



# Pier Outreach Data Check In

*FCEC Partners Meeting  
February 21, 2013*

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Fish Contamination Education Collaborative



# Annual Goals:

## Awareness

- Anglers who receive outreach will be **MORE AWARE** of DNC fish contamination

## Intentions

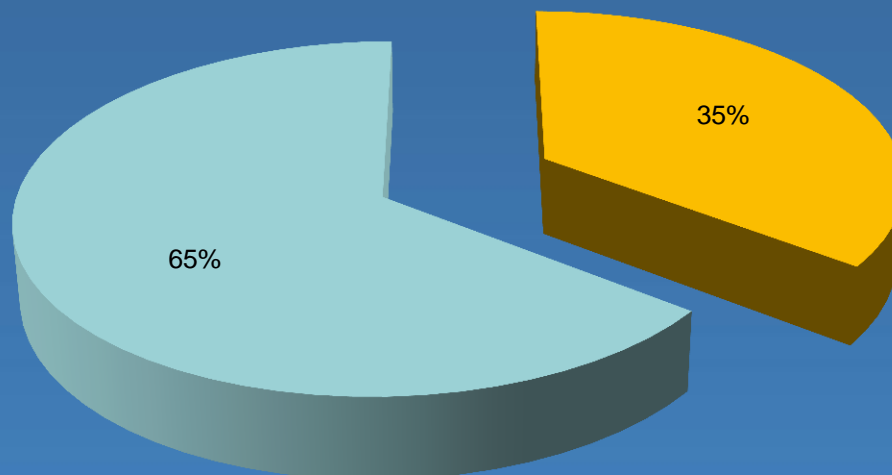
- Anglers who receive outreach will be **LESS LIKELY** to say they'll give DNC fish to friends and family
- Anglers who receive outreach will be **LESS LIKELY** to say they'll eat DNC fish
- Anglers who receive outreach will be **MORE LIKELY** to say they'll catch and release DNC fish



# Data set

## 320 Surveys:

- 35% Received Outreach
- 65% No Outreach

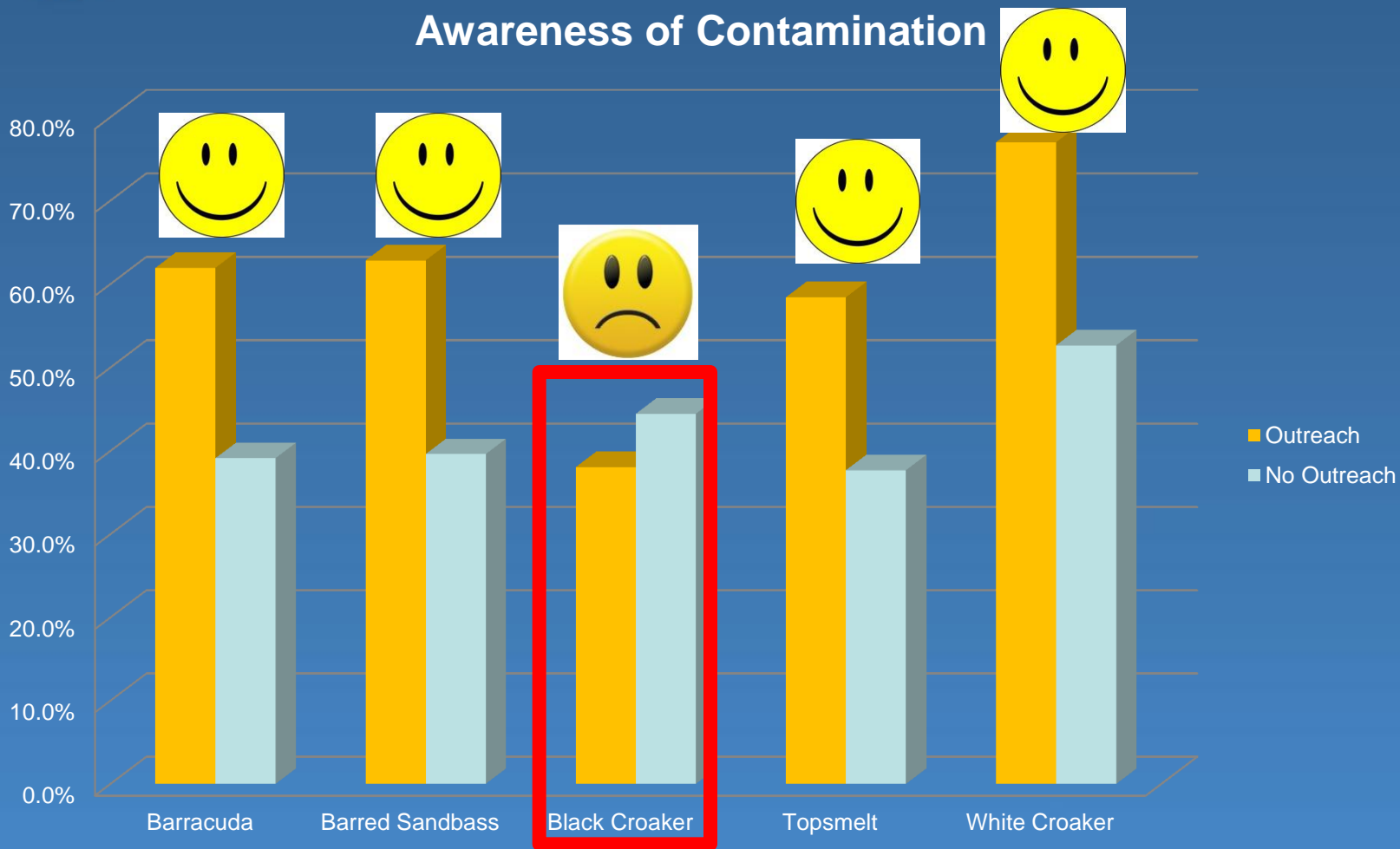


- Outreach
- No Outreach



# Data Results: Awareness

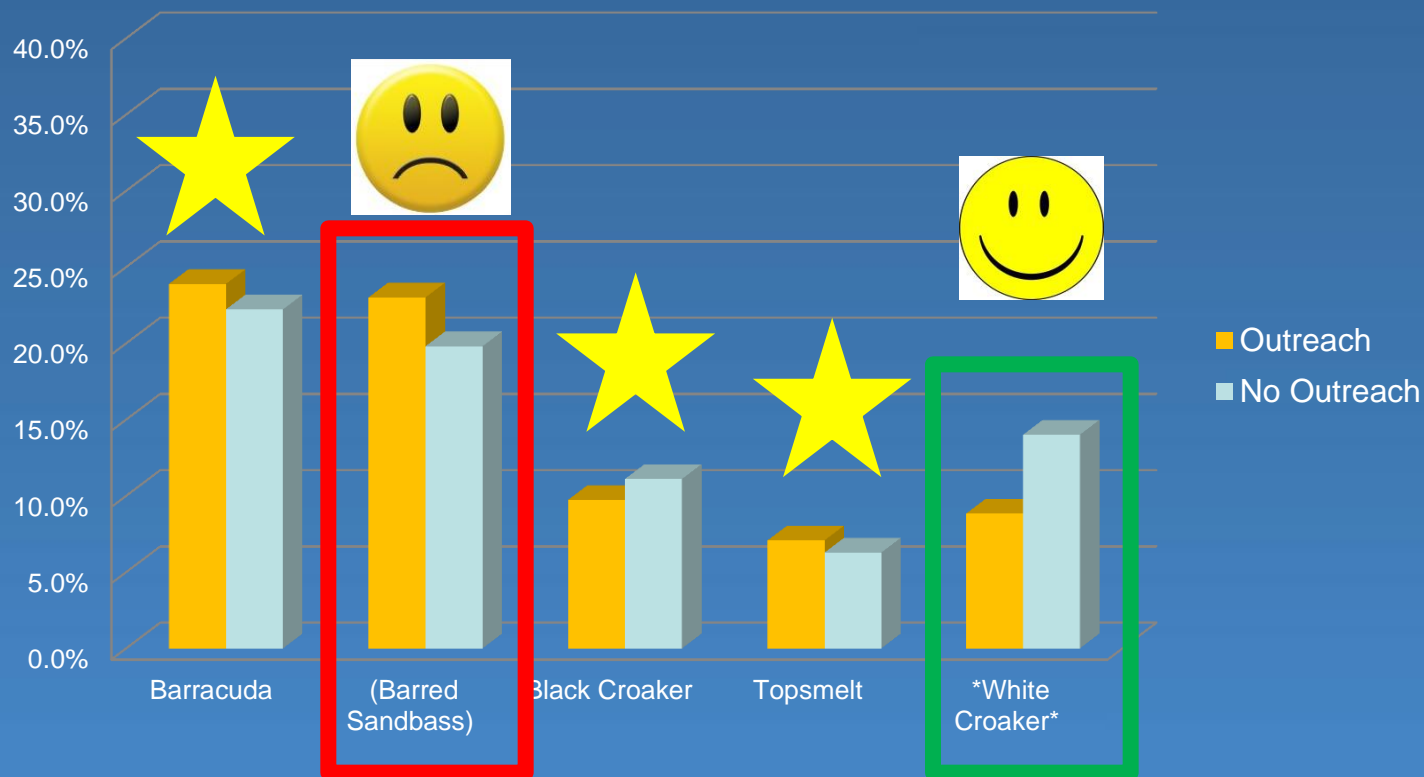
## Awareness of Contamination





# Data Results: Intentions

## Eat DNC Fish





# Data Results: Intentions

## Give to Friends and Family to Eat





# Data Results: Intentions

Throw back





# Barriers Anglers Face

- Catching fewer fish, so they want to keep whatever they catch
- It's only been 2.5 years since latest advisory (all 5 DNC fish)- maybe not enough time for message to sink in
- Too much information to process
- Barracuda and Barred Sandbass are prized catches
- Fighting economy, need for food
- Level of fishing experience
- Anglers don't believe DNC Fish will actually harm them





# Motivators to Drive Anglers

- Anglers care about their children's health
- Anglers trust other fishermen
- Anglers just want to fish



# Moving Forward

- Mini-fishing sessions during outreach on Cabrillo and Santa Monica Piers
  - Teaches anglers how to catch non-DNC fish
  - Shows anglers how to throw back DNC fish
  - Helps anglers identify DNC fish
  - Addresses the following motivators and barriers:

## Motivators:

- Anglers trust other fishermen
- Anglers just want to fish

## Barriers:

- Catching fewer fish, so they want to keep what they catch



# Moving Forward

- Focus on anglers with families (make them priority)
- Give anglers extra tip cards to give out to their fellow anglers
  - Addresses the following motivators:

## Motivators:

- Anglers care about their children's health
- Anglers trust other fishermen