



SF Bay Mercury Tribal Health Project

California Indian Environmental Alliance and Native American Health Center, Oakland
WIC Program

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Stakeholders Advisory Group Meeting

June 14th, 2012



OVERVIEW:

Purpose of the Project

The goals of this project were to :

1. Empower SF Bay families to eat fish while avoiding Hg & PCBs by providing education to those most at-risk about the health risks of these chemicals
2. Increase NAHC WIC capacity to better identify at-risk patients, provide SF Bay Advisory and fish consumption advice, track client knowledge/behavior changes, and put policies and procedures in place to institute these changes

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



Project Activities & Evaluation

| Core Activities | Evaluation Method |
|--|---|
| Surveys and Educational Intervention | Survey and Retrospective Post-test |
| Training for NAHC WIC staff with CIEA, CDPH, & OEHHA | Needs Assessment, Pre/Post Test |
| GC 30 Curriculum for WIC clients | Retrospective Post-test, Pledge, & Focus Groups |

Other Project Activities

Community Outreach Events

- **World Breastfeeding Week, 8/11**
 - Field tested fish consumption survey
- **NAHC Running is My High, 3/12**
 - Conducted surveys and education
- **Give Love, Give Life, 6/12**
 - Conducted surveys and education



Successes / Accomplishments

Activity

Outcome

1. Surveys

2. Educational Intervention
Comm. Fish Info

increased knowledge of
commercial advisories,
high omega-3, low hg fish,
intent to increase fish consumption

3. Educational Intervention
Sport Fish Info

4. Educational Intervention
SF Bay Info

increased knowledge of
advisory, increased access to
information, intent to change
behavior- eat less bass, sturgeon,
surfperch, intent to share info

Successes / Accomplishments

Activity

Outcome

5. Training with WIC staff

Increase in staff knowledge, ability to communicate information to patients

6. GC 30 Curriculum - Increase in WIC client knowledge of SF Bay Fish Advisories, intent to share information with friends & family, intent to change behavior with comm. fish & increase high omega-3, low Hg fish, intent to change behavior with SF Bay fish

Conclusions

1. WIC clients are eating sport fish and are at risk, 23% “wild-caught,” 6% SF Bay*
2. Educational intervention is needed to encourage and support behavior change
3. Mandatory curriculum will reach most number of WIC clients and participants indicated importance of class content
4. WIC staff need training on safe fish consumption, national/local advisories, sources of Hg/PCBs, and ways to communicate this information to clients


Next Steps

1. Expand GC 30 curriculum to other WIC programs
2. Integrate other advisories based on client suggestions
3. Report results to community

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Recommendations and Lessons Learned

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1. Integration of exposure reduction plans for SF Bay and Delta- clients are not just exposed from one source
 2. More coordination of activities across groups

Questions and Comments?



“Everyone has the right to a standard of living adequate for the health and well-being of himself & of his family ...including food...”

--- Universal Declaration of Human Rights

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