

## **Big Questions on Fish Consumption Advisory Outreach**

- 1. Why are we doing this?**
  - a. There is a need for communication products that enhance the effectiveness of current jurisdiction methods for raising awareness and influencing behavior change, especially in at-risk and underserved populations.
- 2. What are our objectives?**
  - a. Increased awareness of existing advisories, especially in at-risk populations (i.e. women and children, subsistence anglers and communities, urban populations where majority of advisories occur)
  - b. Change in fish consumption behavior (i.e. reduced consumption frequency, species shift, changing preparation techniques)
  - c. Increased awareness of the presence of toxic contaminants in fish while concurrently emphasizing the healthful aspects of eating fish
- 3. What are our outputs/products?**
  - a. Infographic in poster format with informative illustration and light text.
  - b. More detailed fact sheet, incorporating the first infographic with additional text and information to explain advisories and fish consumption safety (contingent on funding)
  - c. Animated video about consumption advisories and safety practices (requires additional future funding)
- 4. How are we hoping these products will be used?**
  - a. Products will be made available to Chesapeake Bay Program partners and will be used in collaborative programs among the partners including EPA-sponsored projects.
- 5. What are the next steps for this project?**
  - a. Collect comments and finalize poster infographic
    - i. Get feedback, especially from FCA program leads in urban areas and states with PCB advisories
    - ii. Identify effective avenues for distribution
    - iii. Distribute to partners and through collaborative projects
  - b. Develop a more detailed fact sheet or article if funds remain
  - c. Develop a short (2-3 min) animated video
- 6. What is our expected timeline for completion?**
  - a. Infographic: No later than end of 2017
  - b. Fact sheet/graphic: End of 2017 if funds remain, longer if additional funding required
  - c. Video: Date to be determined based on availability of additional funding