



FCEC Program Goals 2008-2009

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Program Goals 2008-2009

- Partners Coordination
- Angler Outreach
- Community Outreach



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Partners Coordination:

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



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Partners Coordination:

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



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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)



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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



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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



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Community Outreach

□ Vietnamese Community:

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



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Community Outreach

□ Chinese Community:

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



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Community Outreach

□ Large Scale Events:

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