



OAH Council - Education and Outreach Working Group
OA Day at Oregon Coast Aquarium Planning
December 7, 2022, 3:00 PM – 4:00 PM

Getting Started (Caren Braby, Jenny Koester)

- Greetings and updates from the OAH Council Co-chairs

International OA Day at OCA (Kerry Carlin-Morgan, Jenny Koester)

- What is our theme – do we need one?
- Who will come to table?
 - What would we like their focus to be?
- Would we like to have other supporting activities (i.e. talks/presentations) during the week before or after?
- How would we like to market this event and get the word out?
 - Would we like to issue a joint press release?

Closing Remarks (Caren Braby, Jenny Koester)

- Confirm any to-do items before OA Day
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Meeting Summary 12/7/2022

Working Group Attendees: Caren Braby (ODFW, Co-Chair), Fran Recht (Conservation Organization Representative), Kerry Morgan-Carlin (Oregon Coast Aquarium), Karina Nielsen (Oregon Sea Grant)

Absent: Francis Chan (OSU), Tracy Crews (Oregon Sea Grant), Susan Chambers (West Coast Seafood Processors Association)

Guest: Katrina Bettis (Oregon Coast Aquarium)

Council Staff: Jenny Koester

International OA Day at OCA (Kerry Carlin-Morgan, Jenny Koester)

General:

- Past OA day was social media based. This year, the aquarium will host a day event combining OA Day and Oyster Day. The aquarium will organize additional interpretation around the topic, some activities, and bring in guest displays to set up a table on the appropriate topic.
- The Ocean Foundation has a social media toolkit available for 2021 that could be used this year.

Themes:

- A general theme for the event will be “Ocean acidification is something that is happening in Oregon right now, impacts our communities and industries, and groups are working to address it.”
- The event should be anchored in getting the public to think about ocean acidification and how it relates to ocean health.
- OCAq will discuss with their marketing team how they will brand the event. It could be called “Ocean Health Day” rather than “OA Day” to make the message easier to understand.
- There should be an emphasis on the efforts underway to address OA such as project drawdown, HB3114 projects, etc.

Potential Activities

- Voting Activity: guests can choose from a selection of action items that they can do to prevent ocean acidification. Guests will be asked to vote for action items that they already do and activities that they plan to do using beans, beads, or pebbles. This could also be completed with a large white board and sticky notes.
- Interest in Oceans Activity: Guests will answer the guiding question “what do you love about the ocean” to evoke a connection to our ocean.
- OAH Council Tabling: Guests will have the opportunity to interact with OAH Council members and learn about the council
- ODFW Interpretation: Guests will interact with the ODFW Shellfish team to hear interpretation about shellfish and OA/ocean change at OCAq exhibits.
- OCAq Interpretation: Guests will interact with OA messaging throughout their experience. OCAq will add additional OA messaging to narrated talks (marine mammal presentations) and may add additional written OA messaging at the touch tank. OCAq will have the crab/shellfish biofact cart

out.

- Thursday seminar at HMSC: OCAq volunteers and interested guests will be able to attend a HMSC seminar on OA

Advertising:

- OCAq will send out a newsblast about the event.
- Meghan Dugan will get connected with the OCAq marketing team.