



FCEC: Pier Signage

Partners Meeting
January 26, 2011

Tiffany Jonick
Fish Contamination Education Collaborative



Field Testing Survey Development

- Messaging Work Group Call
- Field Tested Field Testing Tool
- Training





Field Testing Piers

Belmont Pier

Burton Chase Fishing Platform Z(Non-Outreach)

Cabrillo Pier

Hermosa Beach Pier

Marina Del Rey Pier (Non-Outreach)

Pier J

Rainbow Harbor

Redondo Beach

Santa Monica Pier

Seal Beach Pier

Venice Pier





Original Design Concept

Protect your health *Proteja su salud*

保護您的健康 | *Giữ gìn sức khỏe*



Do Not Eat

¡No coma! 請勿食用! | *Không Được Ăn*



White Croaker

Corvineta blanca, Roncador blanco
白姑魚 | Cá Mặt Trắng Trắng



Barred Sand Bass

Cabrilla de arena
星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro
黑姑魚 | Cá Mặt Trắng Đen



Topsmelt

Pejerrey
黑姑魚 | Cá Suốt



Barracuda

Barracuda
梭子魚 | Cá Nhổng

The State Office of Environmental Health Hazards Assessment advises against the consumption of these fish in this area due to chemical contamination

La Oficina Estatal de Medio Ambiente Asesoramiento de Riesgos para la Salud Ambiental aconseja en contra del consumo de éstos peces en ésta área como resultado de la contaminación química

出於化學污染的考慮，州環境健康危害評估辦公 (State Office of Environmental Health Hazards Assessment) 建議您勿在本區食用上述魚類。

Văn Phòng Đánh Giá Mối Nguy Hại Sức Khỏe Môi Trường của Tiểu Bang (State Office of Environmental Health Hazards Assessment) khuyến cáo không nên ăn những loài cá này trong khu vực này do bị nhiễm độc.



www.pvsfish.org



New Design

Protect your health
Proteja su salud

Do Not Eat Contaminated Fish
¡No Comer Pescado Contaminado!



White Croaker

Corvineta blanca, Roncador blanco
白姑魚 | Cá Mặt Trăng Trắng



Barred Sand Bass

Cabrilla de arena
星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro
黑姑魚 | Cá Mặt Trăng Đen



Topsmelt

Pejerrey
黑姑魚 | Cá Suốt



Barracuda

Barracuda
梭子魚 | Cá Nhổng

Eating fish is healthy. This sign only applies to the above species.
Comer pescado es sano. Esta señal sólo corresponde a las especies arriba mencionadas.



Protect your health *Proteja su salud*

保護您的健康 | *Giữ gìn sức khỏe*

Do Not Eat

No coma! 請勿食用! | *Không Được Ăn*



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出於化學污染的考慮，州環境健康危害評估辦公室（State Office of Environmental Health Hazards Assessment）建議您勿在本區食用上述魚類。

Văn Phòng Đánh Giá Mối Nguy hại Sức Khỏe Môi Trường của Tiểu Bang (State Office of Environmental Health Hazards Assessment)

Khuyến cáo không nên ăn những loài cá này trong khu vực này do bị nhiễm độc.

www.pvsfish.org

Areas of
confusion

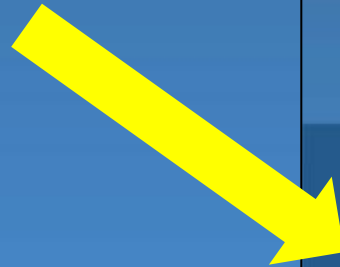
Non-English
languages

Small text



New Design:

- Primarily English & Spanish
- Reduce small text



Protect your health
Proteja su salud

Do Not Eat Contaminated Fish
¡No Comer Pescado Contaminado!



White Croaker

Corvineta blanca, Roncador blanco
白姑魚 | Cá Măt Trănġ Trănġ



Barred Sand Bass

Cabrilla de arena
星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro
黑姑魚 | Cá Măt Trănġ Đen



Topsmelt

Pejerrey
黑姑魚 | Cá Suốt



Barracuda

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New Design:

- Endorsement of healthy fish consumption

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Barred Sand Bass

Cabrilla de arena
星雲副鱸 | Cá Mú Sọc



Black Croaker

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黑姑魚 | Cá Mặt Trăng Đen



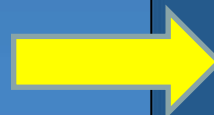
Topsmelt

Đai rêu

梭子魚 | Cá Nhông

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New Design:

- Added “Contaminated Fish”



Protect your health

Proteja su salud

Do Not Eat Contaminated Fish

¡No Comer Pescado Contaminado!



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白姑魚 | Cá Mặt Trăng Trắng



Barred Sand Bass

Cabrilla de arena

星雲副鱸 | Cá Mú Sọc



Black Croaker

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黑姑魚 | Cá Mặt Trăng Đen



Topsmelt

Pejerrey

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New Design: • Logos

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New Design:

- Enlarged images



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New Design Concept 1

Protect your health

Proteja su salud



Do Not Eat Contaminated Fish
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Barred Sand Bass

Cabrilla de arena

星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro

黑姑魚 | Cá Mặt Trăng Đen



Topsmelt

Pejerrey

黑姑魚 | Cá Suốt



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New Design Concept # 2

Protect your health

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White Croaker

Corvineta blanca, Roncador blanco
白姑魚 | Cá Mặt Trăng Trắng



Barred Sand Bass

Cabrilla de arena
星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro
黑姑魚 | Cá Mặt Trăng Đen



Topsmelt

Pejerrey
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Barred Sand Bass

Cabrilla de arena

星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro

黑姑魚 | Cá Mặt Trắng Đen



Topsmelt

Pejerrey

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Barred Sand Bass

Cabrilla de arena

星雲副鱸 | Cá Mú Sọc



Black Croaker

Corvineta negra, Roncador negro

黑姑魚 | Cá Mặt Trắng Đen



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Barracuda

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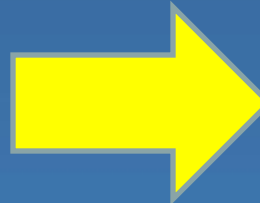
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Signage Posting





Pier Signage: Next Steps

1. Revise design
2. Send designs and signage location suggestions to LACDPH, City of Long Beach and City of Seal Beach for review
3. Signage Production
4. Signage Posting

Timing: April/May 2011