



# Angler Outreach Program Update

Partners Meeting

June 25, 2009

Frankie Orrala

Fish Contamination Education Collaborative



# Presentation Outline

- Overview of Outreach Numbers
- Evaluation Highlights
- Program Successes and Challenges



# Overview of Outreach Numbers

- Sep. 2008 – May. 2009: 3,407 anglers reached





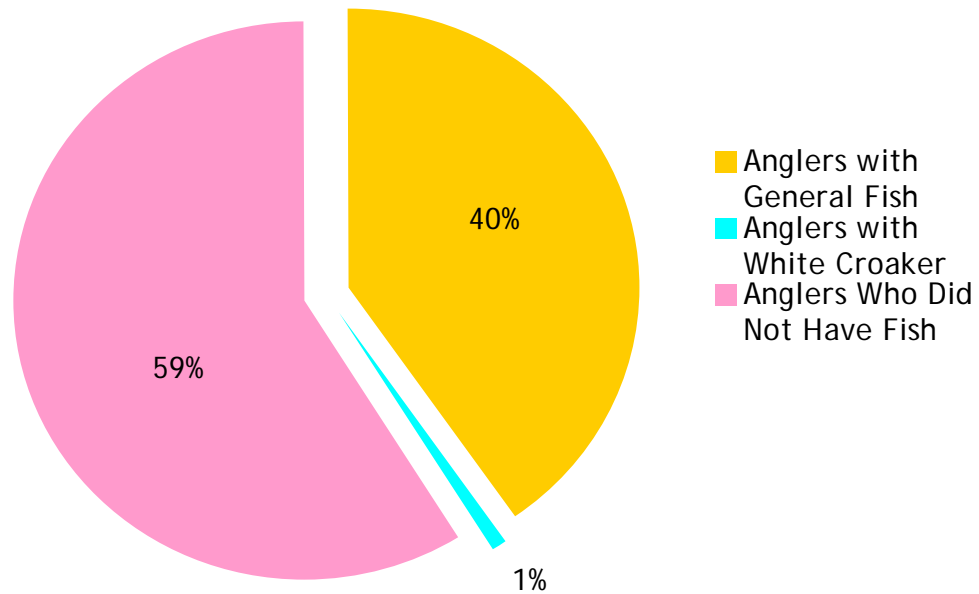
# Evaluation Highlights

- Data collection locations: Belmont, Cabrillo, Pier J, Redondo, Huntington, Hermosa, Venice, Seal, and Santa Monica.
- Outreach timeframe: September 2008 – May 2009.
- Data sets: 515



# Results

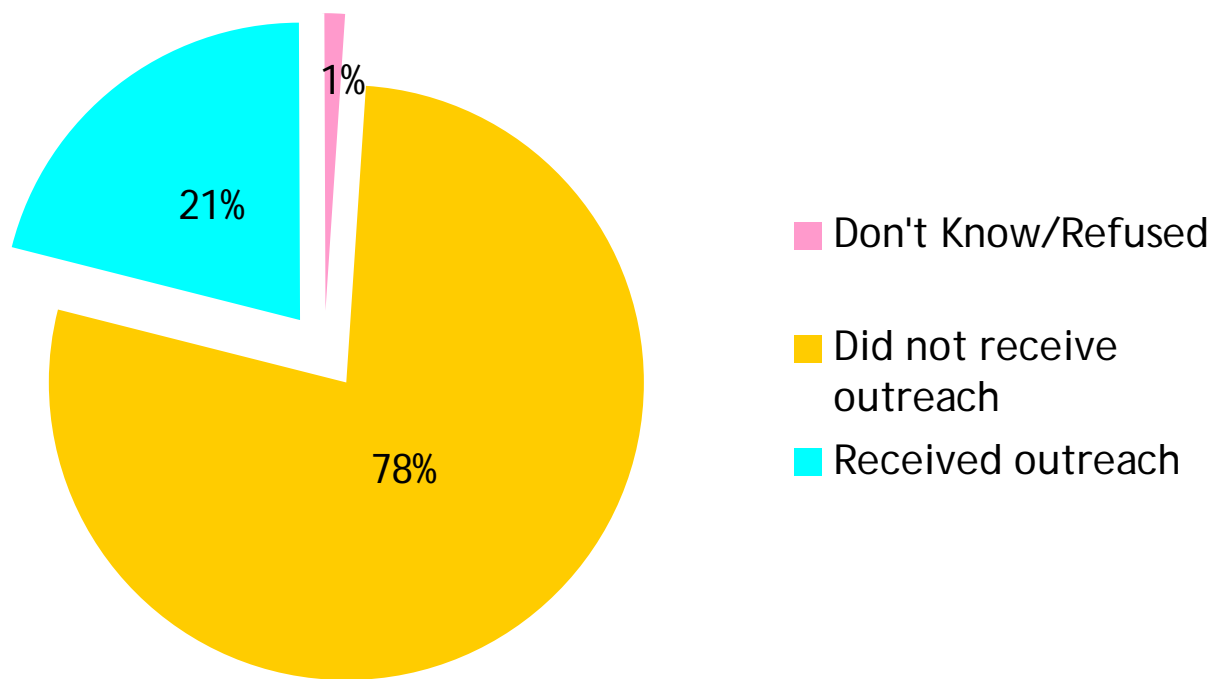
Anglers with Fish





# Results

Outreach Status

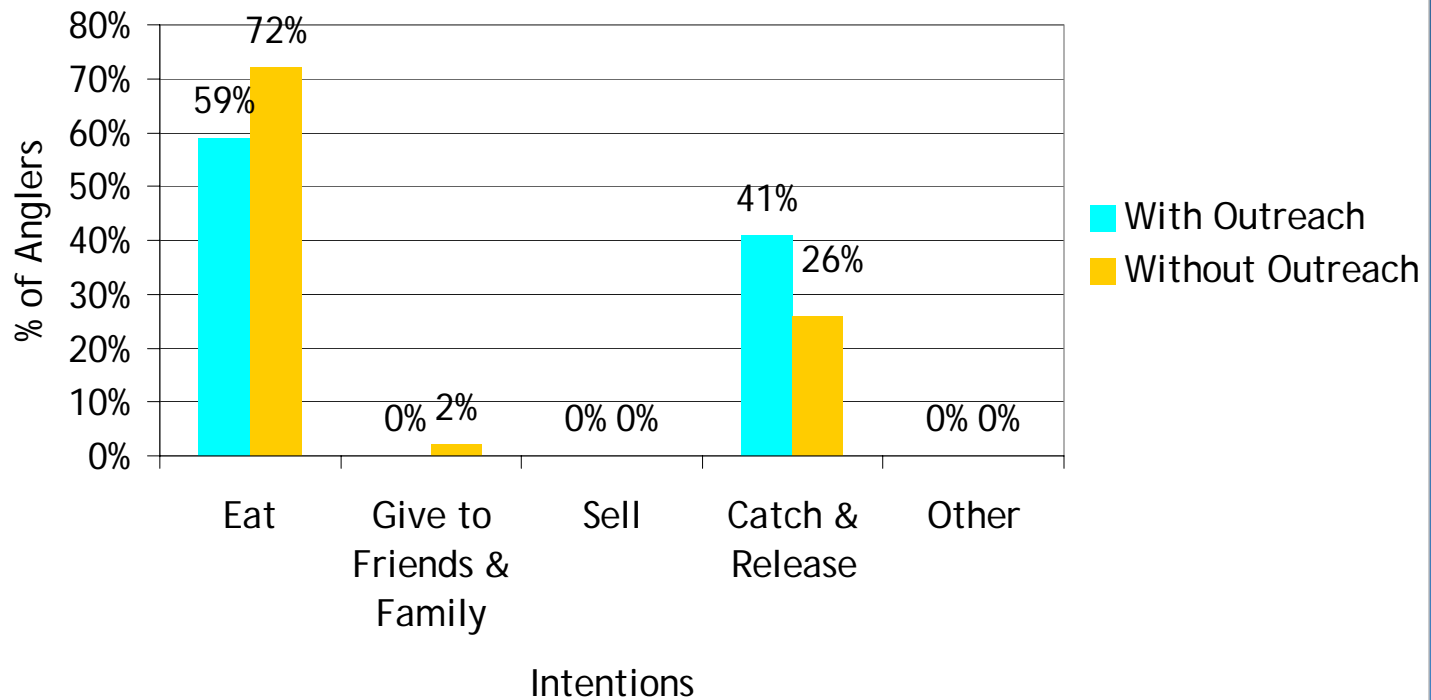


Survey Question: *Has someone reviewed this tri-fold with you?*



# Results

### Angler's Intentions for Fish Caught

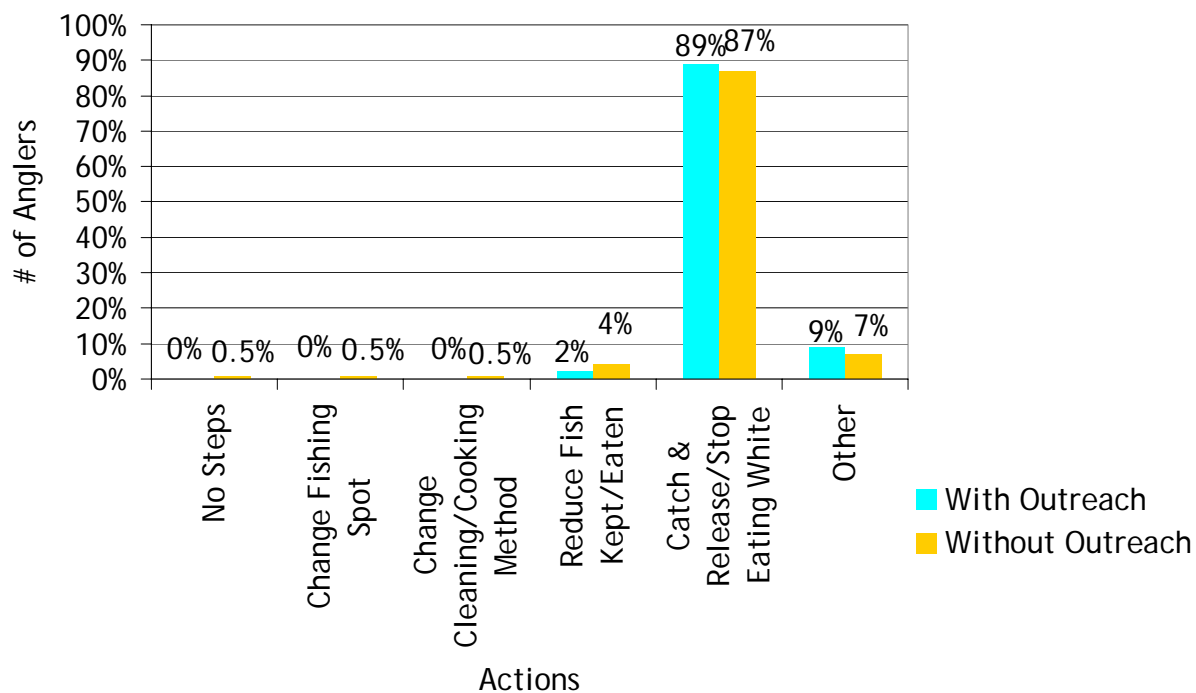


Survey Question: *What do you do with the fish you catch?*



# Results

Actions Taken to Reduce Contamination Risk



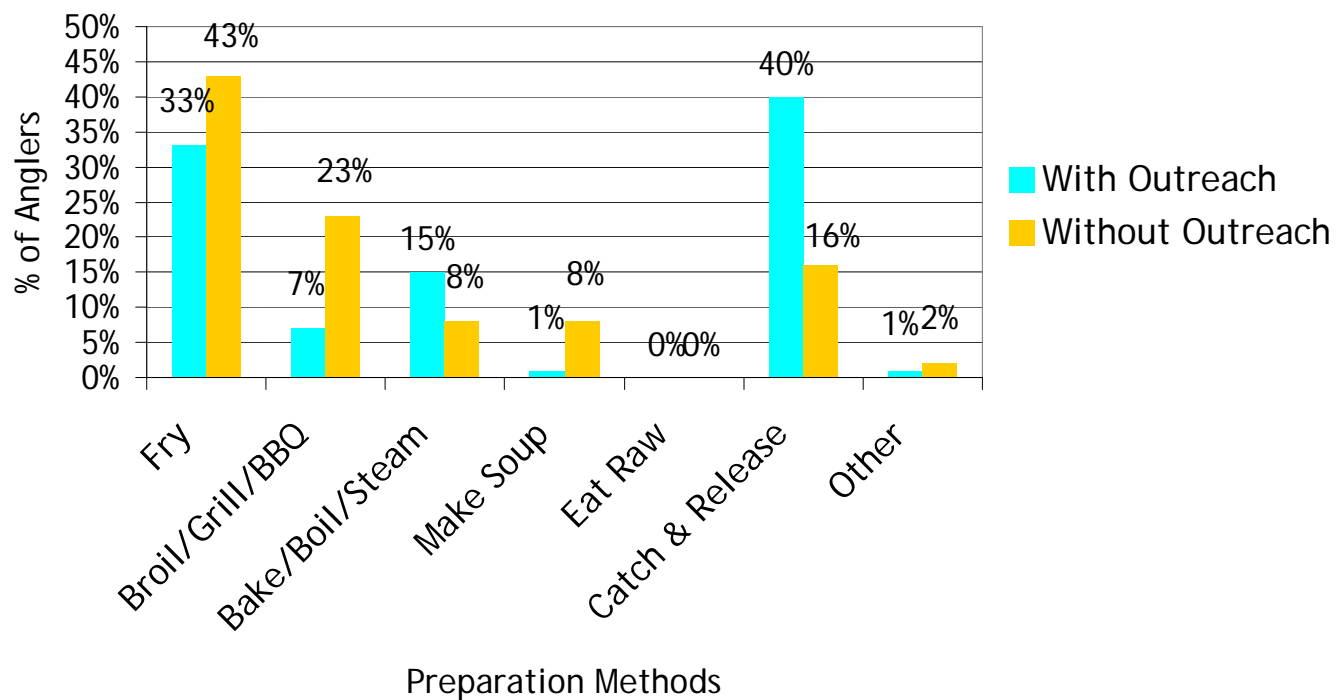
Survey Question: *Have you taken any steps to reduce exposure to chemicals in fish caught off the Los Angeles and Orange County coasts?*





# Results

## Preparation Methods

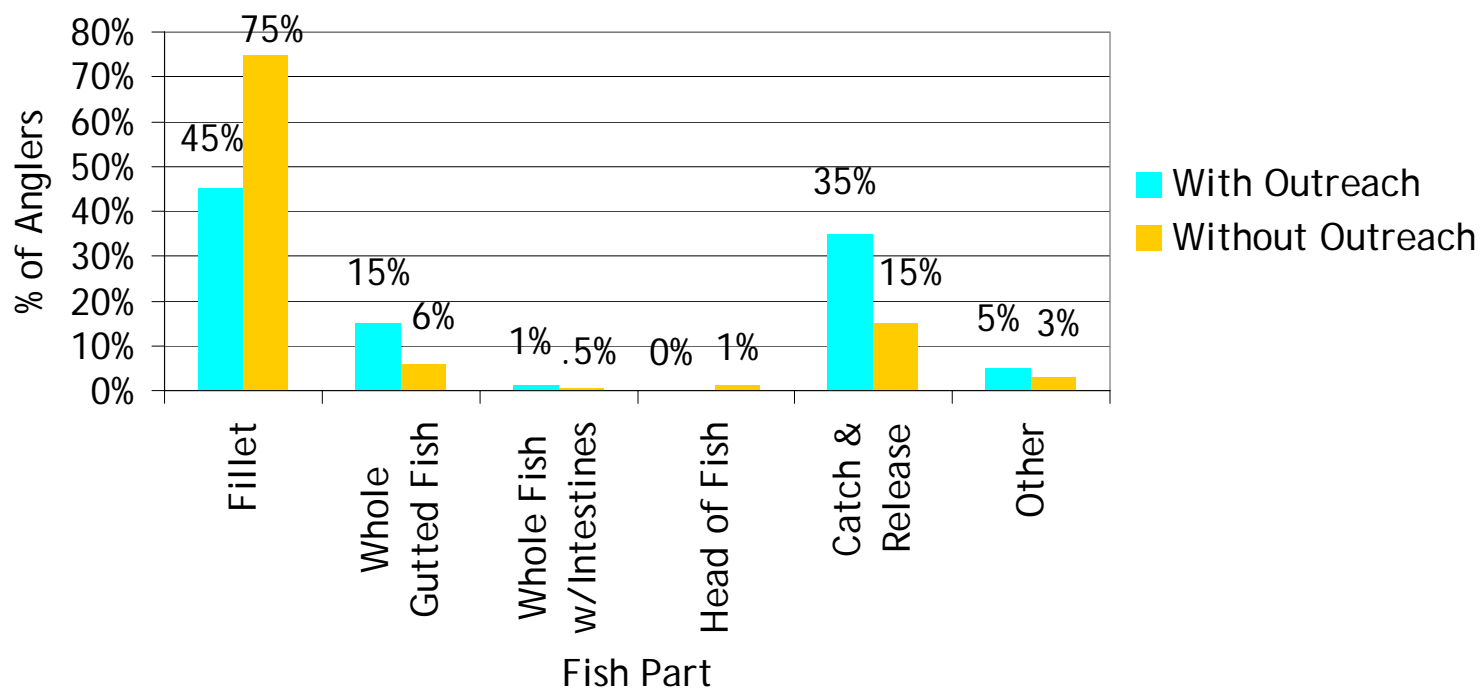


Survey Question: *When you eat the fish you catch, how do you prepare it?*



# Results

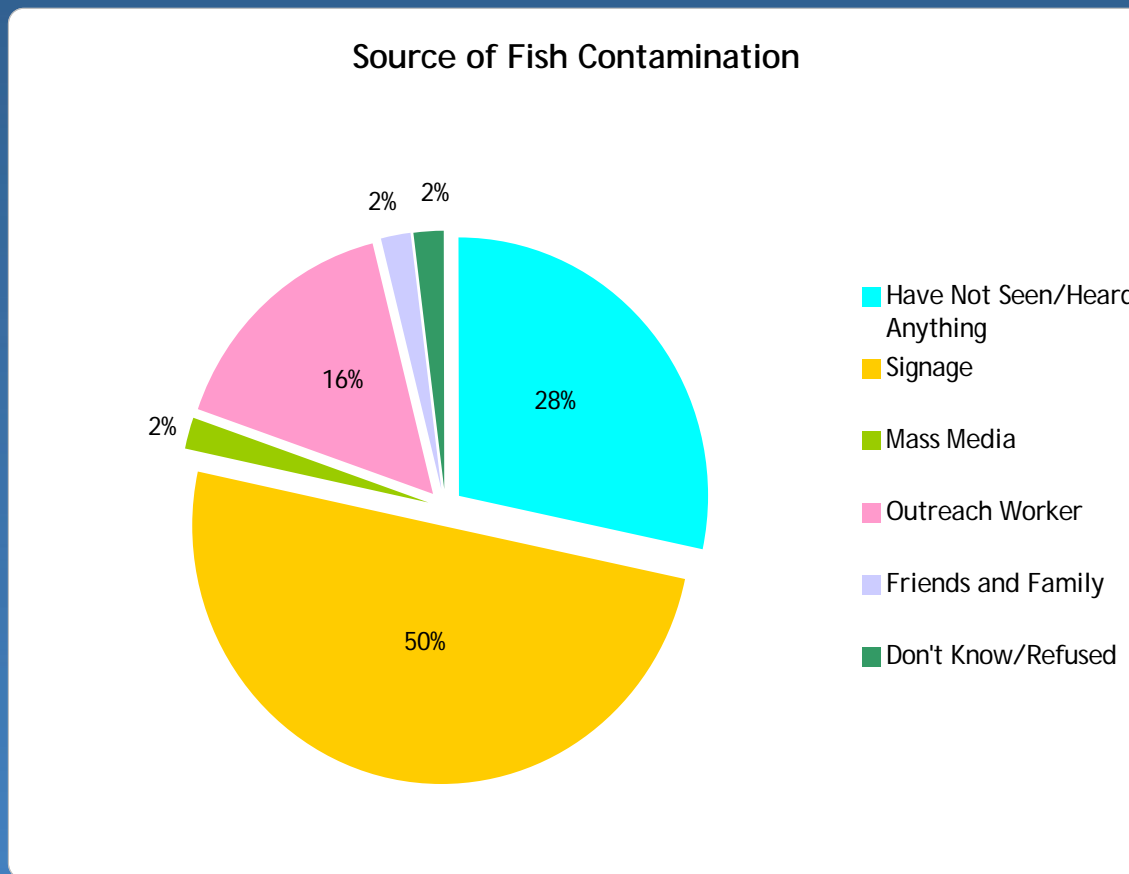
Parts of Fish Eaten



Survey Question: *What parts of the fish do you eat?*



# Results

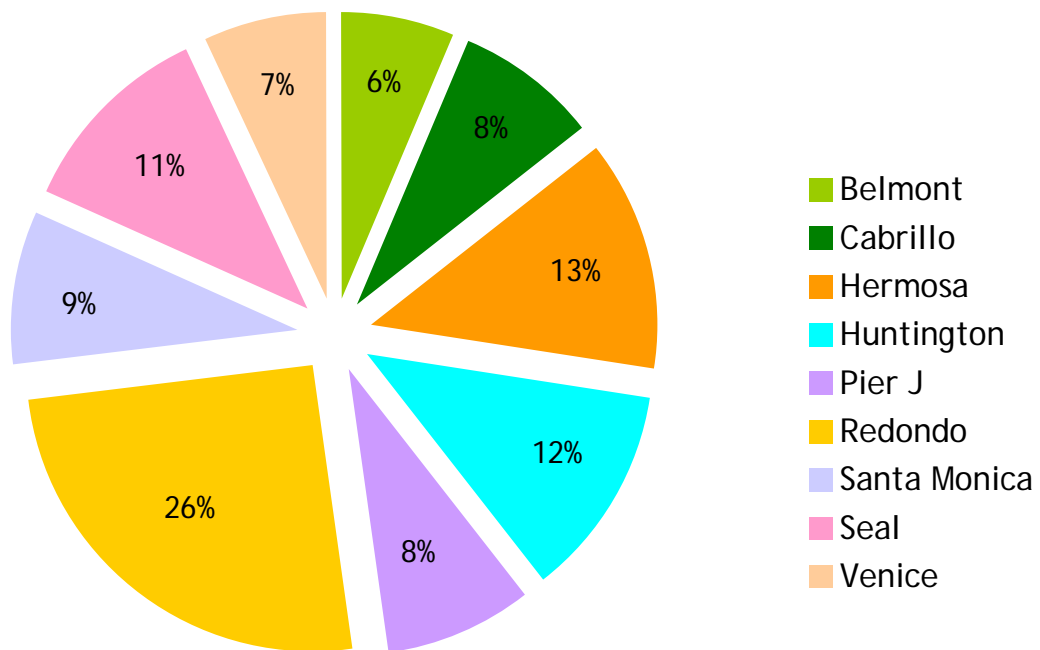


Survey Question: *Have you heard anything about contaminated fish caught off the Los Angeles and Orange County coasts? If yes, where did you hear or see this information?*



# Results

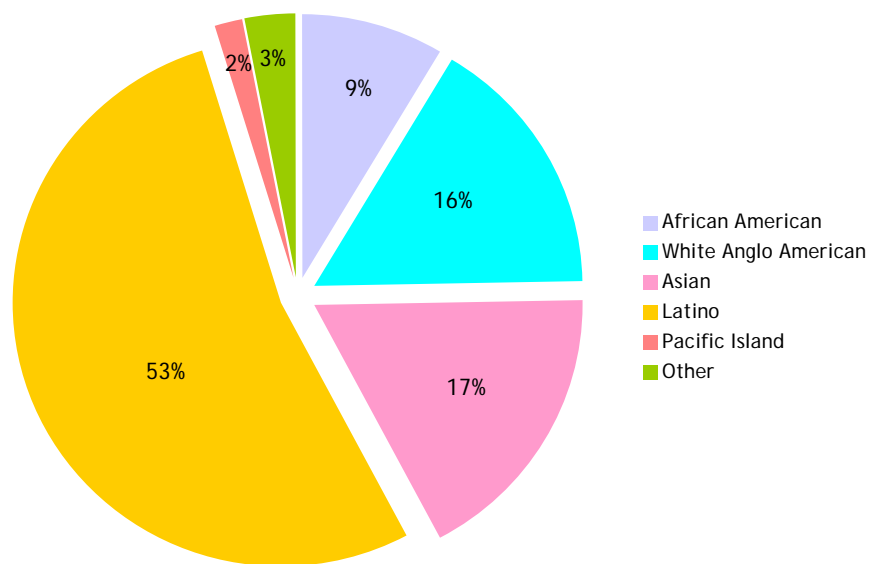
Angler Location





# Results

Ethnic Distribution of Anglers



*Survey Question: With which ethnic/racial group do you most closely identify?*



# Results

Gender Distribution of Anglers

