



API's San Francisco Bay Fish Outreach and Education Project

APA Family Support Services/API Family Resource Network

Presenter(s): Farmmary Saephan

Stakeholders Advisory Group Meeting

June 14th, 2012



OVERVIEW:

Purpose of the Project

The goals of this project were to:

1. increase community awareness and understanding of fish contamination issues and
2. reduces chemical exposure from eating SF Bay fish through outreach, research, and education within our API population.



<http://www.sfei.org/sfbfp>



Project Activities & Evaluation

Core Activities

1. **Research At-Risk API Population**
2. **Active Outreach**
3. **Educational Workshops**
4. **(Intent) Behavior Change
Fish Consumption**

Evaluation Method

Population Screening Surveys

Outreach log,
(Population Screening Surveys)

Sign-in Sheet / Attendance Logs
Population Screening Surveys
Pre-post Tests

Population Screening Surveys
Retrospective Questionnaire,
Feedback, Focus Groups

Other Project Activities

1. Community-Based Social Marketing

Identifying the barriers and benefits to continue consumption of Bay Fish at safe level and promote the benefit from healthy nutrition available in fish.

Developing tools (message, posters, materials) so the API community will be receptive to participating, learning and changing their behavior for long term.

2. Translated, compiled and developed materials, resources, and informational incentives.

3. Community and Cultural Events

<http://www.sfei.org/sfbfp>



Successes / Accomplishments

Activity

Outcome

1. Research At-Risk API Population

Surveyed 1,500+ individuals

Educational “fish consumption advisory” message is most effective through a culturally appropriate approach and tangible incentive or tools

2. Active Outreach

Reached and engaged at-risk API

Low-income, illiterate, multigenerational, Fishing Families, Hardcore fishermen, Fish as a cultural significance role

3. Bilingual Workshops

Reached 1,500+ individuals

4. R-O-W

Promoted SF Bay Fish Consumption Advisory and Visibility for our Agency, Program and Collaborative Project

Successes / Accomplishments

Activity

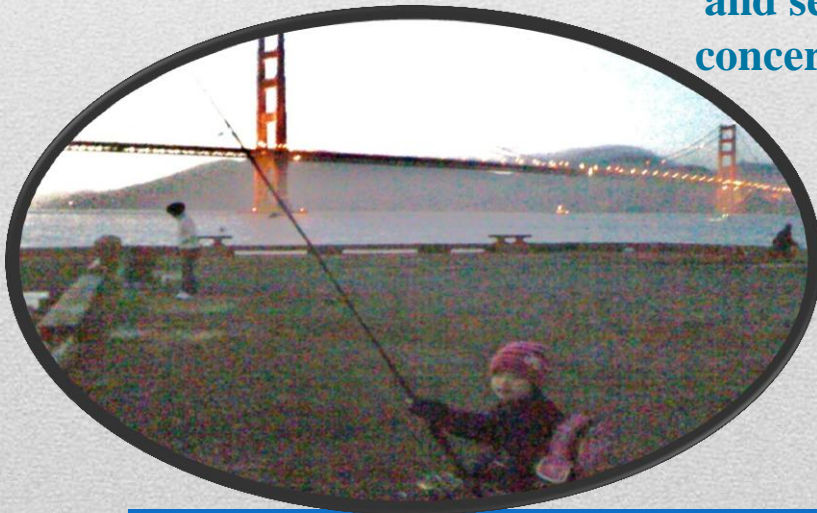
Outcome

5. R-O-W

Increased and Strengthen our Resources (Materials and Interns), Fish Awareness, and Community Involvement Relationship

6. R-O-W

Gather a greater understanding of other community issues (illiteracy and accessibility to info. and services), community needs, and health concerns (i.e. Diabetes, Hepatitis B, Cancer)



<http://www.sfei.org/sfbfp>



Conclusions

1. Validated our concern and the risk for our low-income, mostly illiterate API families who consume fish daily without awareness of where their fish originates and what is the recommended servings and portions of fish that is safe to eat
2. Gaining perspective on why individuals and certain API groups are more at risk than other groups
3. SF Bay Fish (Consumption) Advisory differentiation with Fishing Restrictions and Regulation
4. The nutritional benefits outweigh the potential health risks as long as individuals follow advice for the number of servings and species individuals can safely eat.
5. **Long-term impact:** Behavior (Fish Consumption) Change- Individual's knowledge of the fish advisory affects healthy fish consumption practices



Next Steps



<http://www.sfei.org/sfbfp>

Recommendations and Lessons Learned



<http://www.sfei.org/sfbfp>

Questions and Comments?

Guide to Eating Fish and Shellfish
from San Francisco Bay

三藩市海灣魚類

及貝類食用指南

www.sfei.org/sfbfp



In teaching others, we
teach ourselves.



<http://www.sfei.org/sfbfp>

