

Recommended Actions
Public Education and Outreach

2 strategies, 7 actions

Strategy 8.1 — Establish that ocean acidification is a real and recognized problem in Washington State that requires action now.

Action 8.1.1 — Develop and communicate key messages for use by the Governor, Ocean Acidification Panel members, and others who will act as ambassadors on ocean acidification. *[KEA]*

Action 8.1.2 — Increase the understanding of ocean acidification among key stakeholders, targeted audiences and local communities to help implement the Panel's recommendations. *[KEA]*

Action 8.1.3 — Build a network of engaged shellfish growers, tribes, and non-Indian fishermen to share information on ocean acidification adaptation strategies with key groups. *[KEA]*

Action 8.1.4 — Establish a forum that enables agricultural stakeholders to engage with coastal resource users and managers in developing and implementing solutions.

Strategy 8.2 — Increase ocean acidification literacy.

Action 8.2.1 — Develop curricula on ocean acidification and encourage their use by K-12, universities and community colleges.

[KEA]

Action 8.2.2 — Leverage existing education and outreach networks to disseminate key messages and build support for priority actions.

Action 8.2.3 — Share the science and responses to ocean acidification at state and regional symposiums, conferences, workshops, and other events.

Related “Big Picture” Issues

Public Education and Outreach (Ch 8)

- Comment: Concerned that the education section talks more about delivering “messages” than information, and could be perceived as suggesting a persuasion campaign rather than education.