

Updated February 2015
Delta Mercury Exposure Reduction Program
Goal and Objectives
September 2014 - June 2017

Goal

To protect public health by reducing exposure to mercury in fish caught in the Sacramento-San Joaquin Delta.

Target Groups

Those who fish in the Delta and their families, women of childbearing age (especially pregnant women), youth, and students.

Objectives

- 1. Collaborate:** *To engage and collaborate with affected communities, local agencies, and others in the planning and implementation of culturally-relevant risk reduction activities related to fish contamination issues.*
 - Conduct needs assessment activities with stakeholders to determine their knowledge, concerns, and information needs.
 - Explore opportunities to gather information about consumption habits of Delta fish consumers to help guide the risk reduction activities.
 - Convene a community stakeholder group to facilitate the sharing of ideas, guide project development and participate in developing, translating, disseminating, and evaluating outreach and education materials. Collaborate with local agencies and other organizations such as those providing community service, environmental education, and health education to integrate messages about fish contamination.
 - Provide financial support to community-based organizations and Tribes to conduct education and outreach with affected communities.
- 2. Educate:** *To develop and evaluate educational activities for target populations to raise awareness and understanding about fish contamination issues.*
 - Develop, test, distribute, and evaluate educational materials with translation into appropriate languages, as needed. Update materials to reflect changing information, including the health benefits of eating fish.
 - Identify new venues for distribution of materials and information, such as various types of media and targeted community involvement.
 - Collaborate with local agencies and groups on updating, posting, maintenance, and evaluation of Delta Warning Signs.
- 3. Build Capacity:** *To develop, implement, and evaluate trainings for appropriate agencies, programs, community-based groups, and health care providers that serve target groups.*
 - Conduct trainings and workshops for local agencies, community-based groups, and providers that serve target groups and communities.
 - Provide resources, tools and technical assistance to assist groups in their activities.
 - Evaluate the effectiveness of trainings and workshops and integration of fish education into existing social service programs.