

Monthly Report for March 2007

Impact Assessment Fish Contamination Education Collaborative

Task 1: Project Planning and Management

A. Project Management

1. An FCEC Partners Meeting was held on March 22, 2007. Please see meeting agenda and minutes, Attachments #1 and #2.

2. The Program Manager conducted a media training on the Richmond Campus of the California Department of Health Services. The Palos Verdes shelf media program served as the main case study for the workshop. Roughly 12 people, including Margy Gassel and Bob Brodberg of OEHHA, attended.

3. The Project Manager attended the “New Partners for Smart Growth” conference in downtown Los Angeles in February. The conference drew attendees from the fields of public health, environmental health, urban planning, housing development, architecture, transportation, and program planning. Of great interest were the following discussions:

- a. “Livable Communities Southern California Style” which looked at the intersection of economy, culture and lack of space in the creation of neighborhoods and public spaces in Los Angeles.
- b. “When Smart Growth Meets Stormwater Management” examined the need to align land use planning with efforts to protect and manage watersheds and water resources, while still encouraging mixed-use areas.
- c. “Addressing Health Disparities Through Building Healthier Communities” which looked at air quality (including transportation and other pollution issues) access to healthy foods, access to healthy homes and social services as indicators of development.
- d. “Healthy Eating in the City: Access to Fresh Foods & Sustainable Food Systems” focused on the important need for all communities, including low income areas, to have access to healthy foods. Various ideas and real-life examples were presented for overcoming economic, social, regulatory and geographic barriers to make healthy food readily available to more populations.
- e. The purpose of “Smart Growth on the Coast” was to bring attention to the specific growth issues that impact the immediate coastal areas (within

0.5 miles of the shoreline). Immediate coastal zones are especially critical to the health of our oceans, and should be planned with even more care than would be given to a wider coastal region.

4. The Project Manager and the DDHS-EHIB Research Scientist participated in a press conference on March 21, 2007 with the Korean Resource Center. Over 13 media outlets attended the event in which 2 market owners signed an agreement to only buy fish from reputable sources.

B. Data Management

1. The Data Manager has continued data entry of the YEAR IV data forms. FCEC has data submissions from Nhan Hoa, CHCC, Jones & Stokes, O.C.K.A.H.I.E.C., WIC, Health Net, Esperanza Community Housing Corporation, Asian American Senior Citizen Service Center, Pasadena Health Department, MCH Access, Korean Resource Center, FCEC, Guam Communications Network, Los Angeles County Department of Health Services, Long Beach Department of Health & Human Services, Orange County HCA, Volunteers of America and Hathaway-Sycamores.

2. The Data Manager is continuing FCEC's data entry for the YEAR IV Angler Outreach Action Tracking Sheet data forms (AOATS). Approximately 6,800 records are in the database. Additionally, FCEC has given Heal the Bay access to the current AOATS database so they can support FCEC's ongoing AOATS data entry efforts for Year IV.

3. The Data Manager has completed data entry for the initial Consumption, Attitudes and Beliefs (CAB) survey. The creation of the electronic version of the follow-up CAB survey has been completed and data entry of these surveys has begun. This data entry will be ongoing until the end of April 2007. Additionally, the Data Manager has created a CAB tracking form, which is being continually updated and forwarded to S. Groner & Associates for follow-up and tracking purposes.

4. The Data Manager has updated the current data filing system and will be preparing all data from previous years for transmission to the E.P.A.

5. The Data Manager has continued the YEAR IV data quality assessment review of incoming outreach data. Follow up with affected CBOs is ongoing to address incomplete data submissions and to identify data gap trends as they occur.

6. The Data Manager has continued data cleaning in preparation for the YEAR IV cumulative report. Data cleaning for the first six months has been completed and work on the second six months is still in progress.

C. Website

On March 30, 2007, the FCEC webmaster Amy Lewis trained the new Office Manager on how to make additions to the www.pvsfish.org website.

D. Materials Creation and Distribution

Asian Pacific Health Care Venture is in the process of translating FCEC's "Safety Tips for Eating Fish" handout as well as EHIB's "Mercury in Fish" handout into several other Asian languages including Japanese, Thai, Bengali and Khmer. Please see Attachments #3-#6.

The FCEC fish game and fish exhibit were used at community events by L.A. County and NOAA in March, and will be used by EPA, L.A. County and NOAA again in April. Handouts have also been distributed to partners in preparation for Earth Day events in April.

Task 3: Family Outreach

1. CBO Coordination

The Health Education Program Coordinator met with representatives from the CBOs and health departments to discuss the following:

- Progress toward completing Scope of Work
- Timeline for your final reports
- Final report format
- Other pending issues you might have.

The meetings took place on the following dates:

- Monday, March 5: Esperanza, AACSC, Hathaway-Sycamore
- Wednesday, March 7: APHCV, LBHD
- Thursday, March 8: KRC
- Tuesday, March 14: LA Toxics Epidemiology

2. Community Liaison Pilot

Please see attached report from Jones & Stokes (Attachment #7).

3. Online Training

The Health Education Program Coordinator compiled comments for the online training. 14 people completed the training and have provided comments. These comments were discussed with Amy Lewis on March 8, and will be incorporated

to revise the online training course. Currently APHCV and Los Angeles County plan to use the online training to train new staff that come on board and

4. Community Based Organization Activity:

- 1) Asian American Senior Citizens Service Center (AASCSC): completed Scope of Work.
- 2) Asian Pacific Health Care Venture: finished translating the Participant Evaluation Post Survey (PEPS) and EHIB's "Mercury in Fish" handout into Thai and Japanese. Please see Attachments #3–#6.
- 3) Guam Communications Network (GCN): completed Scope of Work
- 4) Korean Resource Center (KRC):
 - i) KRC visited three Korean Markets 2/8/07 Hannam Chain Market, 2/12/07 Plaza Market, and 2/26/07 Galleria Market, KRC got positive response from Hanman Chain Market. KRC will contact other Korean Markets and discuss the campaign.
 - ii) KRC contacted KAGROF(Korean American Grocers Foundation) to set the meeting schedule.
- 5) Peoples CORE: completed Scope of Work
- 6) Hathaway-Sycamores Child & Family Services: The promotoras facilitated 36 classes in the month of January reaching, a total of 465 participants. This brings their year-to-date total to 1,162. As of mid March Hathaway-Sycamores completed their Scope of Work.
- 7) Esperanza Community Housing Corporation: For this reporting period, Esperanza promotoras (health promoters) conducted 16 educational sessions, reaching 150 participants bringing their year to date total to 352.

5. Local health department activities:

Reporting for local health departments is received every 2 months. The April Monthly report will included activities conducted by local health departments in February 2006 and March 2007.

Task 4: Angler Outreach

An Angler Outreach conference call was held on March 6, 2007. Please see attached minutes (Attachment #8).

Task 5: Commercial Outreach

FCEC coordinated activities with Korean Resource Center and the Los Angeles County Public Health Department for a press conference to announce the KRC's campaign to encourage markets to purchase fish only from reputable sources. The press conference occurred on March 21, 2007 and 13 media outlets were present.