

## **Proposed Priority Ranking**

**EPA proposes the following tactics as the priority items for the next 3-5 years' Institutional Controls Program focus.**

### **Enforcement:**

#### **Ocean:**

- Develop creative ways of laying out regulations to commercial fishermen (i.e. “A Pocket Guide to CA Commercial Fishing”) to increase access to and understanding of regulations;
- Make catch-ban regulation easily accessible for commercial operations to increase access to and understanding of regulations;
- Randomly sample white croaker landed at the two identified major landing areas: Huntington Beach and Terminal Island;
- Increase enforcement of existing bag limit for white croaker;
- Reestablish catch-ban area to correspond with commercial catch-blocks in order to increase understanding of regulations and enforce adherence to regulations.

#### **Market and Wholesalers:**

- County health departments conduct targeted inspection, outreach and market surveillance of white croakers using a variety of tools (e.g. prop 65, existing program mandates and information kits developed by the FCEC).

### **Monitoring:**

- Assess the geographic extent and frequency with which contaminated white croaker are reaching fish markets;
- Evaluate market availability of other contaminated fish caught locally, in addition to white croaker;
- Maintain/develop effective means of communicating with the regulatory agencies to ensure that all ICs components are effectively inter-coordinated and integrate new data/information as it's received;
- Identify restaurants that regularly sell white croaker. Educate them on alternatives or ways to get clean fish.

### **Public Outreach and Education:**

- Create new educational materials based on OEHHA or EPA risk assessment and risk management recommendations (e.g. advisory update);
- Update fish advisory signage based on the updated assessment;
- Reinforce health inspectors' efforts to educate markets on “Best Practices” in purchasing white croaker (and possibly other fish), resulting in markets signing commitments to voluntarily implement “Best Practices”;

- Utilize **community organizations** to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish;
- Utilize **health professionals** and **community clinics** to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish;
- **Directly outreach to fish consumers** to educate at-risk families and communities about the health risks related to white croaker consumption, providing them with best practices for preparing and eating locally caught fish;
- Utilize the **pier outreach program** to educate pier and shore-based anglers in Los Angeles and Orange County on the risks of consuming contaminated white croaker and other locally-caught fish;
- Ensure all local anglers receive fish advisory information when obtaining a fishing license by distributing local advisory information in a simple tip card at time of license purchase;
- **Outreach to angler organizations** to educate pier and shore-based anglers in Los Angeles and Orange County on the risks of consuming contaminated white croaker and other locally-caught fish.