Francisco Bay Fish Project

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California Department of Public Health
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RMP Sport Fish Workgroup Meeting
San Francisco Bay Fish Project: Background

- “Risk reduction” is part of Hg and PCB TMDLs and discharger permits
- Two-year project (Nov. 2010 to Oct. 2012) to raise awareness about Hg and PCBs in SFB fish and reduce exposures
- Collaborative effort: San Francisco Estuary Institute/Aquatic Science Center, SFB Water Board, OEHHA, dischargers, USEPA
- Funding ($290k) from dischargers and USEPA plus staff time from CDPH
Stakeholder Advisory Group (SAG)

- SAG meets quarterly
- Comprised of community groups, local and state agencies, USEPA, dischargers, fishing site managers, others
- Provides feedback and guidance on project activities
- Subcommittee meetings for more in-depth input on specific topics (e.g., RFP development, signage, media)
- Information sharing on related topics (e.g., advisories, fish monitoring, similar projects, biomonitoring, etc.)
Educational Materials

- Developed 4 panel advisory brochures (26,000 copies)
- “Kiosk” version
- Translation to 11 languages:
  - English
  - Spanish
  - Chinese
  - Tagalog
  - Vietnamese
  - Cambodian
  - Laotian
  - Samoan
  - Tongan
  - Korean
  - Japanese

“Kiosk” version
SF Bay Warning Sign

- Designed to be understood visually with limited English
- Supplemental information in Chinese and Spanish
- “QR” code and website [www.sfbayfish.org](http://www.sfbayfish.org)
- Posting by counties, cities, and fishing site managers
- Signs up at 13 sites in 3 counties (~10% of sites)

Vallejo Promenade Pier
Media Activities

- Press release in Aug. 2 (?) to announce sign posting and community projects
- Media event at Muni Pier (San Francisco)
- 90 second video on advisory that includes staff from funded community groups
Community-Based Projects

- Competitive process to award $20,000 to $25,000 grants to 4 community groups
• Interviews and education with anglers at fishing locations in Bayview Hunters-Point (San Francisco)
• Community presentations (churches, community events)
• Workshops with women of childbearing age at health clinics and hospitals

Photo: Winnie Seto - Aqua Vista Pier
Photo: Winnie Seto - Fishers at Pier 30
• Deliver safe Bay fish lessons to 6 elementary school classes
• Train and assist 6 classes give safe Bay fish presentations to family members and school peers
• Train and assist students to interview and deliver SF Bay fish advisory information to anglers fishing on SF Bay piers
- Research to identify the most at-risk Asian/Pacific Islander groups
- Outreach and educational through community partners, and at community events, fishing locations, clinics, etc.
- Bilingual workshops on fish contamination issues to at-risk groups
Waiting room survey and educational intervention at Native American Health Center, Women, Infants, and Children (WIC) clinic in Oakland

Train WIC clinic staff on fish contamination issues

Develop and deliver “Making Healthy Fish Choices” curriculum over a 3 month period for WIC clients
Evaluation of Community Projects

- **Funded groups**
  - Outputs—How many participants? Are they consumers of SFB fish? Are they “at risk”? What are the project activities?
  - Outcomes—Were there changes in awareness, knowledge, and/or intent to change behavior?
  - Final report (outputs/outcomes, successes, leveraged resources, recommendations)

- **CDPH**
  - Developed evaluation tools and provided training
  - Conduct site visits
  - Conduct exit interviews (lessons learned, challenges, capacity building, sustainability, evaluation of CDPH)
Training and Technical Assistance

- **Training on fish contamination issues:**
  - Funded groups
  - Native American Health Center Women, Infants, and Children (WIC) clinic staff
  - Social service providers serving Asian/Pacific Islanders
  - East Bay Regional Park District

- **Technical assistance for funded groups:**
  - Review of project materials (e.g., curriculum, questionnaires, educational materials)
  - Focus groups
  - Translation and printing
Next Steps

- **July**
  - Funded group final reports
  - Continue sign posting
  - Signage evaluation
- **August**
  - Media activities
  - CDPH project report (draft)
- **September**—explore options for continuing project
- **Oct**
  - CDPH final project report
  - SAG meeting
Project Staff and Collaborators

- CDPH
  - Aida Negrón
  - Tivo Rojas-Cheatham
  - Ian Walker
  - Lauren Wohl-Sanchez
  - Kelsie Scruggs
  - Olga Martinez

- OEHHA
  - Margy Gassel

- Funded Groups
  - Marie Harrison, Greenaction
  - Rose Chan, Greenaction
  - Farmmary Saephan, APA
  - Angela Berry-Philip, CIEA
  - Jonah Landor-Yamagata, Kids
For More Information

- Visit project website:  [www.sfei.org/sfbfp](http://www.sfei.org/sfbfp)
- Join our email list
- Contact information:
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