



OAH Council - Education and Outreach Working Group June 2, 2021 3:00-5:00 pm PT

Join Zoom Meeting

<https://www.zoomgov.com/j/16075743485?pwd=M25UbU9KZXI1VGxEUW1qU2o5M2w2UT09>

Or join by phone: 669-254-5252

Meeting ID: 160 7574 3485

Passcode: 156792

3:00 pm – 3:45 pm

Getting Started (Caren Braby, Jack Barth)

- Greetings and Updates from the OAH Council Co-chairs
 - [HB 3114](#) “Awareness” components if it moves forward
 - [Multiagency OAH Report](#)
- Updates from the last OAH Council Meeting (4/2/21)
 - [New membership](#)
 - Website updates (in progress)
- Updates from group since Dec. 2020

3:45 pm – 4:00 pm

Activities & Achievements (Liz Perotti)

- 2021 Fishermen-Scientists Roundtable
 - Workshop summary
 - [Op-ed](#) by Shelby Walker
- Oregon species vulnerability infographics – *in progress*
- MSI Internship with OCA – OA awareness
- ***Other activities, products?***

4:00 pm – 5:00 pm

Working Group Planning - Moving Forward (Caren Braby, Jack Barth)

- Short-term Planning
 - Workplan for rest of 2021
 - Working group priorities discussion
 - Funding opportunities
 - State of the Coast Breakout #2?
- Long-term Planning
 - OAH Communication Plan
 - Actions we can do without a plan
 - Working Group structure (Chair? Durable approach to membership?)
 - Identifying work products
 - Promoting work
- Helpful references for WG planning:
 - [Appendix H](#), 2020 Biennial Report
 - Theme 4, [2019 OAH Action Plan](#)
 - Notes from Dec 2020 WG meeting (attached to email)



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Working Group Members (Present)

Jack Barth	<i>(Oregon State University)</i>
Caren Braby	<i>(Oregon Department of Fish and Wildlife)</i>
Kerry Carlin-Morgan	<i>(Oregon Coast Aquarium)</i>
Susan Chambers	<i>(The West Coast Seafood Processors Association)</i>
Francis Chan	<i>(Oregon State University)</i>
Tracy Crews	<i>(Oregon Sea Grant)</i>
Kristen Penner	<i>(Blue Siren Shellfish)</i>
Margaret Pilaro	<i>(Pacific Coast Shellfish Growers Association)</i>
Charlie Plybon	<i>(Oregon Region Surfrider Foundation)</i>
Fran Recht	<i>(Pacific Coast Shellfish Growers Association)</i>
Shelby Walker	<i>(Oregon Sea Grant)</i>

Working Group Members (Absent)

None; some members needed to leave early

OAH Council Staff

Liz Perotti *(Oregon Department of Fish and Wildlife)*

Key Topics

General Updates

- Working Group welcomes new member, [Kristen Penner](#) who is the Shellfish Rep. on the OAH Council and is involved with outreach and communication through several activities.
- Sara Bywater no longer working at PCSGA and left this working group
- OCA identified OA as a key concern and point they want to address as part of their programming and training with new staff and volunteers.
- OSG education program is running middle-school and high-school exploration in Zoom. Various topics that included OAH and highlights researchers.
- [PMEP eelgrass synthesis report](#) that describes how eelgrass is important for mitigating OA
- OSU is working with crab fishermen working on hypoxia. Strong predictions that aren't bearing out so far. Media attention [including this story](#).
- Kristen Penner connected us with signage in the Garibaldi waterfront; opportunity to incorporate OA messaging or content.
- [Multiagency OAH Report](#) was released earlier this year with strategic timing for consideration of next biennium budgets and articulates needs and how it fits in each agency's responsibilities and purview.
- OAH Council website improvements in progress. Provide any feedback or suggestions to Liz Perotti.

Discussion about [HB 3114](#) and general “bill awareness”

- Hopeful that some or all of the projects get funded. \$65K for outreach, also a priority for the Shellfish Task Force, and would go through competitive
- Charlie Plybon has meetings with co-chairs on this bill and others. Discussion about possibility of only partial funding and need for prioritization. Working group members discussed importance of increasing awareness and funding for the communication plan.
- Should take a look at it and have a response for priorities and what to do with smaller money.
- Acknowledged that funding of bill is a highly leveraged investment.
- CA is throwing \$1.5 mil for ship-based OAH monitoring
- Future legislative actions should include 1-pagers to deliver to legislators as other advocate for OAH funding. Surfrider Foundation asked for one for 3114 and we didn't have one prepared. Prudent, easy action.

Activities & Achievements

- 2021 Fishermen-Scientists Roundtable convened in May via Zoom
- Good geographic and fishery representation, but calls for recruitment of younger fishermen for future efforts
- Heard new observations, updates on OAH research, some of which arose from past RTs
- 3 breakout groups focused on honing in on a fishery problem or need, discuss actions
- Take homes: virtual was a mixed blessing, need to recruit younger fishermen, feedback from fishermen that it was a respectful discussion and felt scientists listened to fishermen, general support for developing an app, call for more publicity to get public support
- [iFish forum](#): Roundtable attendee posted “Ocean science questions” before and after the Roundtable. He provided positive feedback on how scientists were there to listen and how fishermen were there to listen. This could be a good jumping off point to develop an FAQ
- ODFW applied for an OSG Natural Resources Policy Fellow to work on developing a fishermen app that was a topic of the Roundtable.
- [Op-ed](#) by Shelby Walker: Roundtable was good timing and good lead into the broader topic.
- MSI Internship with OCA – OA awareness
- Discussion about community-based social behaviors and barriers associated with those behaviors, tool development for OA by OCA.
- OCA receiving OSU Marine Studies Initiative Intern to work on OA behavior and awareness
- Oregon species vulnerability infographics for hypoxia and OA in progress. Brief discussion and feedback on OA species infographic shown to working group.
- ODFW will have an OSG Summer Scholar to create an infographic for hypoxia and work on graphics.

Working Group Planning - Moving Forward

Short-term Planning (Next 6-12 months)

- Connect OAH interns together
- Considered benefits of both virtual and in-person OAH Fishermen-Scientist Roundtables this next year and discussed interest, recruitment, incentives for active, younger fishing participants
- Other fishermen stories for broader communications via videos
- Decision to move forward with proposal for a 2021 State of the Coast breakout session focused on a fishermen panel.

Long-term Planning

- OAH Communication Plan
- Actions we can do without a plan

Initial discussion about Working Group structure

- Members voiced interest in continuing but ways to best use their expertise and time.
- Questions raised: Are we a body that advises or develops the roadmap or doing the work? Are we a tactical responsive or more strategic? What are the top 3 communications goals and how do we put our effort into those?
- The idea of structure (e.g. Chair, membership) was tabled for our next meeting and instead

Plan of Action for 2021 and additional actions in absence of a communications plan

- Need a plan of action for the next few months given the predicted impacts of the early and intense upwelling season.
- Press releases this summer could help tell the story. If HB 3114 passes, it could be a good jumping off point to promote awareness and could be a good test case for efficacy of a single message.
- Messaging needs to include the importance to focus on what we do know and build trust
- Discussion about the best way to get the word out. We've tried press releases, reports, etc. Do we start with a social media campaign, blog, have others (not ODFW) post on iFish. Need to develop a focused on tactical approach.
- Professional assistance with someone in PR would be best. For specific campaigns or projects, we should bring on a contractor depending on cost.
- Members discussed successful campaigns and connections once we formulate the plan and recruit appropriate spokespeople.
- Use networks to repost media attention on social media thanking them for those stories. To reach commercial – trade journals like Seafood News, Fishermen News. National Fishermen.
- Summary: Hearing willingness to take a tactical response this year. Identify a good group of fishermen willing to talk to reporters. Get the up to speed on what we are anticipating this summer just to be ready.

Next agenda:

- Talk about durability of group (e.g. electing a chair, rotating membership)
- Follow-up actions if HB 3114 passes
- Additional funding opportunities
- Identify priority small-cost projects or activities