



Fish Contamination Education Collaborative Partners Meeting
1 PM to 4 PM
Cabrillo Marine Aquarium Auditorium
3720 Stephen M White Drive
San Pedro, California

Attendees:

Boat People SOS (BPSOS):
TK Tran
Hang Nguyen

Heal the Bay:
Frankie Orrala
Dana Murray

Santa Monica Bay Restoration Commission (SMBRC):
Guang-Yu Wang

Cabrillo Marine Aquarium (CMA):
Alfonso Montiel

Herald Community Center (HCC):
Rebecca Soong

EA Engineering, Science, and Technology, Inc. PBC (EA) (EPA Contractor):
Sarah Babcock
Kim Pallari (HDR - team subcontractor)

California Department of Fish and Game (CDFG):
Cindy Pourroy

Los Angeles County Department of Public Health (LACDPH):
Cindy Chen

University of Southern California (USC) Sea Grant:
Linda Chilton

City of Long Beach:
Monica Cardenas

Los Angeles County Sanitation Department (LACSD):
Chi-Li Tang

U.S. Environmental Protection Agency (EPA):
Carlin Hafiz
Phillip Ramsey
John Chesnutt

California Department of Toxic Substance Control (DTSC):
Tayseer Mahmoud
Tim Chauvel

LACDPH Toxics Epidemiology Program:
Eugene Loi
Robert Vasquez
Evenor Masis

Gilbane (EPA Contractor):
Bob Lindfors

1. Welcome - Sarah Babcock, EA Engineering, Science, and Technology, Inc., PBC (EA)

Sarah Babcock opened the meeting by thanking partners for their time and requested that everyone sign in. She mentioned that this is a semi-annual check-in and that the past six months of data will be summarized in the presentations.

Phillip Ramsey of U.S. Environmental Protection Agency (EPA) introduced himself and mentioned that John Chesnutt, EPA Section Chief, was in attendance. He thanked everyone for their participation on the Palos Verdes Shelf (PV Shelf) community involvement program. He asked that everyone introduce themselves. Sarah then reviewed the agenda and thanked Alfonso Montiel and Cabrillo Marine Aquarium (CMA) for use of the auditorium for the meeting.

Sarah went through a list of new members to the group, many of whom were in attendance:

- Linda Chilton of the Sea Grant Program was in attendance and has been involved in the PV Shelf program (technical and community involvement) in the past.
- Susan Klasing could not attend in person, but is with the California EPA.
- Ken Schiff was not able to attend in person, but is with the Southern California Coastal Water Research Project and has been involved with the PV Shelf program with another agency in the past.
- Amanda Jones of SEA Lab was not in attendance.
- Hang Nguyen was in attendance and is the new representative from the Boat People SOS group.
- Eugene Loi attended for the LACPH Toxics Epidemiology Program.

Sarah then went through a summary of the past six months of data for the program including the total number of people contacted through the various programs as follows:

Angler Outreach:

- Angler outreach contacted 7,795 people
- 5,073 were new (~65%)
- Over 5,000 tip cards were handed out.

Community Outreach:

- 6 events attended, over 2,000 tip cards handed out
- 22 bait shops were visited.

Enforcement

- EPA and EA organized the Fish Identification Training that occurred in September 2015

Sarah provided a graphic showing the total number of anglers contacted over the past six months (combining data from CMA and Heal the Bay), by month, showing the steady increase in contacts as the summer reached its peak in August 2015. Contacts decreased a bit in September 2015 as kids headed back to school. Sarah also shared some pictures from the Fish Identification Training where Dr. Michael Franklin from California State University - Northridge provided specific traits of the white croaker and how to tell it apart from other species commonly found in the local fish markets to approximately 50 County of Los Angeles and City of Long Beach public health (Enforcement program) inspectors.

2. Angler Outreach Updates

Heal the Bay Update

Frankie Orrala discussed the mission of Heal the Bay in general and then the objectives of the pier outreach program. He listed the eight piers where Heal the Bay conducts the

educational outreach, noting that they generally conduct outreach three times per week. Frankie listed the names of the people on their outreach team, noting that most of them are bilingual with the capacity to conduct the outreach in Chinese, Russian, or Spanish. He mentioned the materials used, basically the tip card, are currently available in four languages. From March to October 2015, Heal the Bay's outreach team has contacted 6,833 anglers; 66% of those are "new" participants (meaning they hadn't received outreach previously). Frankie then provided a bar graph depicting the new and repeat participants in total (all piers), by month, and then several graphs that indicated the number of participants per month by pier. The numbers showed similar trends with increased numbers of participants as the summer reached its peak in August 2015.

Frankie noted that Heal the Bay has been involved in this program for the past 13 years and had expected to see fewer "new" by this time; this seems to indicate some transience in the angler populations. Recently, they have noticed an increase in Russian speaking anglers.

A question was raised regarding the fish being caught, and there was some discussion of Heal the Bay's shark ambassador program. Frankie had some additional slides that discussed the pilot program. One slide provided data about subsistence anglers and where they fish (Venice Pier) and what type of fish anglers are targeting. Frankie said the most unusual fish their team saw was the needlefish. <http://pvsfish.org/index.php/partner-documents>

Cabrillo Marine Aquarium Update

Alfonso Montiel introduced himself and discussed some of the work CMA is conducting for the angler outreach program (work similar to Heal the Bay). He said that Pacific Bonito (Bonito) has been the target for much of the summer due to the warm water bringing these fish up into this area. Most anglers are catch and release, and no one they talked with are targeting the white croaker. The method of catching Bonito is different from white croaker, in that live or frozen bait is typically used for fishing in the surface and upper portion of the water column.

Sarah mentioned that there was a change in the survey form this month about awareness and asked if there were more changes needed. Phillip mentioned that EPA would like to have a workshop with Heal the Bay and CMA, but is open to all the FCEC Partners, to discuss the survey questions and revisit what data is collected, analyzed, and reported - as well as review overall angler educational outreach technique and message.

ACTION ITEM: EA and EPA will schedule a face-to-face workshop with Heal the Bay and CMA (open to all FCEC partners) for early 2016 to discuss any needed changes to approach, survey form, or messaging. Locale likely at Heal the Bay or CMA facilities.

3. Community Outreach Update

LACDPH Toxics Epidemiology Program

Eugene Loi is new to FCEC and mentioned that Robert Vasquez and Evenor Masis (both present at the meeting) were in charge of maintaining the signs. Eugene presented a discussion of the work their department conducts to support the outreach on fish contamination. <http://pvsfish.org/index.php/partner-documents>

LACDPH conducts the following:

- Task 1 - Eugene's group educates public health nurses about the contaminated fish in quarterly orientation sessions and provides the educational resources. Eugene personally conducted a recent presentation to 24 nurses; Barbara DeRidder did two other presentations with about 25 nurses in each.
- Task 2 - LACDPH maintains a website that includes fish advisories and provides educational materials (on the website and to the public, health professionals, and community groups)
<http://publichealth.lacounty.gov/eh/TEA/ToxicEpi/fishcontamination.htm>
- Task 3 - Pier signs are maintained by LACDPH (Santa Monica Pier through San Pedro area). This year, 25 new signs were needed; there are 59 located within Los Angeles County. Eugene and Phillip discussed the intent to get samples of stickers and magnets (4 in. x 6 in.) that could go on buckets or tackle boxes. The samples will be available to the FCEC group soon for review and ordering.
- Task 4 - Eugene discussed the outreach and flyers her team provides to health care workers offering lectures (monthly) and focusing on obstetric and pediatric clinics.

At this point, Dana Murray of Heal the Bay pointed out that some of the signs are in Marine Protected Areas (MPAs) and may be giving out a mixed message. Linda Chilton of USC Sea Grant agreed and suggested we could add "no fishing" to the existing signs to be more effective. Cyndy Pourroy of CDFG agreed that we need to figure out the signs to prevent confusion.

ACTION ITEM: EA and EPA will work with Barbara DeRidder's toxics group and angler outreach group to get a list and current status of the signs as a starting point for discussion on sign placement. Thereafter, Cyndy's group from CDFG will be included to discuss concerns about locations, logic for each location, and efficiencies.

Vietnamese Outreach by Boat People SOS

Hang Nguyen is new to FCEC and will be the BPSOS representative going forward. Hang talked about what BPSOS has done for community outreach over the past six months. BPSOS has noted that a large portion of the Vietnamese population does not know about the fish contamination issues. BPSOS has attended health fairs to do outreach and conducted some presentations in their offices. BPSOS has several health fairs coming up that they plan to attend.

ACTION ITEM: EA's team subcontractor, HDR, will coordinate closer with BPSOS to conduct joint events.

HDR and Chinese Community Outreach by Herald Community Center

Kim Pallari of HDR (EA team subcontractor) and Rebecca Soong of HCC spoke to the group about the outreach conducted jointly by HDR and HCC at various venues over the past six months. <http://pvsfish.org/index.php/partner-documents>. Specifically, they attended the following six events:

40th Anniversary Fall of Saigon - 25 April 2015
Father's Day Event at TS Emporium - 13 June 2015
Moon Festival - 22 August 2015
Harvest Moon Festival Celebration - 13 September 2015
13th Annual Baja Splash Cultural Festival - 26 September 2015
Walnut Family Festival - 10 October 2015.

Kim and Rebecca listed the number of tip cards they handed out at each venue. They indicated that there are four upcoming events that are on the calendar including community health seminars, community gatherings, and religious gatherings. They also mentioned that they are very low on tip cards remaining, and Phillip stated that more would be coming.

Rebecca indicated that they have been getting a lot of kids coming over with the fish samples and games. She suggested we have more items to use as give-aways to attract people to the booth, maybe directed at children. She mentioned some items that were used in the past were tote bags and coloring books. Often the younger generations are fluent in English and can help educate their parents. Also, having things to keep kids busy means that outreach members can have an uninterrupted conversation with their parents.

EPA mentioned that they are working with LACPH Toxics Epidemiology Program to prepare more novelty items in the form of a sticker and magnet with the pier sign graphic on it. LACPH Toxics Epidemiology Program is waiting on samples of these items now. EPA will not be able to provide non-educational materials for distribution.

There was some discussion about the zip codes and e-mails that are collected when people sign in at these events. Sarah Babcock mentioned that she has a database with e-mails collected and will add those e-mails if provided. The e-mails are generally for newsletter e-mail blasts.

ACTION ITEMS: EA/EPA to discuss status of the new materials with LACPH Toxics Epidemiology Program. EPA to consider other low-cost items that would be appropriate for novelty items that also provide education (coloring page or book with crayons, anything on which the Do Not Consume (DNC) fish logo may be readable and appropriate).

EA will work with HCC and BPSOS to obtain e-mails collected at outreach events to include in the newsletter e-mail blast database.

4. Enforcement Update

California Department of Fish and Game

Cyndy Pourroy discussed her enforcement activities, including boat patrols in areas closed for fishing. Her wardens report that awareness among the groups they contact is pretty good, but often they still choose to catch and eat contaminated fish. Her group does inspections at markets, wholesalers, restaurants, and sport fishing boats (this includes party boats). The pier is where a higher number of anglers congregate since it is free to fish there and no license is required. She mentioned that this outreach will be ongoing as there are people moving in and out, people new to fishing, and tourists.

Frankie of Heal the Bay confirmed that his group sees the same thing - that people are aware, but still choose to eat the contaminated fish anyway.

Linda Chilton wondered if there were any lessons learned about messaging that would help change the attitudes of people about eating contaminated fish. Hang Nguyen has seen that providing the details of the risk is the most effective way in helping people understand that the contamination is not something a person's body can easily get rid of once it is ingested (especially for people with young children). Bob Lindfors of Gilbane suggested that language matters, so using words like "cancer" instead of "carcinogenic" can be more effective. John Chesnutt mentioned having a trust factor of people speaking the same language and the ethnic groups currently providing this message (instead of non-ethnic government employees) was effective.

Cyndy suggested a review of the forms that are currently in use to ensure that the data collected is important and needed.

City of Long Beach

Monica Cardenas provided an update on the City's activities and mentioned that they are quite short-staffed at the moment (they are hiring). They conduct quarterly inspections and outreach to restaurants and markets. In their inspections, they ask where the market or restaurant got their fish; they are required to purchase fish from licensed vendors. They have seen lots of ownership changes in the markets, so more education has been provided of late. Monica mentioned the joint inspection her group did with CDFG.

There was a question about the paperwork trail. Cyndy Pourroy discussed the invoice that is needed for purchase (from licensed vendor) and that paperwork must be maintained for three years. On occasion, they hear of a person selling fish out of his truck, but not very often. Cyndy always asks to get license plates or information on such a person.

There was some discussion about the forms that are filled out during restaurant and market inspections. Cyndy, Monica, and Cindy Chen would like to discuss these forms.

ACTION ITEM: EA/EPA will schedule a conference call (maybe a web-based call) to go over the forms that all enforcement folks are using to review what should be included. In theory, all entities should be using the same form. EA will request the forms from each entity to see what is currently being used.

Los Angeles County Department of Public Health Update

Cindy Chen spoke briefly about her group's enforcement activities, including surveys, seafood labeling, and market inspections. She said a survey will be done in December 2015 at selected markets (this is the first task under the EPA grant). LA County has 32 satellite offices, so sometimes things are lost in translation. She was happy to have the Fish Identification Training as an opportunity to talk with all of her inspectors (she used 30 minutes after the training to discuss the survey forms and procedures with her inspectors). Cindy discussed labeling of seafood, as often seafood is mislabeled.

There was discussion about the data set on enforcement, and Bob Lindfors announced that Tom Beer is the new representative (Riz went back to DTSC).

ACTION ITEM: *Gilbane will schedule a conference call with EPA/EA to discuss the database that they have and how it can be used to analyze the data we are collecting.*

Phillip Ramsey (EPA) mentioned that LA County will be having a symposium for restaurants to discuss the contaminated fish issues, which will be an effective way to reach a lot of restaurants at once instead of inspectors going out to individual restaurants.

5. New Potential Outreach Items

EPA discussed the stickers/magnets again that are planned to get samples for FCEC partners' review. There are lots of materials available outside of the tip card that we can work on getting for give-aways. Any give-aways need to be educational. Phillip listed outreach materials and brought some of the items for the review of the partners including:

- Signs (effective)
- Tip cards (no plans to overhaul this - very effective)
- Enforcement brochures
- Catch ban (one-pager)
- Videos on how to prepare fish to minimize exposure (from FCEC website)
- Videos on fish identification (in English only)
- National Oceanic and Atmospheric Administration (NOAA) fish list/brochure one pager - maybe could work with NOAA to get them produced?
- NOAA *What's the Catch* graphic novel/comic book for kids - maybe get more for community outreach?
- Temporary tattoos.

Carlin Hafiz (EPA) mentioned that we need to listen to the community more to come up with effective strategies. Rebecca (HCC) noted that the tote bags were eye-catching with the FCEC logo or DNC fish. Phillip mentioned that we would need to keep the costs of these low and suggested maybe water bottles.

Kim Pallari (HDR) mentioned that in these diverse communities, kids often speak English and interpret to their families. She suggested there may be a way to have a one-page activity to send to schools (Wednesday folders). Could we work within the school districts? Carlin said that we have a school coordinator who already works with the FCEC and is on the Partners list (Yolanda with the Unified School District). Carlin said we may already have an "approved" document that we can use and add to the website.

Linda Chilton mentioned that there is a curriculum about the contaminated fish, so the outreach is already happening. Linda will send the information she has.

Tim Chauvel asked a question regarding the continuation of the website, "LosAnglers.org." Phillip replied that the Los Anglers was a pilot program, that it was felt that it had not served its purpose, and that the program had been discontinued.

ACTION ITEMS: *Individual groups can request specific items from EPA/EA by sending an e-mail to Sarah Babcock.*

EA will contact Yolanda of the Unified School District to get the status of the school outreach. EA will also review the curriculum that is available from NOAA.

6. Any Message Changes?

Phillip Ramsey indicated that there was going to be a technical group meeting later this month. To give a brief update, Phillip said that fish sampling was still happening. Data analysis and reporting will be coming in within the next two years. It will likely take another three years to get to a final Record of Decision (ROD) (we are currently working under an Interim ROD). Until a Final ROD is established, current Institutional Control actions will continue as the interim Superfund Site remedy.

7. Meeting Adjournment

Sarah Babcock closed the meeting with thanks to all and a reminder to sign in on the attendance sheet. Sarah was available to the Partners afterward to discuss materials, and samples were available to review after the meeting.