

Framework for Risk Communication and Exposure Reduction San Francisco Bay Fish Project

Project Goal: To reduce exposure to mercury and polychlorinated biphenyls from consumption of contaminated San Francisco Bay fish.

Objectives:

1. Interact with groups and organizations that work with affected populations
 - Conduct needs assessments with community-based groups, local agencies, and others who serve affected populations, manage fishing access locations, or are interested in these issues to understand their knowledge, concerns, and information needs around San Francisco Bay fish contamination issues.
2. Develop and implement the project in collaboration with groups and organizations interested in fish contamination issues
 - Convene quarterly Stakeholder Advisory Group (SAG) meetings to solicit suggestions and feedback on project activities and facilitate the sharing of information.
 - Encourage and promote collaboration among SAG members and with other groups
3. Support and conduct risk communication and exposure reduction activities
 - Coordinate and evaluate a program to provide funding for community-based groups and local agencies to implement risk communication and exposure reduction activities.
 - Seek SAG input on the development and distribution of educational messages, materials, and activities, including the development of multilingual materials.
 - Identify additional funding sources to support implementation of these activities, including funding to support community-based groups and local agencies.
 - Coordinate with the SAG and the Office of Environmental Health Hazard Assessment on outreach, education, and information sharing to raise awareness of the new advisory for San Francisco Bay.
 - Work with the SAG to update the San Francisco Bay warning sign and post it at fishing locations.
4. Conduct capacity building
 - Conduct trainings and provide technical assistance for funded groups to help them implement their projects.
 - Explore training and other educational opportunities for SAG members and their organizations to increase their knowledge of fish contamination issues and to support their efforts to raise public awareness and implement exposure reduction activities to address this issue.
5. Communicate results and make recommendations
 - Explore diverse ways to document positive results and outcomes from the project.
 - Seek SAG input to identify and prioritize future activities to address fish contamination issues.