



# Angler Outreach

Strategic Planning Meeting  
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# June – August Totals

1,813 Anglers Reached!!





# Intervention and Monitoring: The Two Faces of Outreach

## Intervention

**PURPOSE:** Provide anglers with materials and information to raise awareness and ultimately lower the consumption of Do Not Consume Fish

## Monitoring

**PURPOSE:** Observe angler behavior and administer on pier surveys to track the potential effects of intervention outreach



# Intervention



- DNC Fish
- PV Superfund Site
- Portioning
- [www.pvsfish.org](http://www.pvsfish.org)



# Tip Card Outside

Do Not Consume Fish

Focus on protecting health

**Do Not Eat**

- White Croaker**
- Barred Sand Bass**
- Black Croaker**
- Topsmelt**
- Barracuda**

Some fish can be eaten with restrictions (see reverse).

Some fish caught in this area are contaminated with harmful chemicals and should not be eaten (see list on left).

Advice only applies to fish caught in the red area above.  
For areas and fish not featured here visit: [www.pvsfish.org/health-scfa.php](http://www.pvsfish.org/health-scfa.php)

**PROTECT THE HEALTH OF YOU AND YOUR CHILDREN**  
*Join with other fishermen and follow the advice in this tip card*



[www.pvsfish.org](http://www.pvsfish.org)



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Area of concern



# Tip Card Inside

Preparation guidelines and recommended fish

**ONLY EAT THE SKINLESS FILLET**



**ONLY EAT ONE SERVING PER WEEK**

**FOR ADULTS**



**FOR CHILDREN**



The recommended serving of fish is about the size of your hand.

Give children smaller servings.



**ONLY EAT THE SKINLESS FILLET 1 TIME A WEEK**

HERE ARE EXAMPLES OF SAFE FISH YOU CAN EAT



QUEENFISH



HALIBUT  
Minimum Size 22 Inches



KELP BASS  
Minimum Size 12 Inches



SCORPIONFISH  
Minimum Size 10 Inches



PACIFIC SARDINE



SURFPERCH



PACIFIC MACKEREL



OPALEYE



ROCKFISH



CORBINA



SHOVELNOSE GUITARFISH



Additional bag or size limits or other restrictions apply to these species. Please see California Department of Fish and Game Sport-Fishing Regulations for more information.

Use this ruler to measure your fish

No minimum size limit for fish unless otherwise indicated

1

2

3

4

5

6

7

8

9

10

11

12

Ruler included for added value to anglers



# Monitoring

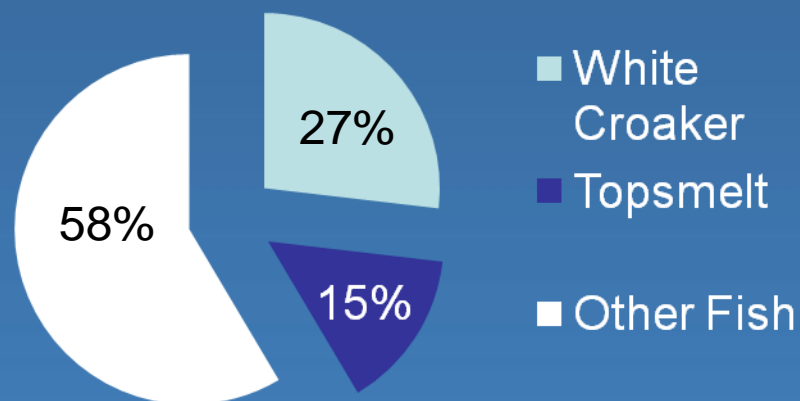


- Observational
- Fish in possession
- Behaviors & intentions
- Audience Research

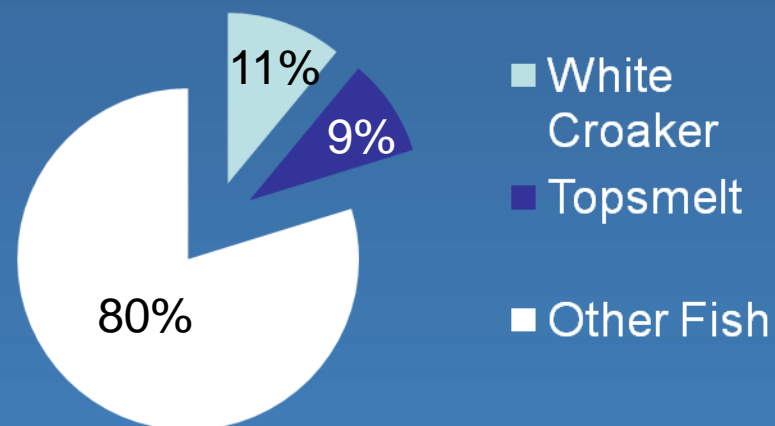


# Fish in Possession

## With Outreach



## Without Outreach

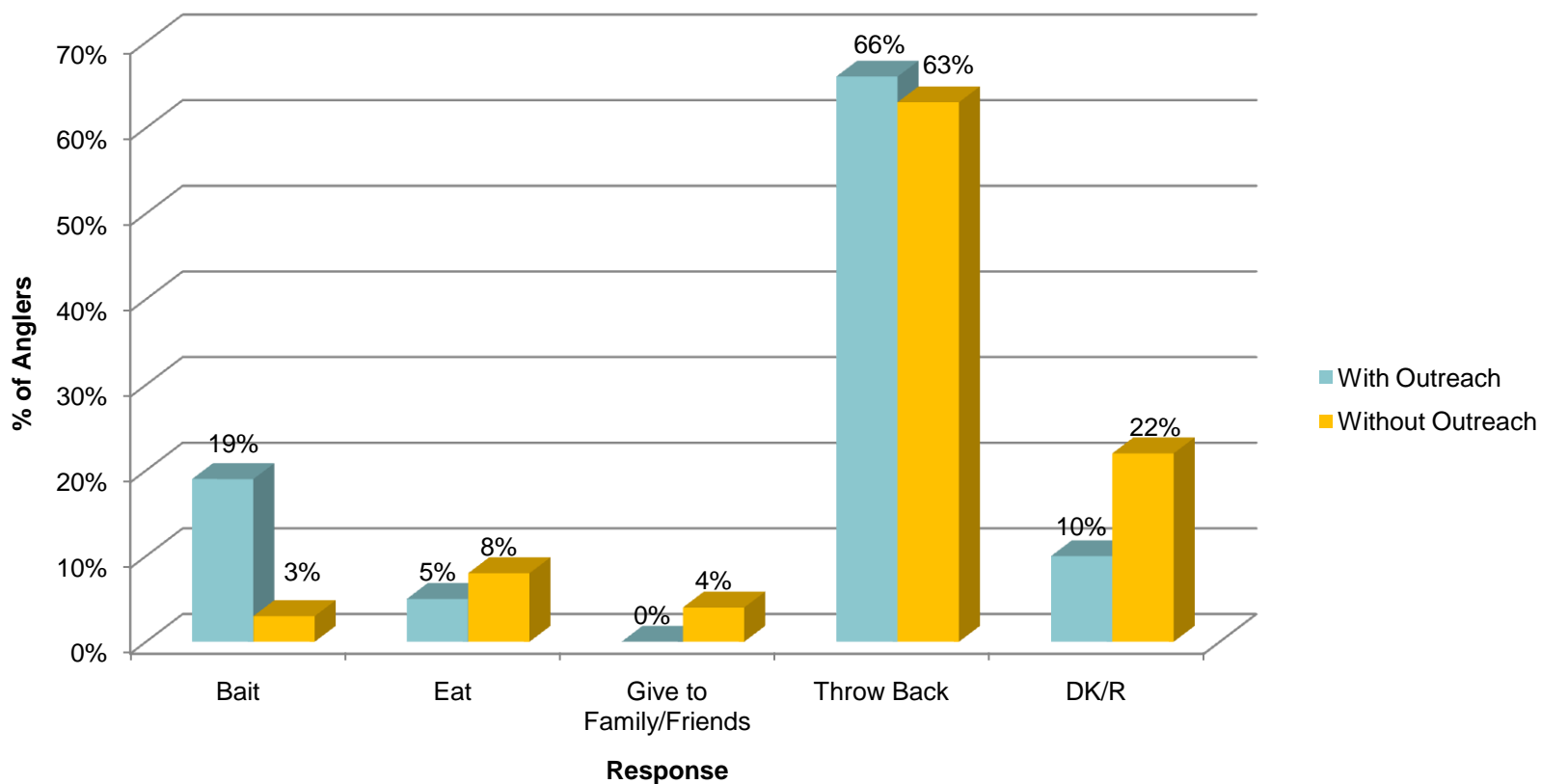






# White Croaker Recourse

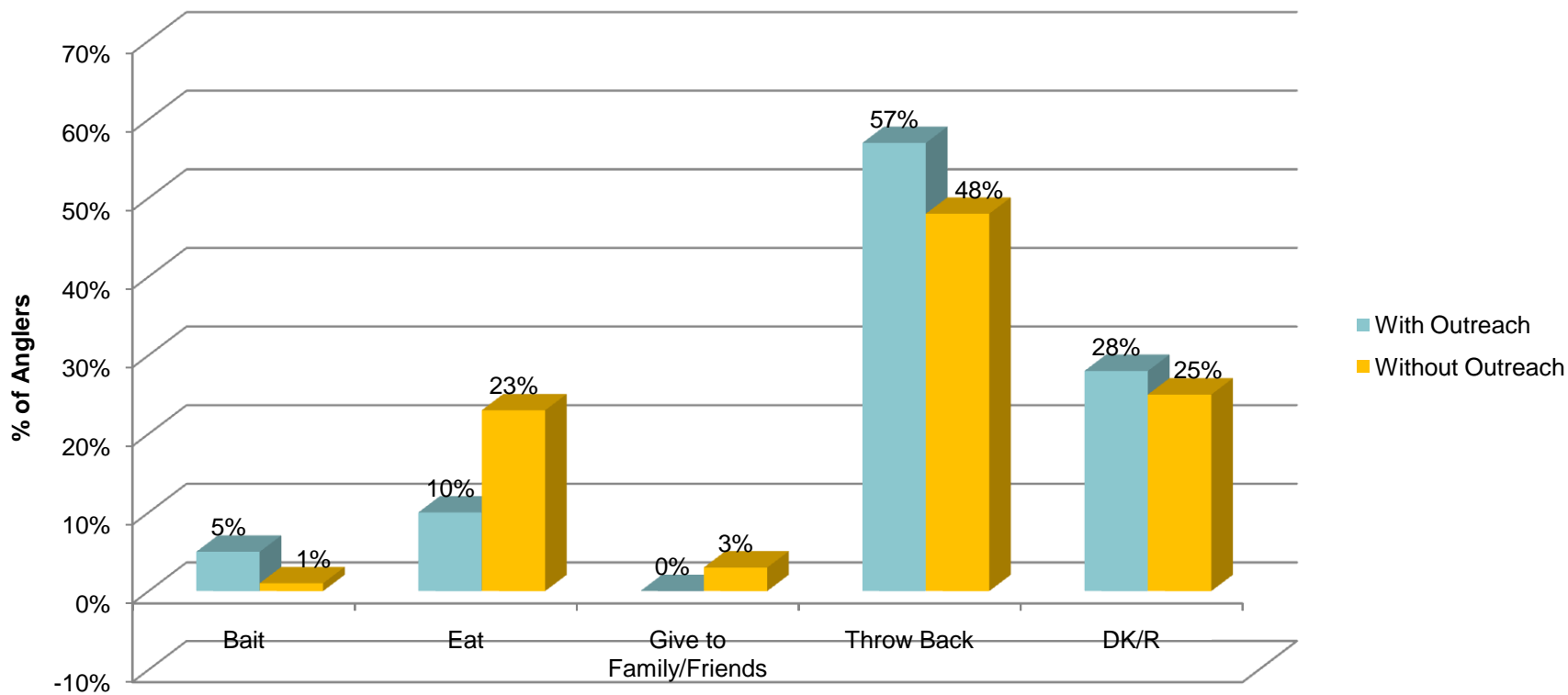
What do you usually do with the white croaker you catch?





# Barred Sand bass recourse

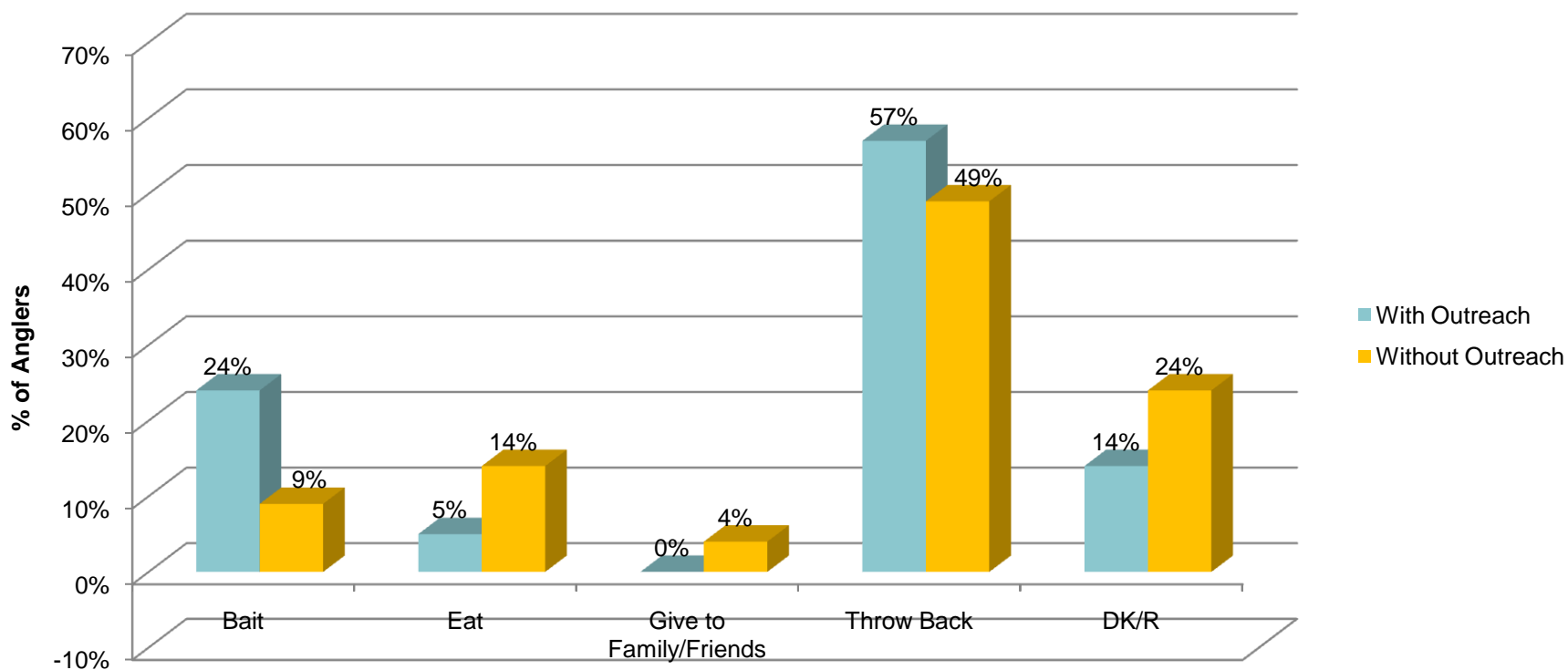
## What do you usually do with barred sand bass?





# Topsmelt Recourse

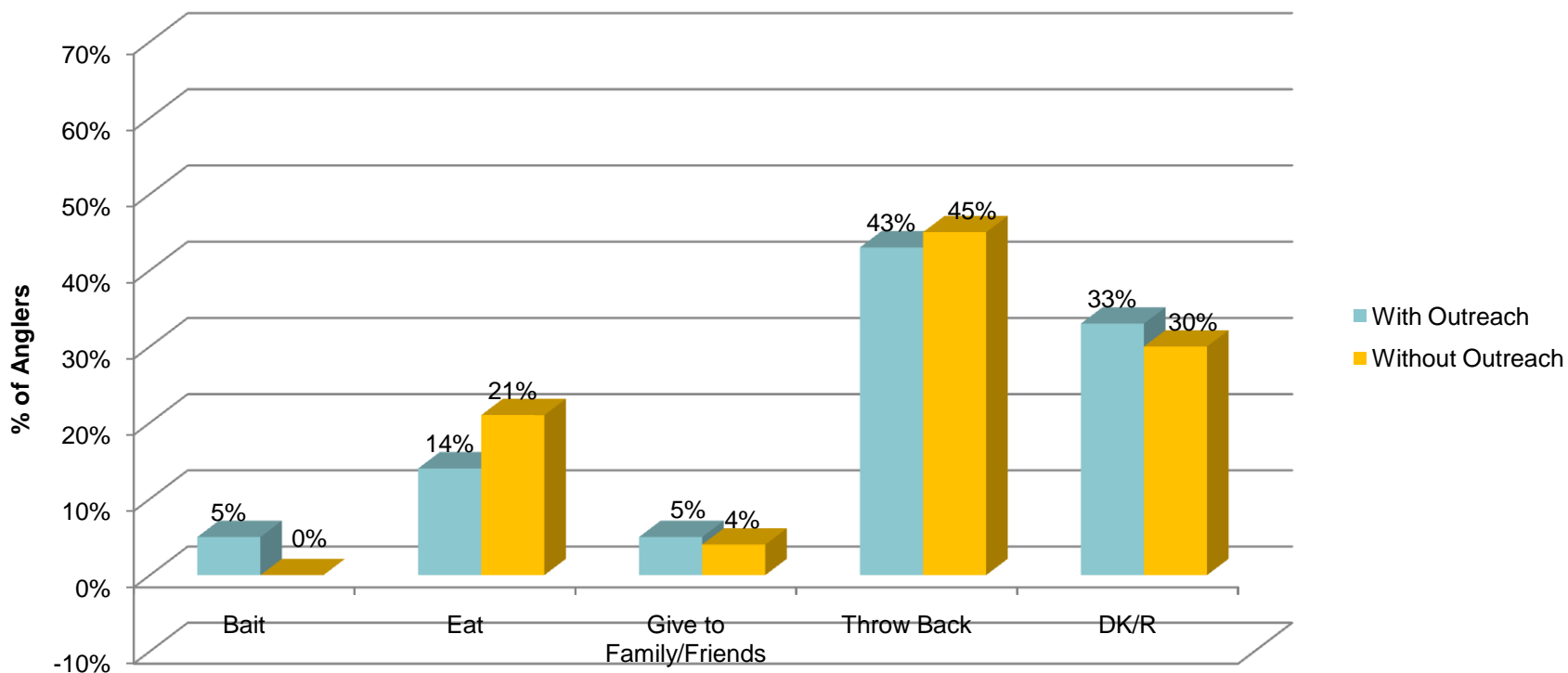
What do you usually do with the topsmelt you catch?





# Barracuda Recourse

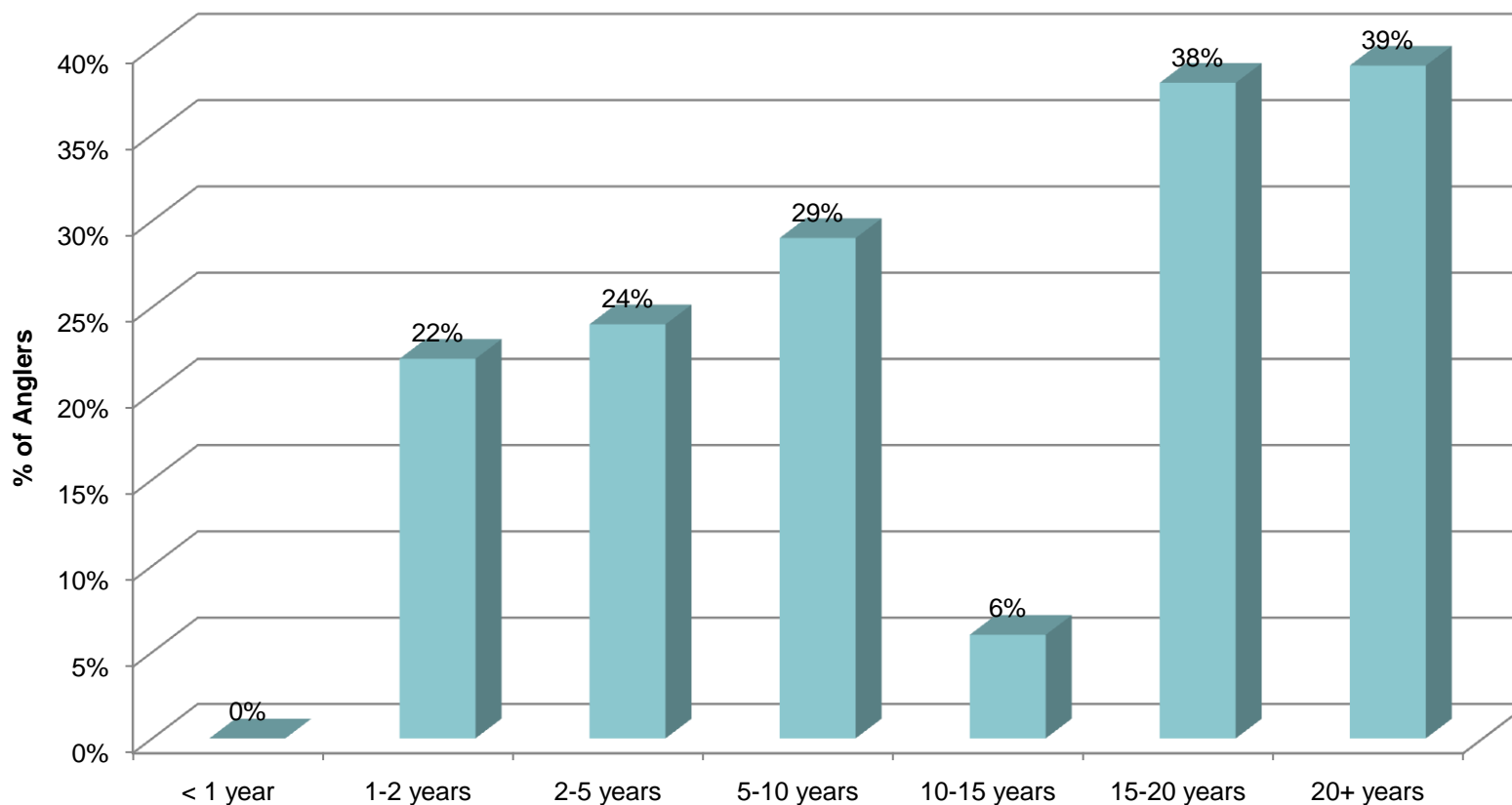
What do you usually do with the barracuda you catch?





# Angling Experience

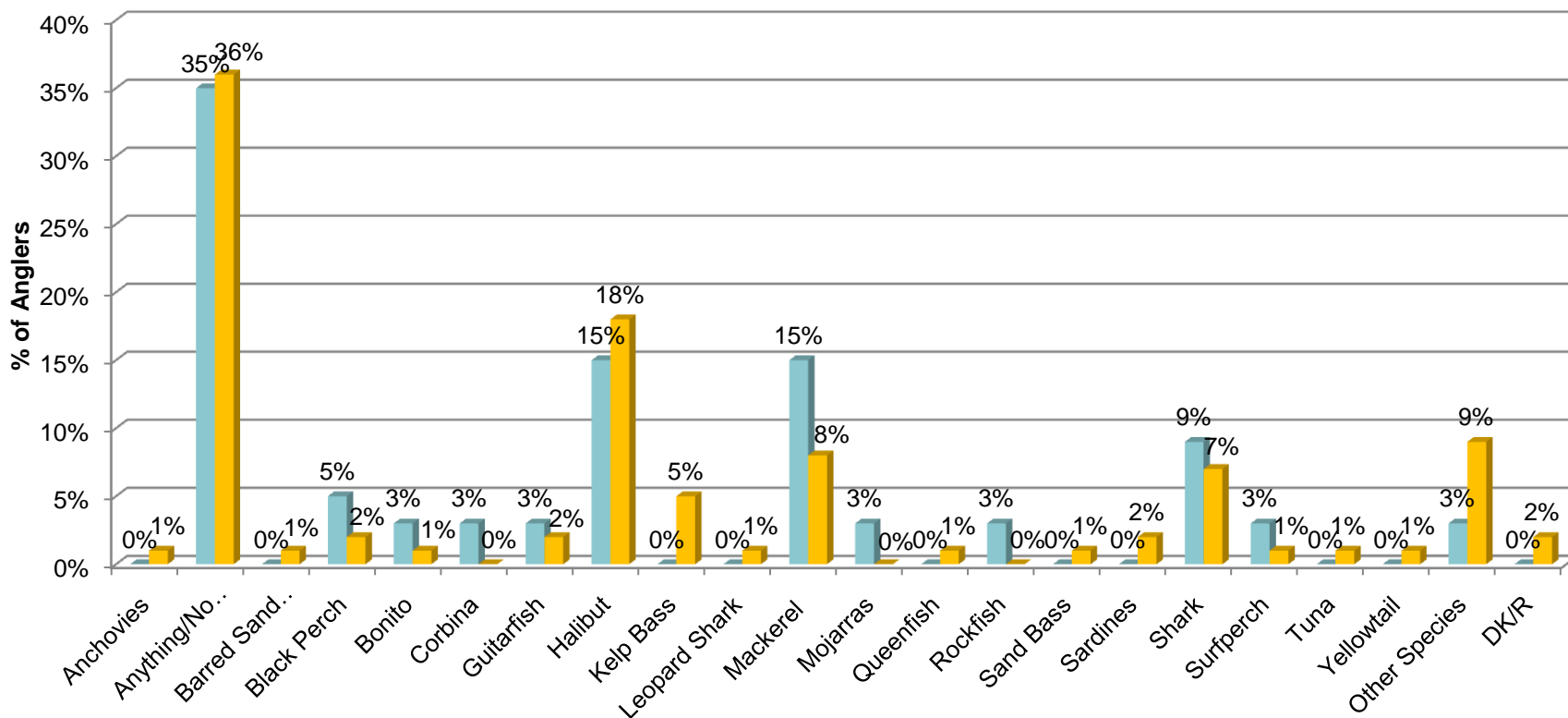
## Anglers with other fish compared by experience





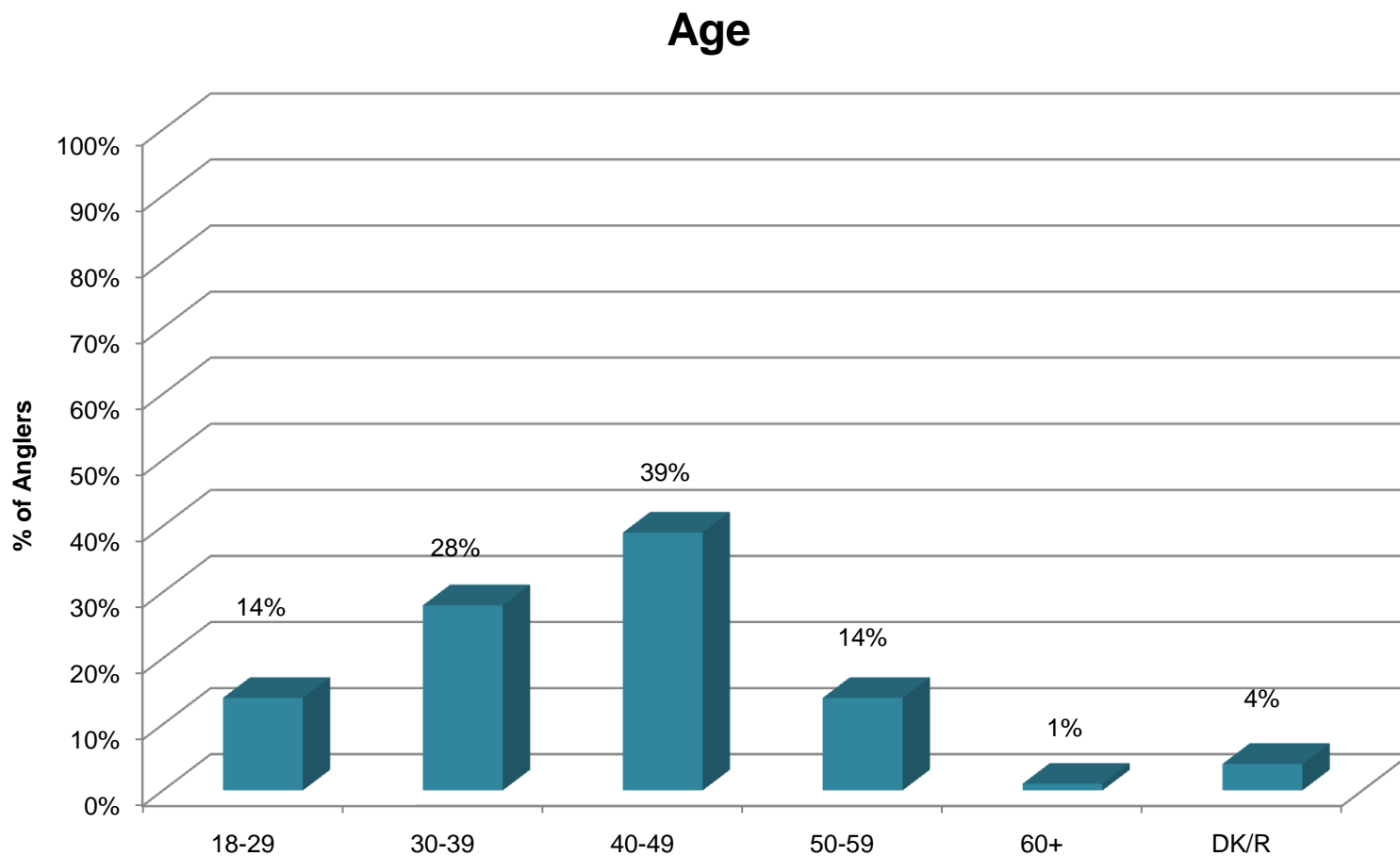
# Graph of Intended Catch

## What are you fishing for today?





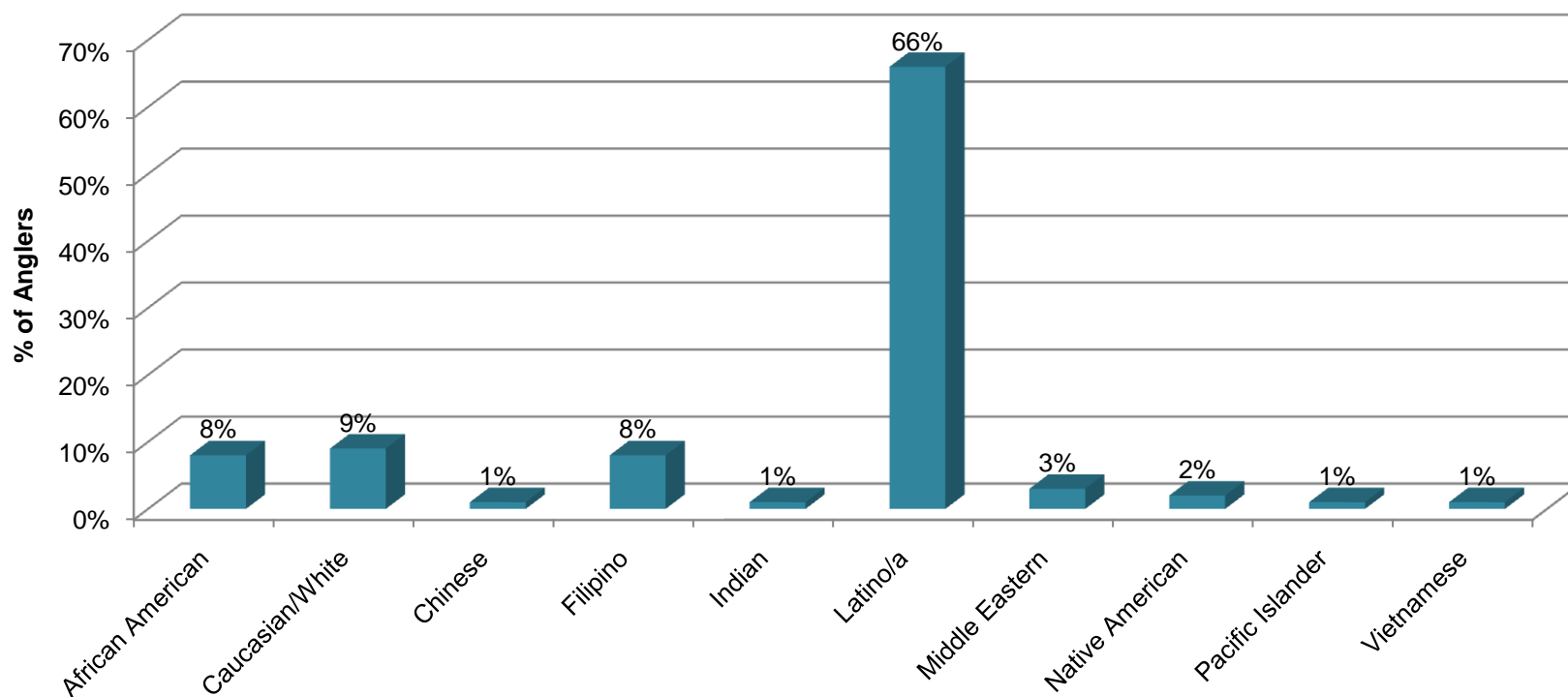
# Audience - Age





# Audience - Ethnicity

**Ethnicity**







# Tracking on pvsfish.org

