



Outreach Goal: The Marine Resources Advisory Council (MRAC) has an obligation to ensure that outreach activities in Washington will advance the implementation of ocean acidification (OA) actions identified by the Blue Ribbon Panel. Many agencies and organizations are expected to participate in OA outreach. MRAC will monitor all such efforts with the aim of identifying gaps and encouraging broad-based engagement. MRAC, acting through its members, will focus its own outreach efforts on decision makers leading the institutions tasked with implementing Blue Ribbon Panel recommendations.

Target Audience (Example Groups)	Why target this audience?	Goal of outreach	Role of MRAC
Resource managers <ul style="list-style-type: none"> Olympic Coast National Marine Sanctuary National Wildlife Refuges Marine Protected Areas 	Resource managers directly engage in on-the-ground adaptation to OA. Ensuring they have the information they need to incorporate OA considerations and adaptation strategies into their ongoing work can increase the amount of activities underway to address OA. <i>Audience identified in Blue Ribbon Panel (6.2, 8.1)</i>	Resource managers continue or begin implementing adaptation actions to address OA	Build support for action
Seafood business and industry <ul style="list-style-type: none"> Crabbing Fishing 	Seafood industries besides the shellfish industry have only been peripherally engaged on OA. Reaching out to these industries and helping them understand OA, the potential impacts of OA and what they can start doing now to prepare for those impacts can help bring them into the OA discussion. Encouraging these industries to engage in policy and funding discussions around OA will also likely continue strong support from elected officials for taking action to address OA. <i>Audience identified in Blue Ribbon Panel (8.1)</i>	Recruit as partners in public outreach; continue or begin implementing adaptation actions to address OA	Build support for action

Target Audience (Example Groups)	Why target this audience?	Goal of outreach	Role of MRAC
Food Service Sector	<p>Significant stake in continued seafood supply; can have a very powerful impact on marine policy.</p> <p><i>Audience identified in Blue Ribbon Panel (8.1)</i></p>	<p>Recruit as partners in public outreach</p>	<p>Build support for action</p>
Elected officials <ul style="list-style-type: none"> • State Legislature 	<p>Elected officials are needed to move policy and secure funding for important OA actions. Ensuring they are aware of the latest information on OA and the activities currently underway will improve MRAC's ability to advocate for emerging policy or funding priorities related to OA.</p> <p><i>Audience identified in Blue Ribbon Panel (8.1, 8.2)</i></p>	<p>Secure funding and policy actions to move forward on OA priorities and actions</p>	<p>Build support for action</p>
Agriculture sector <ul style="list-style-type: none"> • Conservation Districts • Conservation-oriented agriculture organizations, like www.salmonsafe.org 	<p>While more knowledge is needed to understand the local land-based contributions to OA, many practices implemented by the agriculture sector for nutrient pollution reduction will likely be beneficial to addressing OA. The agriculture sector needs information about OA so they can understand how the practices they already use mitigate OA impacts and so that they can identify new practices to implement that address OA.</p> <p><i>Audience identified in Blue Ribbon Panel (5.1, 5.2, 8.1)</i></p>	<p>The agriculture sector continues or begins implementing adaptation actions to address OA</p>	<p>Build support for action</p>

Target Audience (Example Groups)	Why target this audience?	Goal of outreach	Role of MRAC
<p>Schools and educators</p> <ul style="list-style-type: none"> • Pacific Education Institute • Washington Sea Grant • Seattle Aquarium and marine science centers • Office of Native Education (within OSPI) • Northwest Assn. of Marine Educators • Office of the Superintendent of Public Instruction (OSPI) Environmental and Sustainability Education Program • www.e3washington.org • www.facingthefuture.org 	<p>Engaging educators and students can improve public awareness of OA. Improving public awareness and integrating OA curriculum into schools can help the general public identify actions they can take to address OA, including changing their own behaviors, contributing to community action and advocating for action through government.</p> <p><i>Audience identified in Blue Ribbon Panel (8.1, 8.2)</i></p>	<p>Needs assessment that can lead to clear actions MRAC can take to support educators in bringing OA into the classroom</p>	<p>Track efforts underway & identify outstanding needs</p>
<p>Tribes</p> <ul style="list-style-type: none"> • Individual tribes engaged in OA adaptation • Northwest Indian Fisheries Commission • Bureau of Indian Affairs 	<p>Many tribes in Washington are concerned about OA but may lack resources to take action. Tribes are strong supporters of taking action on environmental concerns and can help the MRAC prioritize actions, advocate for continued implementation of OA actions and implement on-the-ground adaptation efforts on the lands they manage.</p> <p><i>Audience identified in Blue Ribbon Panel (8.1)</i></p>	<p>Needs assessment that can lead to clear actions MRAC can take to support tribal efforts to address OA</p>	<p>Track efforts underway & identify outstanding needs</p>

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Environmental organizations <ul style="list-style-type: none"> Large potential list 	<p>This audience is already engaged in outreach and education that supports MRAC goals—they just aren't necessarily aware of how their efforts address OA, or don't have the incentive or bandwidth to incorporate OA into their outreach programs.</p> <p><i>Audience identified in Blue Ribbon Panel (8.1)</i></p>	<p>Advocate for funding and policy actions to move forward on OA priorities and actions</p>	<p>Build support for action</p>