



Oregon Coordinating
Council on Ocean
Acidification & Hypoxia

OAH Council - Education and Outreach Working Group

Wed, May 27, 2020 10:00 AM - 12:00 PM

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

<https://global.gotomeeting.com/join/595517061>

You can also dial in using your phone.

United States: +1 (312) 757-3121

Access Code: 595-517-061

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/595517061>

10:00pm – 10:30 pm **Getting Started**

- Greetings and Updates from the OAH Council Co-chairs
- Review Meeting Minutes from 01/17/20 Document

10:30pm – 11:00pm **Outreach in Light of “New Normal”**

- Updates from Working Group Members on OAH Related Projects
 - Are your respective groups moving forward with OAH projects?
 - Have your groups priorities changed or shifted as a result of the new normal?
 - Have any new opportunities surfaced as a result of current situations?
- Opportunities for new engagement and events on “Hold”

11:00pm – 12:00pm **Working Group Moving Forward**

- Short Term Planning (Opportunities for 2020)
 - Fisherman’s Roundtable
 - Sea Grant Conference Support (Application will be submitted ASAP) - Funding to support conference and graphic designer contract to create outreach materials.
 - 2020 State of the Coast - OAH Breakout Session

(Proposal submitted - May 15th)

- Outreach Materials Development – Documents needed now?
 - Example – New Draft Hypoxia Handout

- Long Term Planning
 - Working Group Timeline Document
 - What are our longer term visions?
 - What are our goals for 2020/20201?
 - Draft Context Document

OAH Council – Education and Outreach Working Group

Meeting Summary: 05/27/2020

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>

Working Group Members: (Absent)

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>
Sara Bywater	<i>(Pacific Coast Shellfish Growers Assoc., Outreach and Projects)</i>
Margaret Pilaro	<i>(Pacific Coast Shellfish Growers Assoc., Director)</i>
Charlie Plybon	<i>(Oregon Surfrider, Policy Coordinator)</i>

Working Group Staff:

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

Key Topics: Short term and Long term planning

General Updates:

- Legislative session with the “Ocean Bill” – comprehensive funding for ocean projects
 - o SB 1554 did not pass 2020 short session
- NOAA OA Small grant opportunities
 - o Oregon Sea Grant and Surf Rider both did not submit due to COVID related timing issues
- Hatfield Marine Science Day and Oregon Coast Aquarium Table Display
 - o Both canceled due to social distancing
- Unlikely that OWEB will be granting in 2020 due to State lottery and general fund shortfalls
- Oregon Coast Aquarium MSI sponsored OA summer internship and OA messaging development
 - o Timing TBD based on COVID related social distancing and project holds

Concerns of the WG: Navigating the “New Normal”

- Concerns with too many or too strong of “Asks” to get attention or funding in a time like this.
- Interest for the WG to entering into a planning period instead of an action period.
- Need to consider reframing the issue of OAH communication and renege audiences for the for the “long haul”
- Need to figure out how to best get audience’s attention – what is the urgency of OAH in light of basic needs of communities in a recession.

General Ways to engage: Tie the issue into issues of today

Tactics:

- Science and research as a tool for change
- Positive communication styles – fact driven and empower personal change
- Messages need to have a clear need and pathway for “what could be done”
- Make connections to COVID and the new normal

Concepts:

- Food security = local protein and local access
- Blue jobs and Blue economy
- Frame as self-resiliency = fundamental resilience and sustainability of communities
- Environmental health and climate change
- Resources and materials for the economic impacts of OAH
- Issues with how to make stories less messy – not a clear of an OA story with other species
 - o Ocean change (multi-driver systems)
 - o Political stability
 - o International markets

Short Term Planning (Opportunities for 2020):

Fisheries round table:

- Sea Grant Conference Support (Application will be submitted ASAP) - Funding to support conference and messaging content to create outreach materials
- Interest in making the roundtable interactive with highlights from researchers who actively collaborate with the fishing communities.
- Interest in having visual/audio messaging instead of just printed materials
 - o Interest in pushing the OA story out of just the oyster industry
 - o Targeted people – crab, shrimp, learn their stories along-side new research
 - o Capture Fisherman’s stories
 - Capitalize on antidotes, stories, visuals,
 - Person to person stories and engagement

State of the Coast workshop – OAH Breakout session:

- 2020 State of the Coast - OAH Breakout Session (Proposal submitted - May 15th)
- Format and platform for the workshop will likely be changing in light of COVID – information will be provided to breakout session submitters in coming weeks.

Long Term Planning

- General Timeline was approved by the working group
- Need to focus efforts in light of limited resources – work flow TBD in coming weeks

Follow-up information for the next meeting:

- Contact - Flaxen Conway (OSU/Oregon Sea Grant) about her past work on the 2016 Fisherman’s round tables and her past project working with a video team to capture regional fisherman’s stories.
- Contact – Dr. Francis Chan / Dr. Jack Barth (Both OAH WG members) about their NOAA CHRP grant which has some funds to work on outreach, and the possibilities for collaboration on video outreach at the 2020/2021 fisherman’s roundtables.