

# Delta Mercury Exposure Reduction Program

## Delta Advisory Sign Development

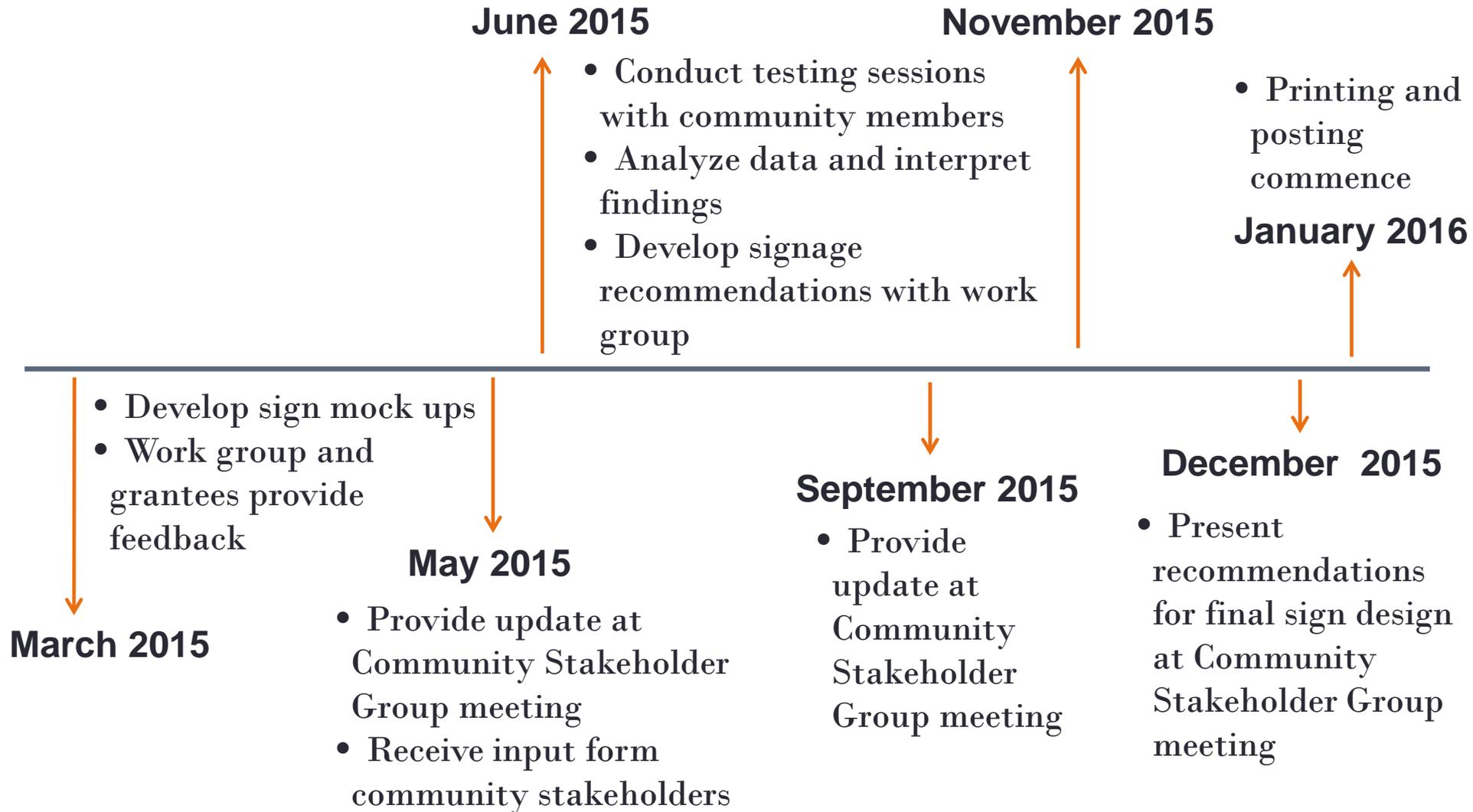
Third Quarterly Community Stakeholder Group Meeting  
Wednesday, September 30, 2015  
Stockton



SACRAMENTO - SAN JOAQUIN  
**DELTA CONSERVANCY**  
A California State Agency



# Sign Development Timeline



# Sign Components

I. **FISH SMART** in the Central and South Delta 

II. **EAT MORE** Least Chemicals | **EAT LESS** Less Chemicals | **DO NOT EAT** More Chemicals

III.  Crayfish |  American shad  
 Catfish |  Steelhead trout\*  
 Bluegill or other sunfish |  Chinook (king) salmon  
 Asiatic clam

 Bass |  Sucker  
 Crappie |  Carp

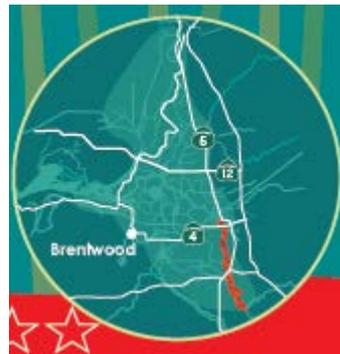
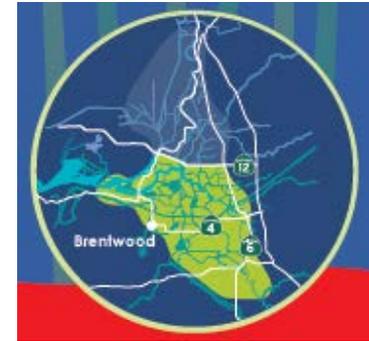
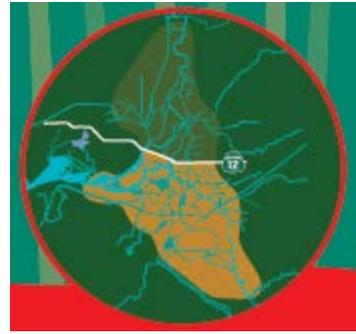
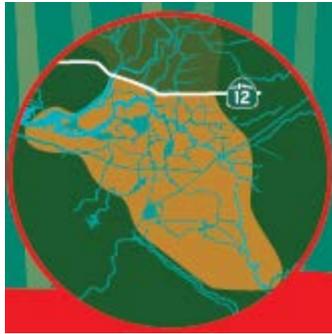
  Striped bass  
(Safe to eat for women over 45 and men)  
 White sturgeon  
(Safe to eat for women over 45 and men)

IV. \*It is only legal to keep hatchery steelhead and only in select waters, see [www.wildlife.ca.gov/Regulations](http://www.wildlife.ca.gov/Regulations)  
Learn more: [www.sfbayfish.org](http://www.sfbayfish.org) · (510) 622-3170

# I. Title and background design



# I. Map Insert



## II. Column Headers - Advice

**EAT MORE**  
Less Chemicals

**EAT LESS**  
Some Chemicals

**DO NOT EAT**  
More Chemicals



**EAT MORE**



**EAT LESS**



**DO NOT  
EAT**



**EAT MORE**



**EAT LESS**



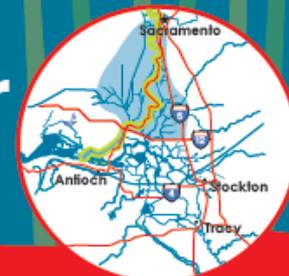
**DO NOT  
EAT**

## II. Column Headers - Advice



# FISH SMART

## in the Sacramento River and Northern Delta



**EAT MORE**



**EAT LESS**



**DO NOT EAT**



American shad



Rainbow trout



Steelhead trout



Chinook (king) salmon



Asiatic clam



Carp



Crappie



Bluegill or other sunfish



Crayfish



Hitch



Sucker



Catfish



Hardhead



Striped bass



Bass



Pikeminnow



White sturgeon

Learn more: [www.deltafish.org](http://www.deltafish.org) • (510) 622-3170

Safer to eat for women over 45 and men

# FISH SMART in the Sacramento River and Northern Delta



## Eat More



American shad



Rainbow trout



Steelhead trout



Chinook (king) salmon



Asiatic clam

## Eat Less



Crappie



Bluegill or other sunfish



Carp



Sucker



Crayfish



Catfish



Hardhead



Hitch



Striped bass



Bass



Pikeminnow



White sturgeon

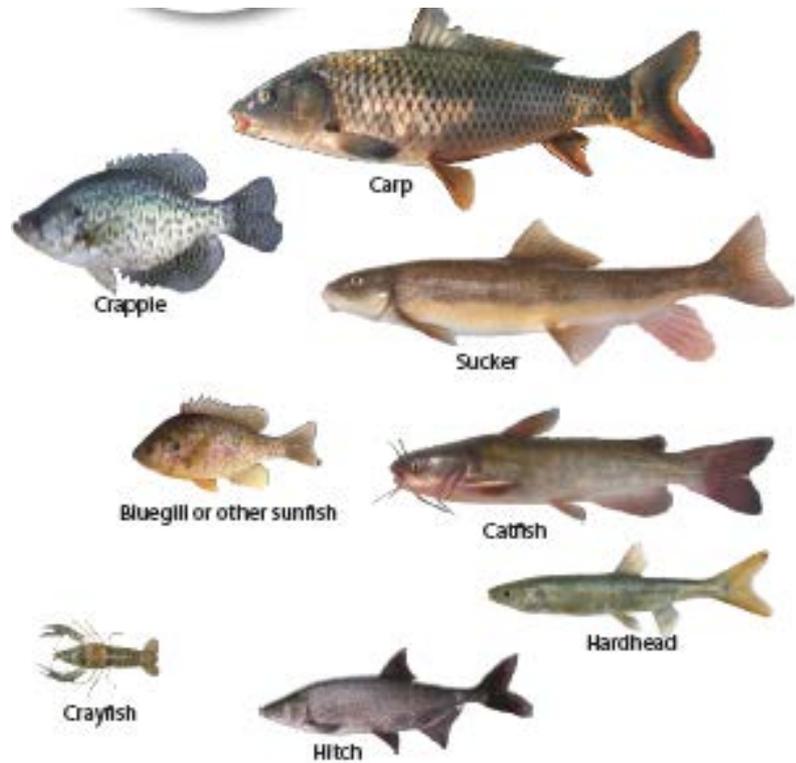
# III. Advice for different populations



↑ Men 18 and older and ↑ women 46 and older can safely eat more of these fish

[www.oehha.ca.gov/fish.html](http://www.oehha.ca.gov/fish.html)

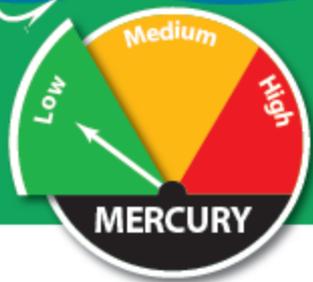
# III. Additional Symbols and Fish Names



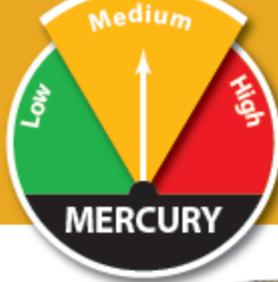
# Fish Smart

## on the Sacramento River and Northern Delta

**Eat More**

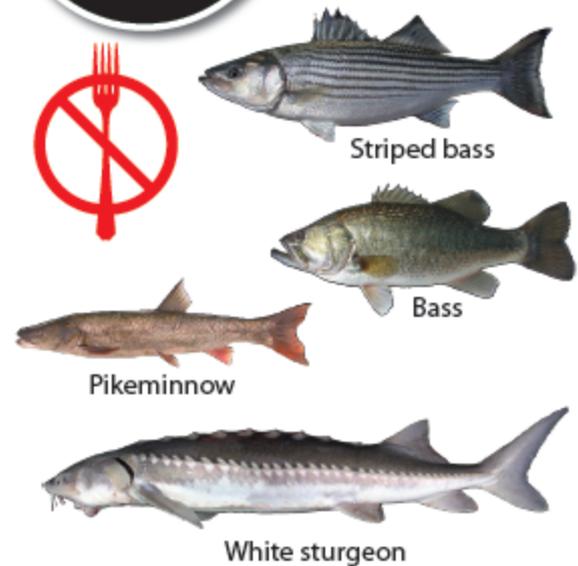
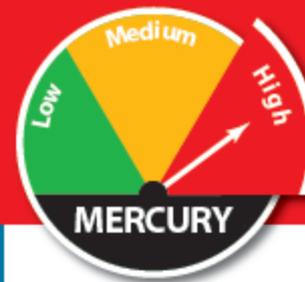


**Eat Less**



**Do NOT Eat**

For Women 18 - 45  
Children 1 - 17



Learn more: [www.deltafish.org](http://www.deltafish.org) • (510) 622-3170

Men over 17 and women over 45 can eat these fish



# IV. Contact and additional populations information

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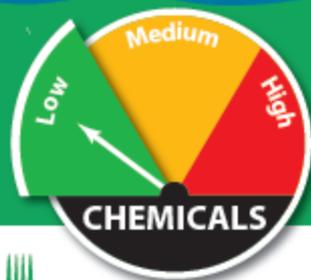
Men over 17 and women over 45 can eat these fish

↑ Men 18 and older and ↑ women 46 and older can safely eat more of these fish

[www.oehha.ca.gov/fish.html](http://www.oehha.ca.gov/fish.html)

# FISH SMART

## on the Sacramento River and Northern Delta



**Eat More**



Rainbow trout



American shad



Chinook (king) salmon



Steelhead trout



Asiatic clam



**Eat Less**



Carp



Crappie



Sucker



Bluegill or other sunfish



Catfish



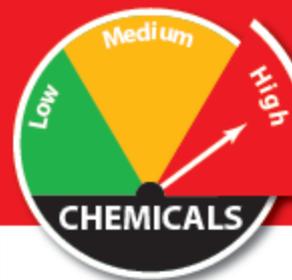
Hardhead



Crayfish



Hitch



**Do NOT Eat**

For Women 18 - 45  
Children 1 - 17



Striped bass



Bass



Pikeminnow



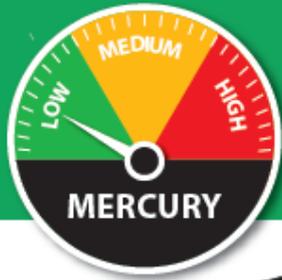
White sturgeon

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Men over 17 and women over 45 can eat these fish

# Sign Title

# Sacramento River and Northern Delta



**Eat More**



Rainbow trout



American shad



Chinook (king) salmon



Steelhead trout



Asiatic clam



**Eat Less**



Crappie



Carp



Sucker



Bluegill or other sunfish



Catfish



Crayfish



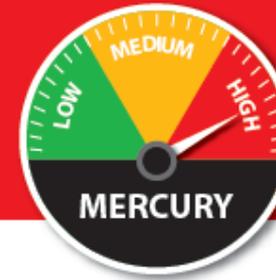
Hardhead



Hitch



Women 18-45 Children 1-17



**Do NOT Eat**



Striped bass



Bass



Pikeminnow

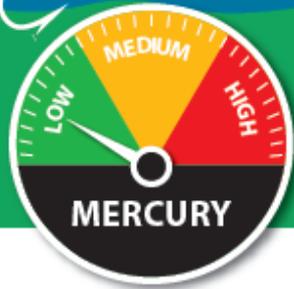


White sturgeon

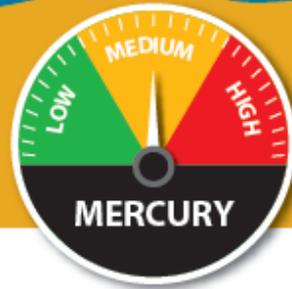
Men 18 and older and women 46 and older can safely eat more of these fish

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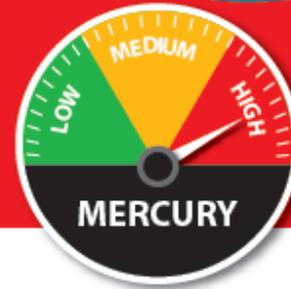
# Sacramento River and Northern Delta



**Eat  
More**



**Eat  
Less**



♀♂ Women 18 - 45

♂♂ Children 1 - 17

**Do NOT  
Eat**



Rainbow trout



American shad



Chinook (king) salmon



Steelhead trout



Asian clam



Crappie



Carp



Sucker



Bluegill or other sunfish



Catfish



Hardhead



Crayfish



Hitch



Striped bass



Bass



Pikeminnow



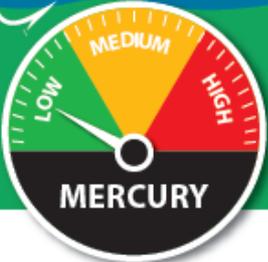
White sturgeon

♂ Men 18 and older and ♀ women 46 and older can safely eat more of these fish

# Mock-up used in sign testing sessions

## Sign Title

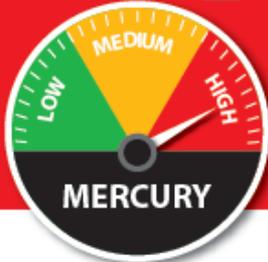
### Sacramento River and Northern Delta



**Eat More**



**Eat Less**



**Do NOT Eat**

↑ Women 18 - 45  
↑ Children 1 - 17



Rainbow trout



American shad



Chinook (King) salmon



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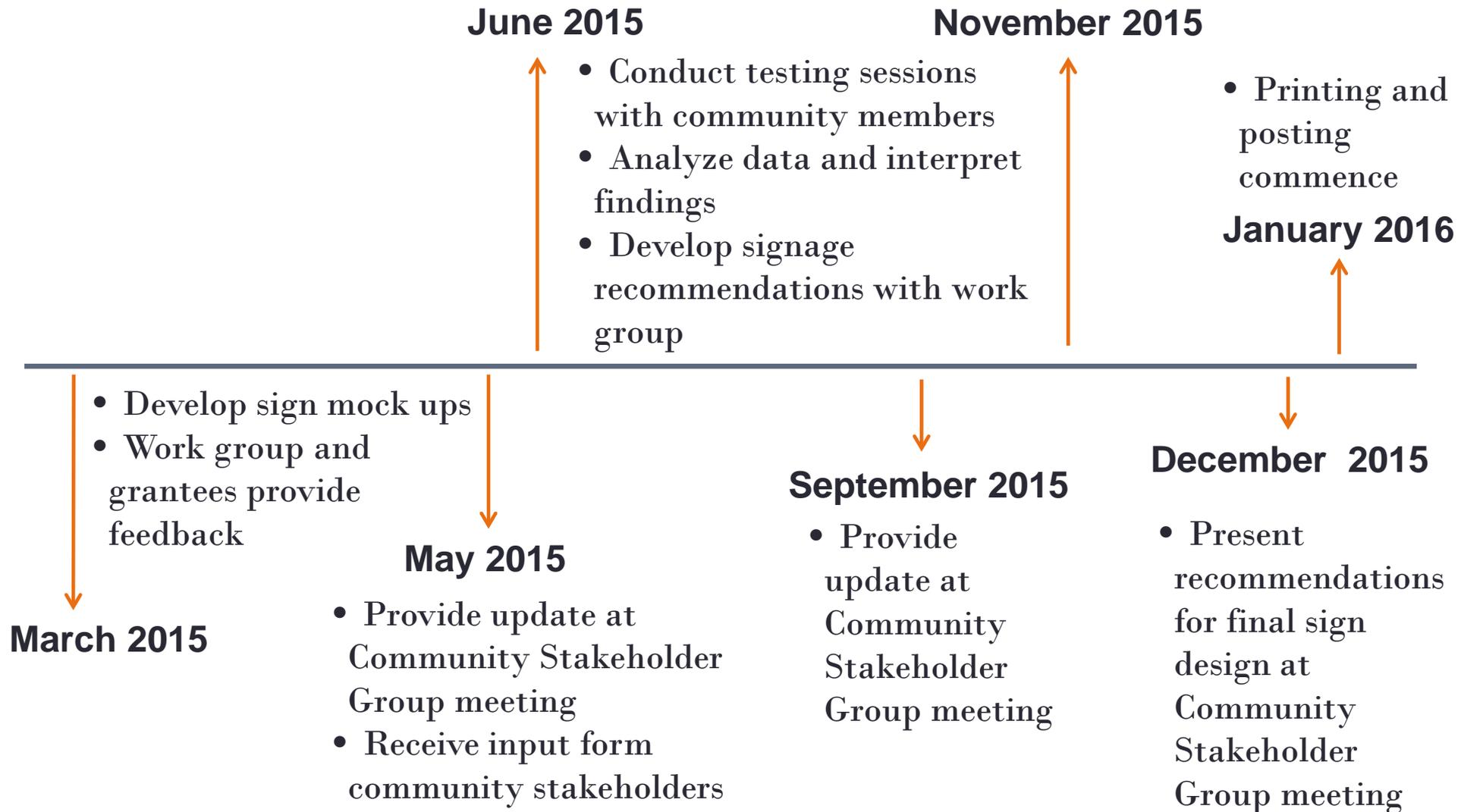
[www.oehha.ca.gov/fish.html](http://www.oehha.ca.gov/fish.html)



# Sign Design Testing

- **First round** of interviews held in September 2015 with participants who catch and consume fish, recruited by our local partner, the Eco Village Farm Learning Center located in Richmond, CA
  - Nine interviews of one hour each, expected to analyze the feedback received by November 2015
- **Second round** of interviews to be held in October
  - Aiming for ten interviews, one group with Hispanic/Latino participants and a second group with participants from other ethnic/racial backgrounds
  - Recruited by our partner, The Health Education Council located in West Sacramento

# Sign Development Timeline





# Next Steps

- Interview data analysis
- Workgroup meeting to discuss findings
- Final sign design approved
- Sign ready for printing and posting

**Thank you!**

**Gabriela Pasat**

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**(510) 620-3644**