

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

**Wednesday, Dec. 5, 2012
1:00 – 2:30 PM**

CDPH's offices in Richmond and by Webinar

Announcements:

- Seaweb Kid Safe Seafood Program (Simone Lewis-Koskinen) --- This program is working to provide clarity to parents on safe seafood consumption for kids. They have guidelines that consider chemicals, omega-3s, and sustainability. See: <http://www.kidsafeseafood.org/>. CDPH will send out more information, including contact information for Simone and an educational flyer that her program has produced.
- Delta Mercury Exposure Reduction Program --- Janis Cooke reported that the Region 5 Water Board has recently completed a framework/strategy for the Delta mercury exposure reduction program. See: http://www.waterboards.ca.gov/rwqcb5/water_issues/tmdl/central_valley_projects/delta_hg/stakeholder_workgroup_mtgs/index.shtml. Region 5 will be developing a work plan in 2013 but is still gathering resources to implement the program. CDPH will assist Region 5 by conducting a series of needs assessments in early 2013 with communities around the Delta to help inform the work plan.
- Printing Educational Materials --- The San Francisco Estuary Partnership is providing some funding for printing educational materials. CDPH will use these funds to provide advisory brochures to EBRPD's Mobile Fish Exhibit (for distribution at schools and events). If anyone else has printing needs, please let Alyce know asap.
- United Heckathorn --- Ian reported on the community meeting he attended about the United Heckathorn Superfund site located in the Richmond Inner Harbor. This site had extensive DDT contamination and there is a "no consumption" advisory for the Lauritzen Channel (the most contaminated area). At the community meeting, convened by USEPA who is overseeing the clean-up activities, the community raised concerns about fish from the Lauritzen Channel that might swim out into the broader SF Bay and be caught and consumed. USEPA is considering further outreach and education activities with the local communities. Kids for the Bay may be a possible resource for the community due to their work in Richmond.

SF Bay Sign Posting Update:

Kelsie from CDPH gave an update on the sign posting activities. Overall, about 42% of SF Bay fishing sites (60 of 144 sites) have been posted with the warning signs. Some problems include: some counties lacking resources for posting (CDPH has been trying to help out), reporting/tracking problems, old signs not being removed. See presentation "SFBFP Sign Posting" for more information.

Comments:

Michael from Contra Costa County asked whether we should be checking and reposting the Delta signs. [CDPH discussed this issue after the meeting with Contra Costa County and decided that we should not be checking the Delta signs at this point. The Delta signs, which were produced in 2006, are now out of date because new advisories for the Delta were issued after the signs were made. CDPH hopes that new signs will be developed and posted with the new Delta MERP.]

Signage Evaluation:

During August and September, CDPH conducted an evaluation of the sign posting activities by interviewing 37 people at 10 fishing locations where signs had been up at least one week. When shown a small picture of the sign, most people interviewed (92%) reported seeing the sign, and 65% of those who saw the sign could remember at least one type of “good” fish. However, only ~1/3 of those who saw the sign said the sign would influence their future decision. See “SFBFP Signage Evaluation” presentation for more details.

Questions/Comments:

- Are the 11 who indicated they would change their fish consumption behavior the 11 who are eating fish more than once per month? CDPH didn't look at this but will see if we can check this after the meeting. [CDPH checked the data and found that of the 11 who indicated they would change, 4 were SFB fish eating once per week or more; one was eating 2-3 times/month, 3 were eating once per month, 2 were eating less than once per month; 1 was missing this information].
- There may be a time-weighted influence, the more people pass the information or the sign the more likely they may become acclimated with the information and become inclined to make changes

Project Highlights:

Alyce presented some of the highlights of the SFB Fish Project (these are also summarized in the project final report). The project was funded for two years and the two years are now over. The SAG was a critical part of the project and requested that we expand our reach by taking on tasks like the sign posting. We evaluated all the past SAG meetings and the feedback we got was very positive. We evaluated the funded group projects and reported on the total number of people reached by those projects, the number that were SFB fish consumers, and the number that were “at risk” (see table 5 in the final report). We also had the groups gather information about changes in knowledge, access to information, and intent to change behavior (see tables 6-10 in the final report). Again, these results were positive, although in some cases the groups were not able to quantify the entire populations that was reached and influenced by the funded group projects. We also completed the translations of the brochures/kiosk poster into 10 languages (plus English) and these are now posted on the project website: <http://www.sfei.org/content/educational-materials>.

In terms of next steps, CDPH will continue to work on sign posting and distribution of educational materials. We are also exploring funding options but nothing is certain right now. We'll keep the SAG informed by email until the situation changes.

See presentation "SFB Fish Project Highlights" for more details. Also, see the project final report that is posted on the project website here: <http://www.sfei.org/content/documents-0>.

Comments:

- There were suggestions that the project consider using social media and approaches such as Google search pop up ads on websites
- Can the SFBFP institute a class to get a fishing license that includes this information? DFG thought this would be very difficult to do
- Do the funded groups have funding to continue the projects? CDPH periodically sends out information on grant opportunities to the funded groups. CIEA applied for a CalEPA EJ grant but we are not sure if the other groups applied.
- Is the Kaiser Foundation a potential funding sources for community groups? Kaiser's Community Benefit program provides grants in West Contra Costa and Northern Alameda County. See this site for more information: http://mydoctor.kaiserpermanente.org/ncal/facilities/region/eastbay/area_master/departments/community_benefit/about.jsp

End of Meeting

Meeting attendees:

Daniel Wilson	Alameda County Environmental Health
Ethan Rotman	Calif. Department of Fish and Game
Lino Anchetta	Contra Costa Environmental Health
Ryan Mayfield	City of San Jose
Simone Lewis-Koskinen	Seaweb
Tivo Rojas-Cheatham	CDPH
Kelsie Scruggs	CDPH
Ian Walker	CDPH
Alyce Ujihara	CDPH

Meeting attendees by Webinar:

Janis Cooke	Region 5 Regional Water Quality Control Board
Luisa Valiela	USEPA-Region 9
Margy Gassel	Office of Environmental Health Hazard Assessment
Mary Ellen Taylor	US Food and Drug Administration

Michael Kent
Stephen McCord
Lauren Wohl-Sanchez

Contra Costa Health Services
McCord Environmental, Inc.
CDPH