



Oregon Coordinating  
Council on Ocean  
Acidification & Hypoxia

## OAH Council - Education and Outreach Working Group

Tue, Jan 14, 2020 1:00 PM - 3:00 PM

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1:00pm – 1:30 pm

Getting Started

Greetings from the OAH Council Co-chairs

Brief history of the OAH Council and OAH in Oregon

Mission for the Working Group

1:30pm – 2:15pm

Working Group Member Introductions

Name and Affiliation

Connection or Interests in OAH

Expectations for the Working Group

2:15pm – 3:00pm

Working Group Vision and Audience

What are we wanting to change?

What are the most important “groups” to reach first?

**OAH Council – Education and Outreach Working Group**  
**Meeting Summary: 01/14/2020**

**Working Group Members:**

Caren Braby	<i>(Oregon Department of Fish and Wildlife, Marine Program Manager)</i>
Jack Barth	<i>(Oregon State University, Marine Studies Initiative Director)</i>
Tracy Crews	<i>(Oregon Sea Grant, Marine Education Program Manager)</i>
Kerry Carlin-Morgan	<i>(Oregon Coast Aquarium, Director of Education)</i>
Shelby Walker	<i>(Oregon Sea Grant, Director)</i>
Charlie Plybon	<i>(Oregon Surfrider, Policy Coordinator)</i>
Fran Recht	<i>(Pacific States Marine Fisheries Commission, Habitat Program)</i>
Susan Chambers	<i>(The West Coast Seafood Processors Association, Director)</i>
Sara Bywater	<i>(Pacific Coast Shellfish Growers Assoc., Outreach and Projects)</i>
Margaret Pilaro	<i>(Pacific Coast Shellfish Growers Assoc., Director)</i>
Francis Chan	<i>(Oregon State University, Associate Professor)</i>

**Working Group Staff:**

Charlotte R. Whitefield *(Oregon Department of Fish and Wildlife, OAH Council Staff)*

**Key Topics: Working Group (WG) Motivations, Visions, and Audiences**

**Concerns of the WG:**

- Expanding capacity for distributing messaging
  - o It is very difficult to reach people across the state from different demographics
  - o Interested in teach the teacher programs to make new “messengers” for sharing information
- Building and keeping momentum for behavior change
  - o OAH is a long term issue, and we need to address it over time
  - o “Carry peoples interests forward”
- Acquiring resources to deliver messaging and facilitate action
  - o We need money and personal to accomplish messaging
- Creating synergy and leveraging existing efforts throughout the state and region
  - o Know what is occurring and where the “gaps” are to fill for most impact

**Motivation of WG:**

*Change behavior of Oregonians through -*

Awareness	“People know what is happening”
Action	“People actively do something”
	<i>(Personal action and/or Policy action)</i>

**Themes behind WG messaging and what type of behavior change corresponds:**

Science	-	Gains Awareness
Adaptation (and Resilience?)	-	Gains Awareness, Facilitates Action
Mitigation	-	Gains Awareness, <del>Facilitates Action</del>

*(Some hesitation from some WG members to directly address mitigation actions)*

**Core concepts in WG messaging:**

- Instill “Understanding”
- Remove “Misconceptions”
- Acknowledge “Uncertainty”
- Build “Motivation”
- Create “Hope”

*(Achieved through connecting to audiences personal interests, emotions, and beliefs)*

**Messenger identified by the WG:**

- Informal Education: “Teach the Teachers” – messenger
- Industry and fishers/aquaculture personal – messenger

**Audiences identified by the WG:**

- “General public”: hesitation in the some of the WG to use this term since it is too “broad” as a definition of the audience
- The “next generation”: k-12 who will be keeping the momentum going longer term
- Venues that reach wide range of concerned citizens
  - o Media
  - o Watershed councils
- Legislature
- People not on the coast
- Larger cities
- Local governments
- Some WG members stated that we may want to possibly stay away from formal educators, since they are already well served

**Prioritization of audiences by WG will occur:**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| - <u>Influence</u> of the Audience | - Ability to “change behavior”       |
| - <u>Power</u> of the Audience     | - Resources to “change behavior”     |
| - <u>Momentum</u> of the Audience  | - Eagerness to “change behavior”     |
| - <u>Reach</u> of the Audience     | - Effectiveness to “change behavior” |

**Upcoming State-wide and region-wide initiatives to possibly connect to:**

- PCSGA communication planning
- Oregon Coast Aquarium messaging of exhibits and new summer intern
- Legislative session with the “Ocean Bill” – comprehensive funding for ocean projects
- Regional trade association meetings (e.g., West coast seafood processes)

**Proposed Projects (or side projects) for the WG:**

- Fisheries round table
- “State of OAH” workshop
- Resources and materials for the economic impacts of OAH
- Oregon specific impacts of OAH on marine species

**Follow-up information for the next meeting:**

- ONREP documents– Informal Environmental Education Network  
*(Documents will be shared via email)*