



GREENACTION

for Health & Environmental Justice

San Francisco Bay Environmental Health & Justice Project

Funded Group: Greenaction for Health and Environmental Justice

Presenter(s): Marie Harrison and Rose Chan

Stakeholders Advisory Group Meeting

June 14th, 2012



OVERVIEW:

Purpose of the Project



Photo: Winnie Seto - Aqua Vista Pier

The goals of this project were to:

- 1) Increase awareness and understanding of the May 2011 Fish Advisory information, contamination issues and benefits associated with consuming fish from San Francisco Bay.**
- 2) Reduce exposure to PCBs and mercury linked to consuming fish from San Francisco Bay.**

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



Project Activities & Population Reached

Project Activities	Population Reached
<ul style="list-style-type: none">• Outreach on the piers.	<ul style="list-style-type: none">• 200 fishers at the piers.
<ul style="list-style-type: none">• Presentation and small groups at clinics and at hospitals.	<ul style="list-style-type: none">• 100 at risk-mothers 18-45.
<ul style="list-style-type: none">• Presentations, small groups, and community outreach.	<ul style="list-style-type: none">• 1000 resident and community members of Bayview Hunters-Point and southeast San Francisco.
<ul style="list-style-type: none">• Media outreach.	<ul style="list-style-type: none">• 2 newsletters and 1 newspaper article.

Participants, Consumers, and At Risk

Activity	Participants	SFB Fish Consumers	At Risk
Outreach on piers	374	315	182
Presentation/small groups (at risk mothers by survey)	107	106	106
Presentation large groups (general community by handshow & 3-Q)	575	384	n/a
Presentations small groups (general community by survey)	370 (to date)	369	309

Accomplishments—Outcomes



Activity: Fisher interviews & education
Evaluation method: Retrospective post-test

*Photo: Winnie Seto
Fishers at Pier 30*

- **63% said they learned something about the advisory.**
- **71% said they found the information useful to them.**
- **76% plan to follow the advisory.**
- **91% plan to share the information with family/friends.**
- **57% of fishers did not know or were unsure if they planned stop eating surfperches. 36% they did not plan to stop.**

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



Other Accomplishments

- 1. Published news stories about our project in Greenaction's newsletter that has a circulation of 1000.**
- 2. Developed and distributed an additional educational trifold brochure in English, Spanish, and Vietnamese.**
- 3. Presentations for Tongan community members were very successful. We worked with Tongan native community health educator, made a bingo game for youth, and tailored our material specifically for use in these presentations.**



Vai (Ami) Fanaika, health educator & community organizer

Outcomes & Lessons Learned

- 1. We met our objectives for outreaching and educating to 100 at risk mothers & pier fishers(107/100).**
- 2. We also exceeded our general community outreach and education by 75 (575/500).**

Unanticipated results: Most people who ate fish from our Bay were “at-risk” because they ate surfperches. Those that ate fish more than twice a week often also ate surfperch.

Note: This did not hold true for the Tongan groups we presented to; they were more likely to be at risk due to frequency and portion of fish eaten from our Bay (as well as female 18-45 or youth).

Conclusions:

- **Based on our findings, it appeared that most people did not want to directly answer the question about eating surfperches, and of those that did, they did not intend to change their eating behavior. Surfperches were also named a commonly eaten fish.**
- **Family was an important theme for all the groups that we worked with on this project. Older people were less likely to change their methods of preparing fish than younger ones, but older people were concerned about the health of their youth.**
- **Financial need was cited as a reason to continue eating fish even if they were contaminated.**

Questions and Comments?



*“There ain't but
one time to go
fishin' and that's
whenever you can.”*

-- Diron Talbert

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

