



FCEC Program Goals 2008-2009

Tiffany Jonick
September 25, 2008



Program Goals 2008-2009

- Partners Coordination
- Angler Outreach
- Community Outreach



Program Goals 2008-2009



Partners Coordination:

- Goal: Use partners areas of expertise to protect public health



Program Goals 2008-2009



Partners Coordination:

- Goal: Provide updates to partners (newsletter, meetings, conference calls)



Program Goals 2008-2009



Program Goals 2008-2009



Angler Outreach

- Pier Outreach with Heal the Bay and Cabrillo:
 - Goal: Maintain/increase angler knowledge at 80% (with outreach)
 - Goal: Maintain/increase behavior change at 90% (with outreach)



Program Goals 2008-2009



Angler Outreach

- Take Home Fish Assessment:
 - Goal: Reduce # white croaker anglers are taking into the community
 - Baseline: White croaker made up 49% of the fish anglers took into the community during the baseline period



Program Goals 2008-2009



Community Outreach

- Vietnamese Community:
 - Goal: Maintain/increase knowledge of white croaker contamination at 90% (with outreach)
 - Goal: Maintain/decrease 0-5% white croaker consumption rate



Program Goals 2008-2009



Community Outreach

- Vietnamese Community:
 - Goal: Maintain/Increase healthy fish eating habits by 5-10%
 - Goal: Maintain/Decrease unhealthy fish eating habits by 5-10%



Program Goals 2008-2009



Community Outreach

- Chinese Community:
 - Goal: Implement small scale outreach in Chinese community in Spring 09
 - Goal: Show behavior change from efforts



Program Goals 2008-2009



Community Outreach

- Large Scale Events:
 - Goal: Host booths at 6 large community events to increase awareness
 - Goal: Reach 900 community members through these events