



Oregon Coordinating
Council on Ocean
Acidification & Hypoxia

OAH - Education and Outreach WG Meeting (#3)

Wed, Aug 5, 2020 9:00 AM - 11:00 AM

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/947942517>

You can also dial in using your phone.

United States: +1 (872) 240-3311; Access Code: 947-942-517

9:00am – 9:15 am

Getting Started

- Greetings and Updates from the OAH Council Co-chairs
- General Group Updates

9:15am – 9:30am

OAH Council 2020 Legislative Report – Theme 4 section

9:30am – 10:00am

Marine Studies Initiative – Summer Scholar

- Introductions
- Summer Work Plan and Objectives
 - o Document Translation – Spanish Translation of the OAH Action plan Executive Summary and Take Action Documents
 - o New Document Creation – Hypoxia in Oregon
 - o Online OAH Educational Materials
 - o Online Survey Development
 - Who should we reach out to?
 - What information are we looking for?
 - Interest in translation of the survey?

10:00am – 10:10am

BREAK

10:10am – 10:30am **Short Term Goals - Update**

- Fishermen's Roundtable
 - Sea Grant Conference Assistance Grant Awarded - \$2000
 - 2016/2017 Meeting materials being reviewed
 - Contact made with OSU Videographer about short video
 - Thoughts on topic?

10:30am – 11:00am **Working Group Moving Forward**

- Meeting Summary from 01.14.20
- Meeting Summary from 05.27.20
- Upcoming Meetings
 - 09.23.20 and 11.06.20
- Long Term Planning
 - What are our longer-term visions?
 - What are our goals for 2020/20201?

OAH Council – Education and Outreach Working Group
Meeting Summary: 08/05/2020

Working Group Members: (Present)

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

Working Group Members: (Absent)

Jack Barth	<i>(Oregon State University, Marine Studies Initiative Director)</i>
Sara Bywater	<i>(Pacific Coast Shellfish Growers Assoc., Outreach and Projects)</i>
Charlie Plybon	<i>(Oregon Surfrider, Policy Coordinator)</i>

Working Group Staff:

Charlotte R. Whitefield	<i>(Oregon Department of Fish and Wildlife, OAH Council Staff)</i>
Carlos Avendano	<i>(Marine Studies Initiative Summer Intern)</i>

Key Topics: Outreach Materials Development

General Updates:

- Marine Studies Initiative Summer Fellow currently working with the OAH Council until 09.05.20
- OAH Council Staff have been awarded a COMPASS leaders of sea change fellowship for science communication – this will be an opportunity for the OAH Council and working group to have regional experts help shape outreach materials.
- The OAH Council was awarded a \$2,000 conference assistance grant to fund the 2021 Fishermen’s Roundtable.

OAH Council 2020 Legislative Report – Theme 4 section review

- Working Group members were provided with a draft Education and Outreach section for review by 08.13.20
- No edits were received by working group members at the meeting

Outreach Materials Development: Document Translation

- Identified a need to translate OAH outreach materials into other languages – especially Spanish
 - o Large portion of the Oregon population is Spanish speaking – such as within seafood processing and the aquaculture/fishing labor force.
 - o The OAH Council currently does not have any materials translated into other languages; Summer intern is fluent in Spanish and has offered assistance.

- OAH Action plan executive summary and take action documents have already been translated by the summer intern.
- Discussion tense of translations – informal “tu” verse formal “usted”
 - Within Spanish language there is a generational and situational use of the word you, which will need to be considered in OAH outreach documents
 - No decision was reached on which to use, but further will be done by staff and the intern into what other regional groups use.
- Discussion on use of “You” verse “You” plural verse “we”
 - Within the Spanish language there are many ways to speak directly to a group of people.
 - Working group members want to keep outreach materials referencing “you” as the subject, to keep messages targeted and personal to the reader.

Outreach Materials Development: New Document / Materials Development

- Need to create new Hypoxia focused outreach one-pagers was discussed
 - The summer intern will create new materials. At least two documents were proposed: General what is Hypoxia, Industry focused Hypoxia impacts.
 - New materials will be translated into Spanish
 - Council does not currently have a specific Hypoxia focused materials
- Creation of video or podcast materials for communication of OAH impacts
 - Topic was brought up at the last working group meeting as a way to reach Oregonians in a more personal way
 - Dr. Francis Chan mentioned that his recent CHRP grant has allocated a decent amount of money for the development of a new video focused on hypoxia research.
 - Expected start date for filming is 2022/2023.
 - Working group will be working the Dr. Chan to see if there is any assistance we can provide with messaging or content for the video.
 - Exploring the possibility of this effort considering with the 2021 fisherman’s roundtable.
- Creation of a survey tool to help guide further OAH working group efforts.
 - Topic was briefly discussed and Working group staff and summer intern will explore this further and provide an update to the group at the next meeting (09.23.20).

Long Term Planning

- Interest by the working group to focus on strategic planning and implementation planning at the same time – working towards a longer term larger goal while making progress on actionable steps forward now
- Staff proposal will be presented to the working group members at the 09.23.20 meeting to help guide conversations about next steps for the working group.