



**Exploration of  
Possible  
Future Activities  
with the SFBFP  
Stakeholder  
Advisory Group**

# Why a discussion about future activities?

- CDPH agreement with funders:  
“CDPH will consult with the SAG to identify future risk communication and exposure reduction activities that could be implemented with additional funding ...”
- March 8th SAG meeting - exercise with the objective of capturing ideas for future activities that could be done under the SFBFP- SAG members reviewed a list of activities that had already been suggested during past SAG meetings along with some additional activities suggested by CDPH. The SAG members suggested more activities.
- Online survey was created in April to summarize these activities and to get more input on their importance.

# I. Future Activities: Summary of Themes



## **Continue Current Activities (SAG, small grant program, educational materials, training/technical assistance)**

- **Asses progress/accomplishments and use this information to guide how to move forward**
- **Promote work**
- **Finding/leveraging more resources**

# Small grant program – Target populations

- fishermen, fish consumers, subsistence fishermen,
- subsistence fishing communities, women, women of childbearing age, children, students

# Enhance Evaluation Activities

## Continue to evaluate – what is most effective?

- Explore evaluation resources
- More CDPH support with evaluation of funded groups' projects

# Research Projects

- Research to document and characterize subsistence anglers
- How many people eat more than advisory levels?
- Are SF Bay fish sold in local stores?
- Survey to determine if fish frequently consumed have not been sampled

## **Educational Materials and activities**

- **Develop specific educational materials such as a comic book for children or tip card for anglers**
- **Develop social media (You tube videos, Facebook pages, Twitter, etc.), and video and audio messages**
- **Integrate fish contamination information into mercury reduction programs**
- **Develop SFB fish educational curriculum**
- **Integrate fish messages into health care programs, schools, peer outreach, workshops, community events...**



## II. Next Steps

- **Development of SFB sign was a possible future activity but we were able to do under current project**
- **Continue to convene the SAG – possible fall meeting topics:**
  - **Synthesis of findings from funded groups**
  - **Report back on signage posting and media event**
  - **Collaborate with Delta activities**
- **Continue to keep SAG informed through email updates**
- **Continue to explore resources**
- **Other ideas?**

*Fin.*