

**Stakeholder Advisory Group (SAG)
San Francisco Bay Fish Project Quarterly Meeting
DRAFT Meeting Notes**

**Thursday, March 8, 2012, 12:00 - 3:00 PM
San Francisco Estuary Institute
4911 Central Avenue, Richmond, CA 94804**

1. Announcements and opportunities for collaboration

Marie Harrison (Greenaction for Health and Environmental Justice)

1st Annual Walk-a-thon for Health and Environmental Justice

Sunday, May 1, 2011. Registration at 10:30am, event begins at 11:00am

Meet at: McLaren Lodge. Join Greenaction on a walk through San Francisco's Golden Gate Park to help raise awareness and funds to:

- protect our health and environment
- help stop climate change
- help stop cancer where it starts

Michael Kent (Contra Costa County Health Services)

United Heckathorn Superfund Site Community Meeting

The U.S. Environmental Protection Agency (EPA) is hosting a community meeting regarding the United Heckathorn Superfund Site in Richmond. The meeting is on Monday, March 19, from 5:30 PM -7:00 PM at the Richmond Community Foundation at 1014 Florida Avenue, Suite 200. EPA staff will present an Action Plan for upcoming work at the United Heckathorn Site and opportunities for the community to become involved.

Angela Berry-Phillip (CIEA):

Seventh Annual Running is My High 10K/5K Run Walk on March 10, 2012.

Healthy Nations Wellness Center's popular annual event. The race around Oakland's Lake Merritt begins and ends at the Lake Merritt Boathouse parking lot. All ages are welcome to participate. Prizes will be awarded to winners in each age group. The race begins at 9:00 am. Registration on race day starts at 7:30 am. Angela will be distributing SF Bay fish project materials.

Alyce Ujihara (CDPH):

EPA is soliciting proposals under two requests for initial proposals (RFIPs) for projects that protect and restore the water quality of the San Francisco Bay and its watersheds. CDPH is putting a proposal together to provide continuation funding for the SFBFP. She will keep the SAG posted.

2. Updates from the funded groups

Kids for the Bay

Their representatives were not able to attend.

California Indian Environmental Alliance:

Angela Berry-Phillip:

Our project goal is to empower and educate clients on safe fish consumption; to increase staff knowledge; and to increase institutional capabilities.

We had some challenges getting started due to staff turnover and budgets cuts at our project partner, the Native American Health Center, Women, Infants, and Children (NAHC WIC) clinic. Also, we didn't anticipate the language needs at the clinic for Spanish and Vietnamese. Our goal is to interview and educate 1000 people at WIC. We recently did a joint training with CDPH for the NAHC WIC staff. The staff response to the training was positive. We have also developed a curriculum for a fish class called "Making Healthy Fish Choices". WIC participants have to attend this fish class to receive services. We'll also be evaluating the effectiveness of the fish class.

Activities:

- Survey 1,000 clients (primarily through WIC clinics). 200 completed so far
- Conduct a joint training for WIC staff with CDPH (completed, March 2012)
- Develop a curriculum for WIC clients (completed February 2012)
- Conduct workshops for WIC clients who consume fish (to begin April 1)
- Survey participants at the event, "Running is my High" and provide education/outreach to SF Bay fish consumers

Key preliminary findings from survey:

- 140 surveys/clients data
- 94% of participants were women
- An additional 401 family/household members ate fish
145 of those were children
- 96% of surveyed ate fish from stores
- 26% surveyed ate sport fish and 34% of those identified their fish as coming from the Bay

(See presentation for more information)

Questions for Angela:

Are you distinguishing between chunk light tuna and other kinds of tuna? Yes

Do you go over fish servings sizes? Yes

What is the evaluation for the fish class? We'll be targeting 10 classes using a pre/post test. We'll also hold 3 focus groups.

Michael Kent from Contra Costa County is interesting in showing the fish class curriculum to WIC clinics in his county.

Greenaction for Health and Environmental Justice:

Marie Harrison and Rose Chan:

Greenaction's update was brief, adding on to previous updates:

- Presentation to the Tongan community provided opportunity for further collaboration and cross cultural learning.
- Tongan community members reported high consumption of both commercial and sport fish. Fish is shared throughout this community so even if they don't fish themselves, they eat fish.
- Resistance to changing cooking habits (among all of the women across activities) is pronounced. By removing the heads and skin people say we are throwing away the best parts of the fish. We also see that the older generations are more reluctant to change but they still want the younger generations to have the information.
- Greenaction staff felt that there have been missed opportunities this past quarter.
- They chose not to do a large presentation because it wouldn't add to the evaluation numbers they were trying to obtain.
- They felt they needed more resources and tools to demonstrate cooking and prep precautions in a hands-on fashion.
- Staff noted that sturgeon is currently being caught and consumed.
- Herring, sardines, and anchovies are also being eaten (not just used for bait).
- The Tongan community wants us to give another community presentation to youth in English. They also really appreciate that we are helping them and say thank you.

APA Family Support Services:

Farmmary Saephan, Project Manager, was not able to attend. Aida Negrón read a report she sent:

During the last quarter, since the Dec. 2011 SAG Meeting, we (APA) had a train-the-trainers on the SF Bay Fish Advisory and the Fish Project for our collaborative community partners.

We have provided outreach and informational sharing about the advisory to our clients, families and communities we served through our services. Our partners are already incorporating the information into their agency activities, such as parenting class, nutrition workshops, family clubs, and youth programs.

Some of our clients/community members we worked with are both anglers and fish consumers. During the first quarter of our project and as part of our research on which of our API population is more at-risk, we spent most of our time at various bay fishing hotspots and bait shops doing population screening. However, the last couple of months we are directing our outreach work towards clients' activities/community events to promote and engage them to attend our education workshops.

We had outreach to another 500 individuals during Chinese New Year Festival, Tet Festival, Oshogatsu Matsuri festival, Seonal, and Parol Lantern Festival as well as our agency activities. We also had provided an educational fish advisory workshop to 100 youth and parent participants, using holiday fishing activity, fish plinko, coloring for kids and incentives for participants. We also initiated our long term risk assessment on 25 families, in which we will track and follow-up on their fish consumption behavior/habits after being informed of risks associated with consuming certain fishes from the bay.

3. Presentation on the mercury and PCB TMDLs (Total Maximum Daily Loads) for San Francisco Bay:

Jan O'Hara from the SFB Regional Water Quality Control Board gave a presentation called "TMDL for PCBs [Mercury] in San Francisco Bay". TMDLs (Total Maximum Daily Loads) are action plans to clean up contaminants like mercury and PCBs in San Francisco Bay. Some highlights of her talk were:

- The primary controllable source of PCBs in the Bay is urban stormwater runoff.
- Flows from the Central Valley and treated wastewater, which are naturally declining and very low concentrations of PCBs, respectively.
- PCBs were used in transformers, paints, and caulks. These get on the ground and are washed into the stormwater.
- The TMDL's goal is to reduce the annual input of PCBs to the Bay from about 30 kg/yr to 10 kg/yr. Based on current models, even with this level of reduction, recovery of the Bay could take several decades.

(See full presentation for more information)

4. Discussion about possible future activities for the SFBFP:

CDPH conducted an exercise with the objective of capturing ideas for future activities that could be done under the SFBFP. The SAG members reviewed a sheet that listed ideas that had already been suggested during past SAG meetings along with some additional ideas suggested by CDPH.

Questions for discussion:

1. The SFBFP has been involved in 4 main areas: convening the SAG, implementing a small grants program, developing materials (signs, brochures), and providing training and technical support for the grantees and SAG members. Does the SAG support continuing these 4 activities?
2. Are there new activities that the SAG would like to see happen to address the fish contamination issue in the Bay Area? If yes, please list the activities.

3. For the small grant program, are there specific types of activities or populations (such as women and children) that the grants should target? Please describe the types of activities and populations you think the small grant program should target.

We will use this information as a starting point for planning future activities to address fish contamination, beyond scope of the current project.

The following list summarizes the ideas that resulted from the exercise.

Comments:

- Would like to know what message is most effective. Is there any evidence-based program we can look into?
- The final reports from the funded groups might bring more information about this. Unfortunately, the existing available information tends not to be too in-depth. There is not enough detailed data from the Delta project.
- Perhaps we should bring Carmen White, from USEPA, and Nick Laurrell from SGA (S. Groner Associates, Inc.) to present again regarding the evaluation of the Palos Verdes Shelf Project.
- It is difficult to evaluate a program with limited funds. It is really helpful to have more support.
- A future direction could be how can there be technical expertise on evaluation.
- There was short time to work on the evaluation planning.
- The evaluation workbook was not as useful as it should be.
- There is a technology gap regarding the QR code. Younger people are more familiar with the QR code than adults. The recognition of the QR Code is going to go up.

Exercise Results:

Criteria

(Provided by CDPH)

1. Public Health Impact
2. Population Reached
3. High priority population
4. Impact on populations
5. Evaluation
6. Evidence of approaches successes(new criteria added)

Proposed future activities:

1. Collaborate/partner with UC Davis to explore evaluation resources
2. Developing a comic book for children (such as was done in Southern California)
3. Integrate fish contamination information into mercury reduction programs
4. More "hands on" CDPH support with evaluation of funded groups' projects

5. Research to document and characterize subsistence anglers
6. Social media development (You tube videos, Facebook pages, Twitter, etc.)
7. Develop tip card for anglers (similar to the card that was developed in Southern California)
8. Develop educational video and audio messages
9. Outreach to fish markets to see if SF Bay fish are sold in local stores.

Since there were time constraints, the prioritization exercise will be done by email after the meeting. Attendees and other SAG members will be asked to identify other future activities and provide feedback on the most important activities.

5. Update on SFB signs and discussion of media activities

Signs are being printed and we'll begin distributing by the end of the month. We are producing 350 and will give extra signs to posting agencies—let us know if you need more. We are also producing 150 larger and 50 small kiosk versions of the advisory. We'll distribute both of these at the same time.

A draft sign tracking form was distributed. We'll ask the posting agencies to track their posting activities using this form. For sign evaluation, we'll summarize posting activities and interview anglers about whether they've seen the signs and recall the main messages.

Comments:

1. Should we be tracking how the sign is attached or what materials were used to post?
2. Written (sign tracking) forms will be hard to keep track of. Can data be entered by smart phone and linked to a map? Can we use an Excel spreadsheet using a consistent (file) naming conventions?
3. Placement is very important. Greenaction would like to provide input on where/how signs are posted in Bayview.
4. Are we are going to have the kiosk just in English? Is it possible to have it in other languages? *We only have the rigid plastic kiosk version in English but could have other languages if agencies want to post them. [Currently, the Spanish, Chinese, and Vietnamese kiosk versions are available in paper and posted on the project website. Several other languages are in the works.]*

Media activities

There was agreement that planning some media activities around the posting of the sign was a good idea. Two options are (1) to do a press event or (2) to have a shared press release and highlight ongoing activities, including those by funded groups. We might also be able to have video interviews available. Overall the SAG was in favor of Option 2.

Comments:

- San Mateo, SF, and Contra Costa have departmental spokespersons or PIOs who would need to be involved.
- Contra Costa doesn't want to lead an event but could co-host with funded groups.
- The Water Board is generally supportive of media activities around sign posting.
- CIEA was concerned about the resources and time commitment needed to participate in media activities
- Mary Ellen Taylor mentioned that she worked recently with an ABC reporter who might be interested in doing something on our project. She will contact him.
- If we want to do a press event, EPA has a press team that is very skilled at doing this and well connected. This would be very time consuming to plan and coordinate. EPA can still provide assistance if we don't do the press event. If it is a larger event the regional administrator for US EPA could be involved.
- Greenaction stated that they had some contacts locally in the media; they also said that a press release would be a more sure bet given that something else make take precedence the day of planning an event.

CDPH asked for volunteers to join a Media Subcommittee to help with further planning:

- Angela Berry-Phillip
- Rose Chan
- Marc Mullaney
- Luisa Valiela
- Mary Ellen Taylor
- Samson Duque

6. Planning for the next SAG meeting and evaluation of today's meeting

The next SAG meeting will be on Thursday, June 14th, 2012, from 12-5 in **Room 9**, at the Elihu Harris Building located at 1515 Clay St, in Oakland, CA.

End of Meeting

Meeting attendees:

Aida Negrón	SFEI/CDPH
Alyce Ujihara	CDPH
Amiko Mayeno	CDPH
Angela Berry-Philip	California Indian Environmental Alliance
Craig Johns	Partnership for Sound Science in Environmental Policy
Danny Kwon	CDPH
Erica Yelensky	US Environmental Protection Agency
Ian Walker	CDPH
Janet O'Hara	SFB Regional Water Quality Control Board
Lauren Joe	CDPH
Lauren Wohl-Sanchez	CDPH
Luisa Valiela	USEPA-Region 9
Lynne Scarpa	City of Richmond, Stormwater Program
Marc Mullaney	San Mateo County Environmental Health

Margy Gassel
Marie Harrison
Mary Ellen Taylor
Michael Kent
Rona Hampton
Rose Chan
Samson Duque
Tivo Rojas-Cheetham

Office of Environmental Health Hazard Assessment
Greenaction for Health and Environmental Justice
US FDA
Contra Costa Health Services Office of the Director
CDPH
Greenaction for Health and Environmental Justice
San Francisco Department of Public Health
CDPH