



Chinese Community Outreach

Partners Meeting
June 25, 2009

Elizabeth Anderson, Amy Sun, Florence Lin, Connie Kwok, Rebecca Soong
Fish Contamination Education Collaborative



Presentation Outline

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



Overview of Outreach Numbers

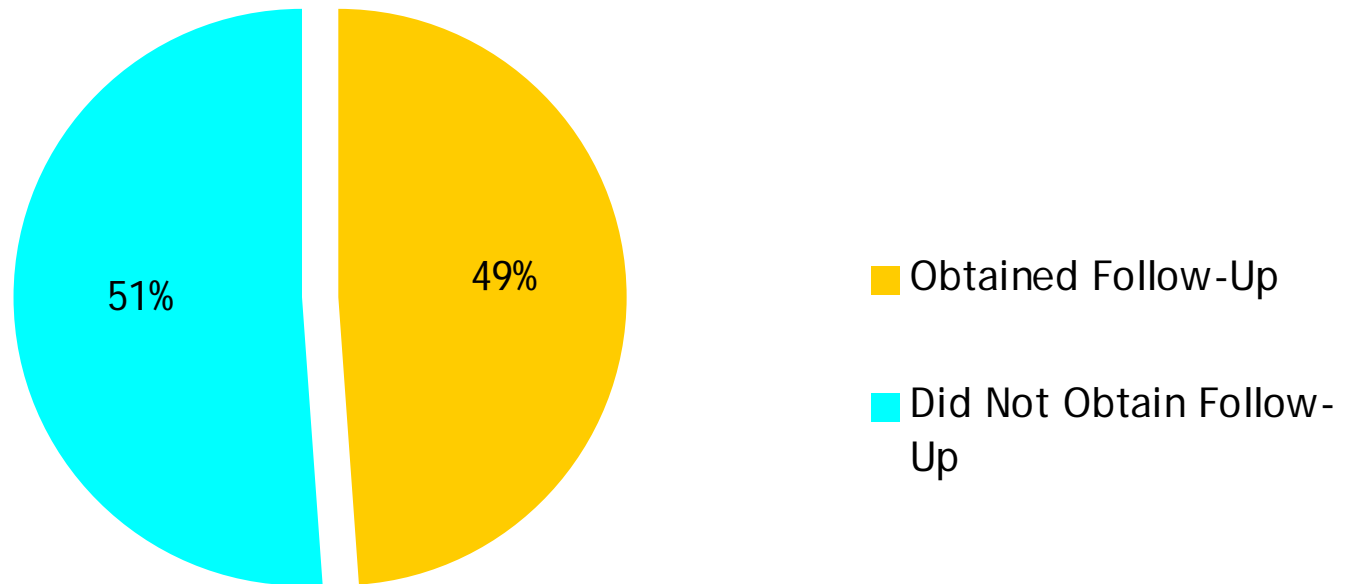
- March. 09 – May 09:
 - 303 community members reached





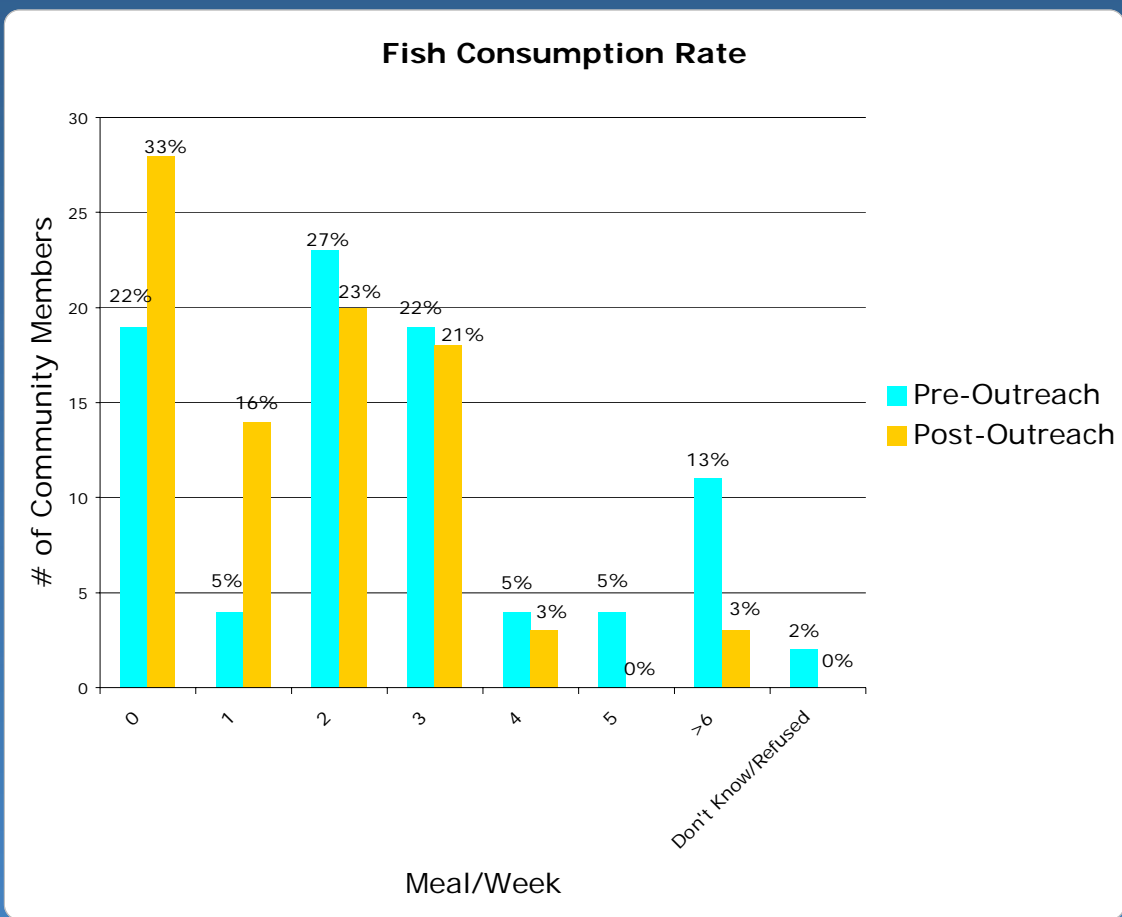
Overview of Outreach Numbers

Follow-Up Surveys Received





Outreach Results

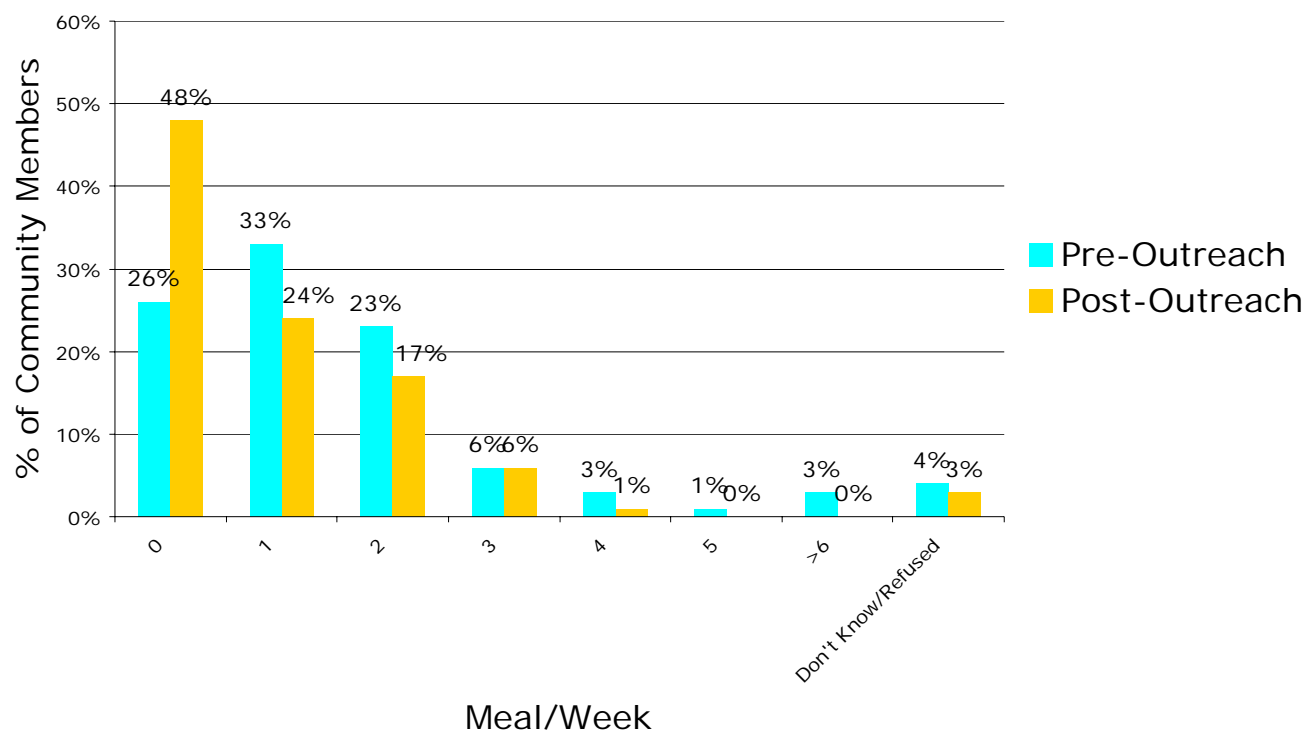


Survey question: In the past week (seven days), how often did you eat fish?



Outreach Results

Broiled/Grilled/Steamed Consumption Rate

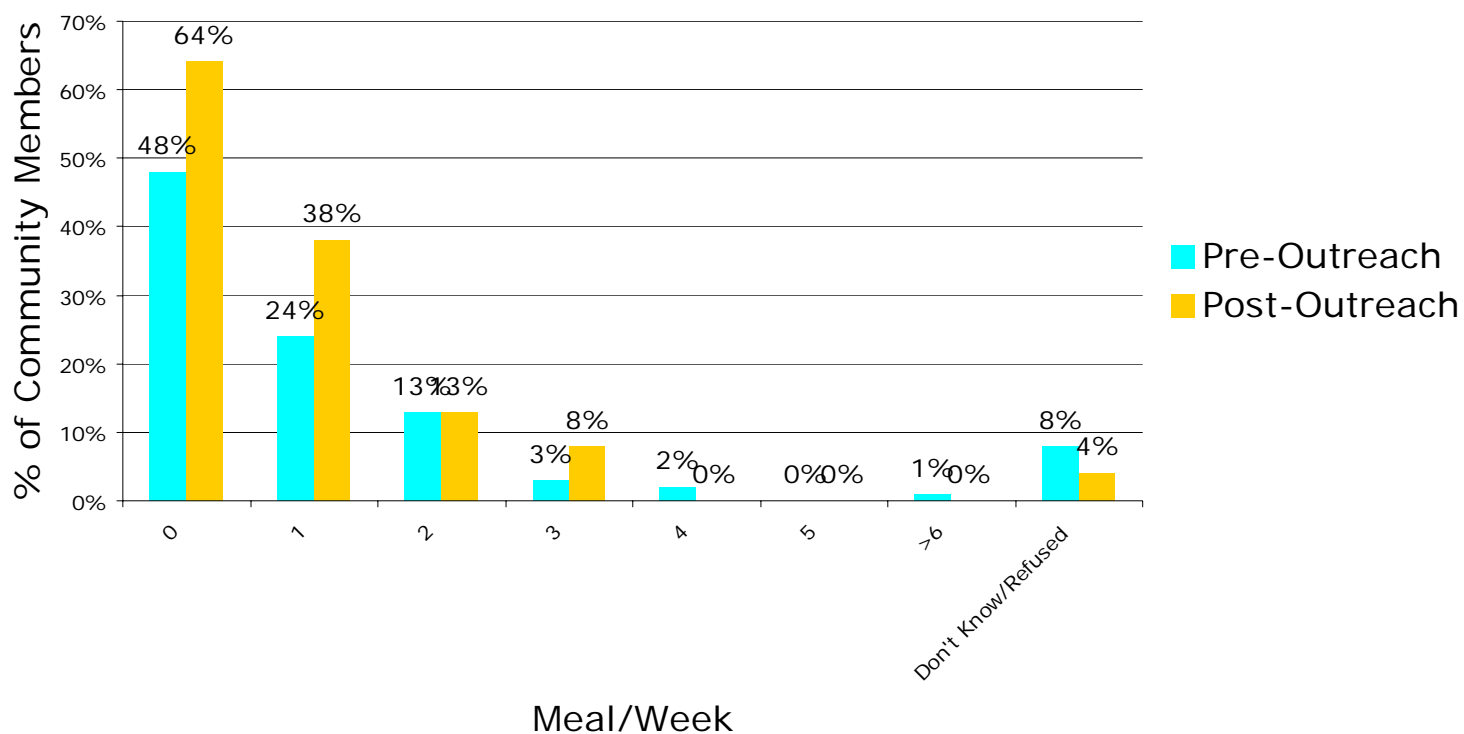


Survey question: For the times that you did eat fish in the past week, how many times did you eat fish that is broiled, grilled or steamed?



Outreach Results

Skinless Fish Fillet Consumption Rate

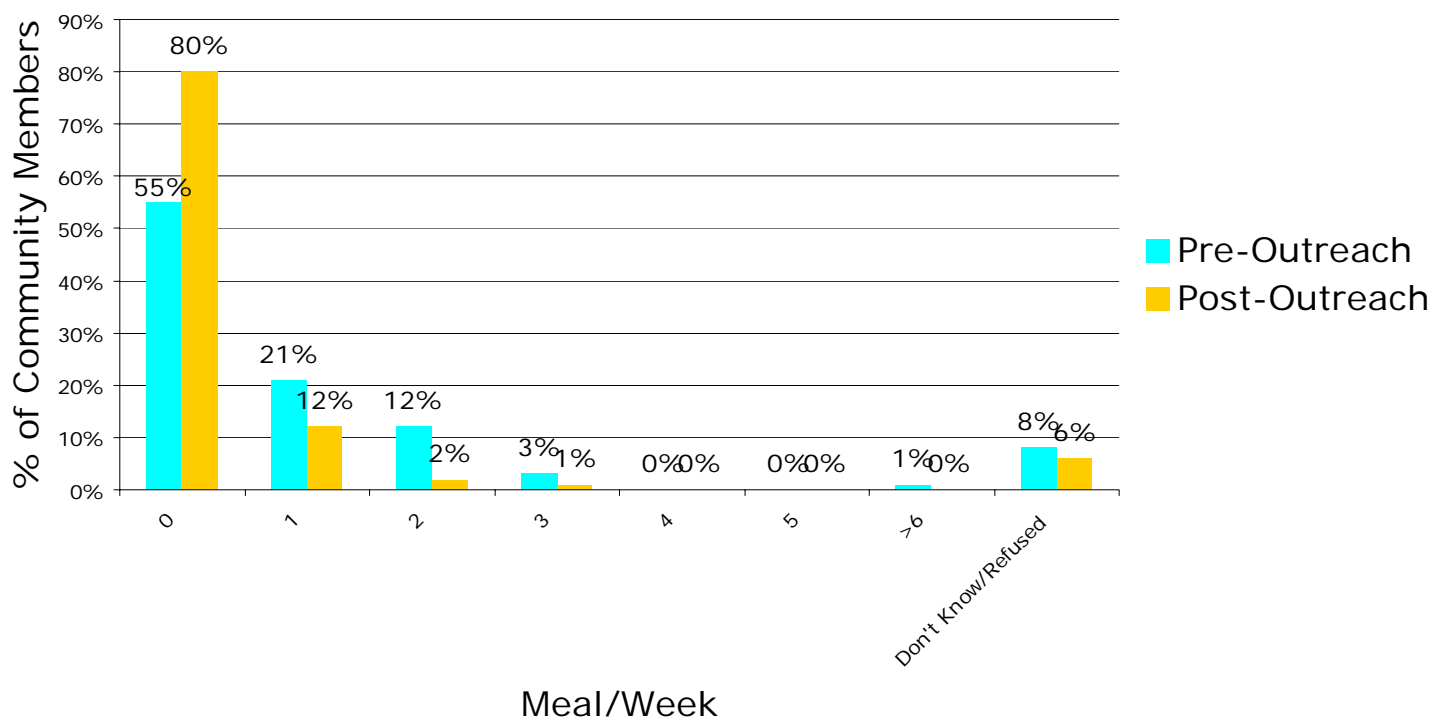


Survey question: For the times that you did eat fish in the past week, how many times did you eat the fish fillet without skin?



Outreach Results

Fried Fish Consumption

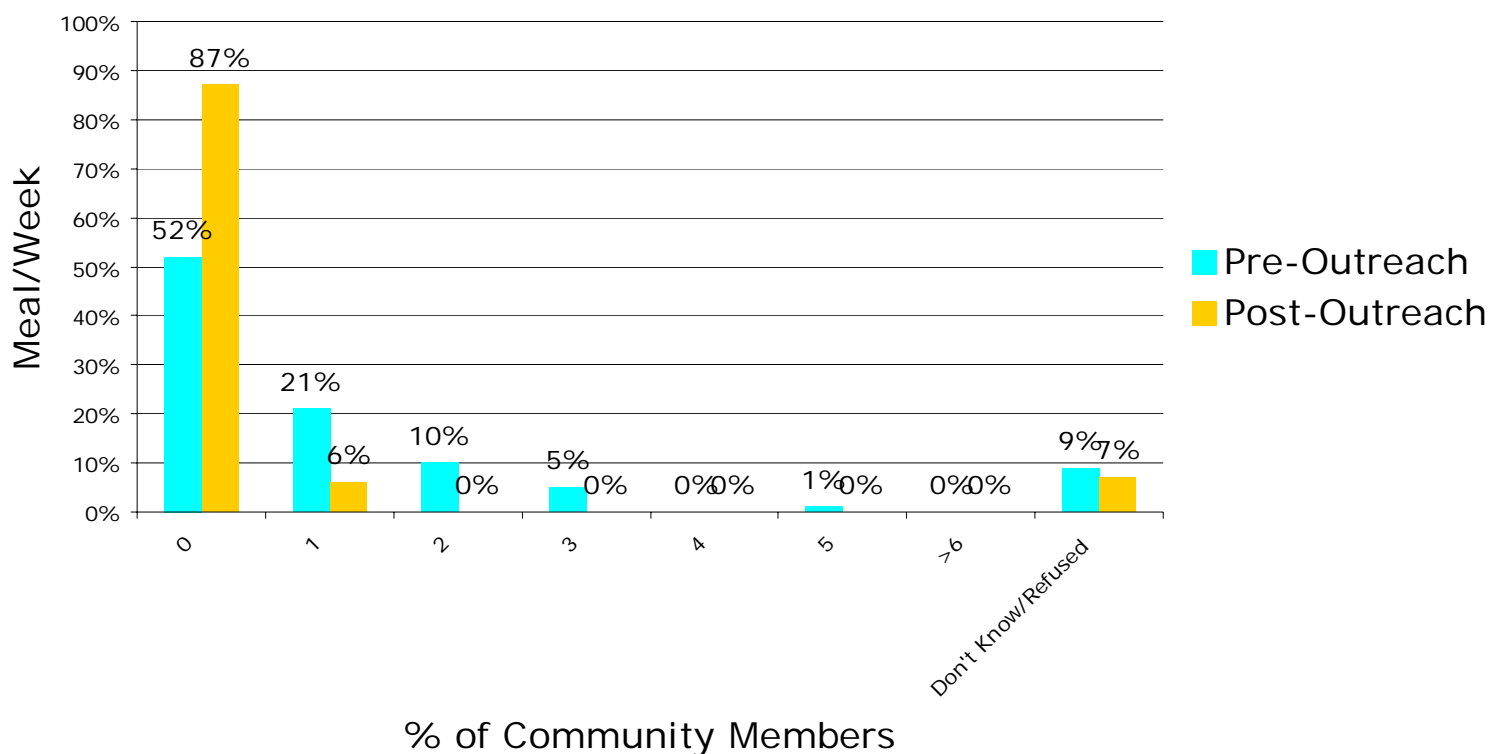


Survey question: For the times that you did eat fish in the past week, how many times did you eat fish that is fried?



Outreach Results

Whole Fish Soup/Stew Consumption Rate

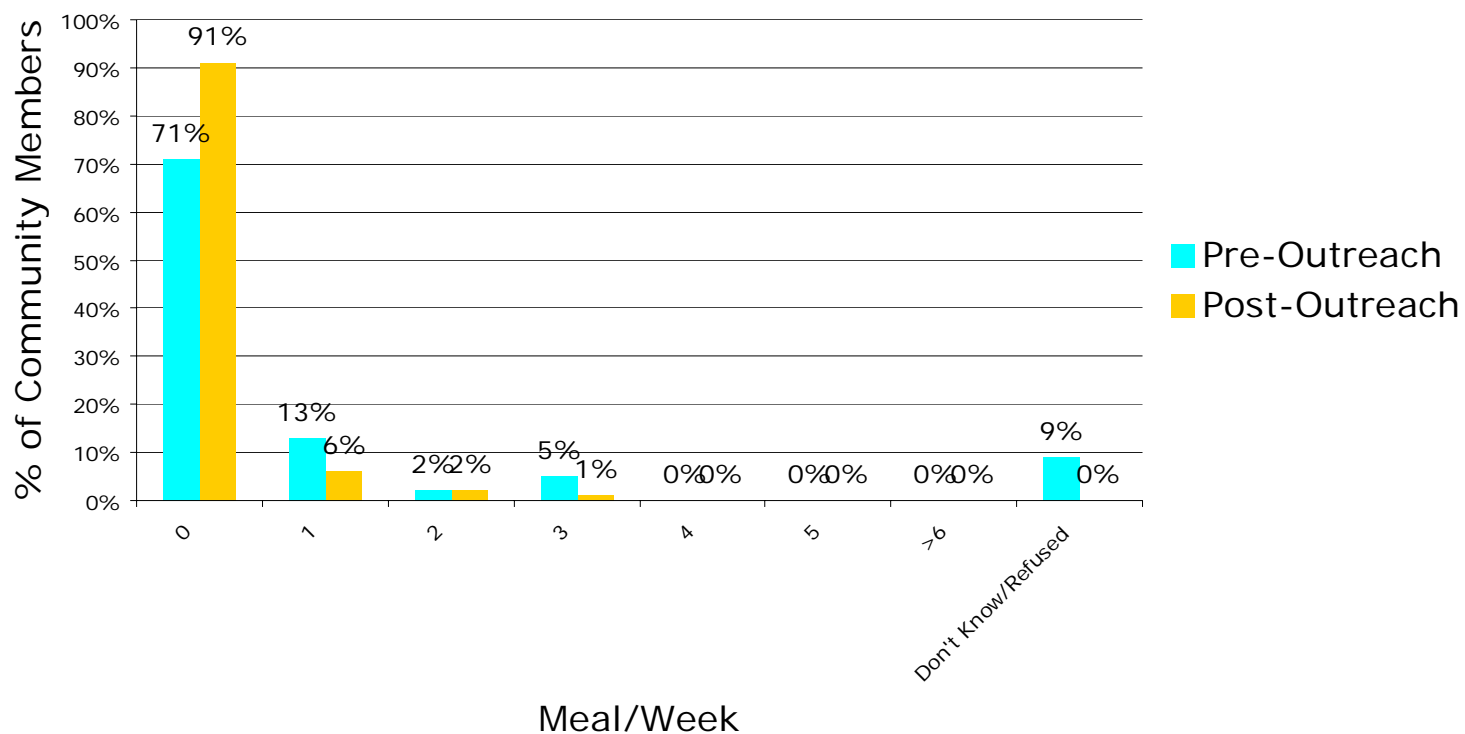


Survey question: For the times that you did eat fish in the past week, how many times did you eat stew or soup made with the whole fish?



Outreach Results

Fish Head Consumption Rate

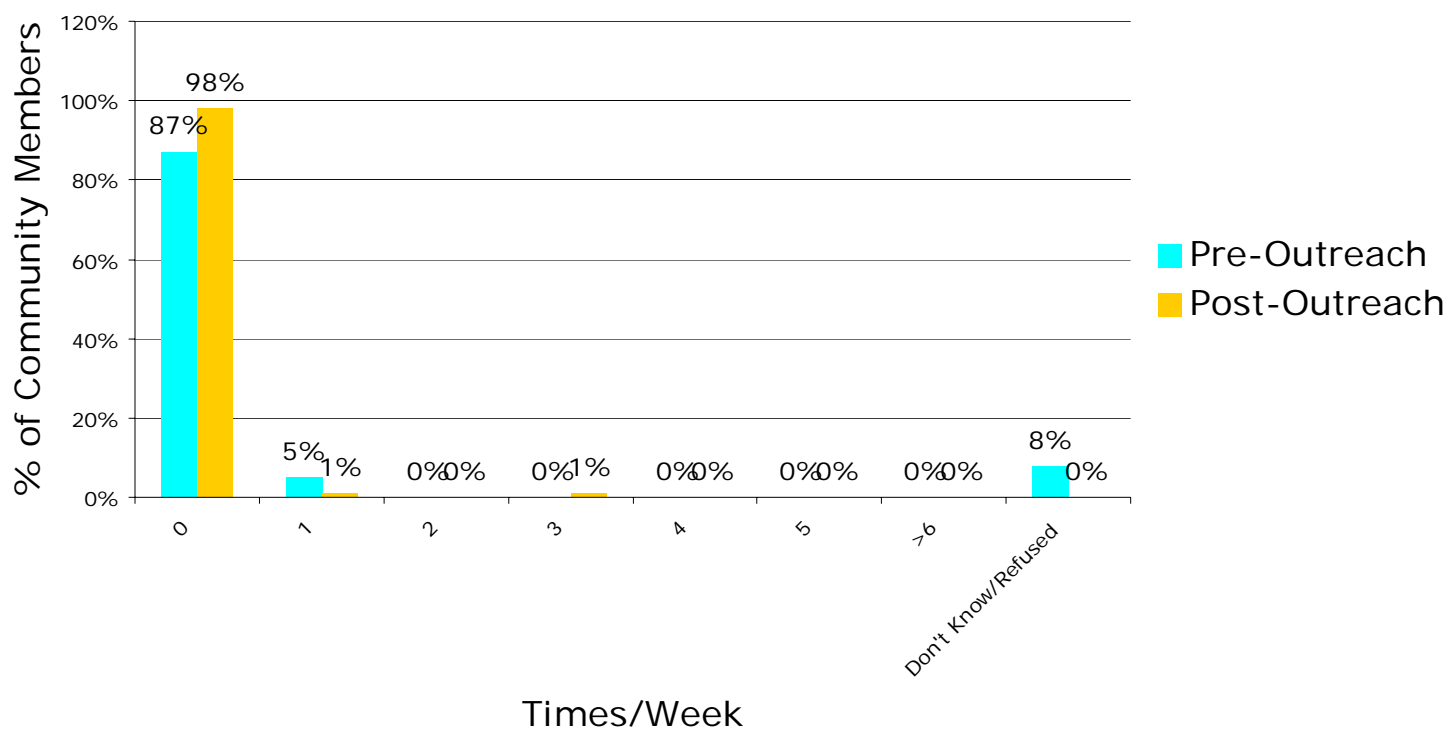


Survey question: For the times that you did eat fish in the past week, how many times did you eat the head of the fish?



Outreach Results

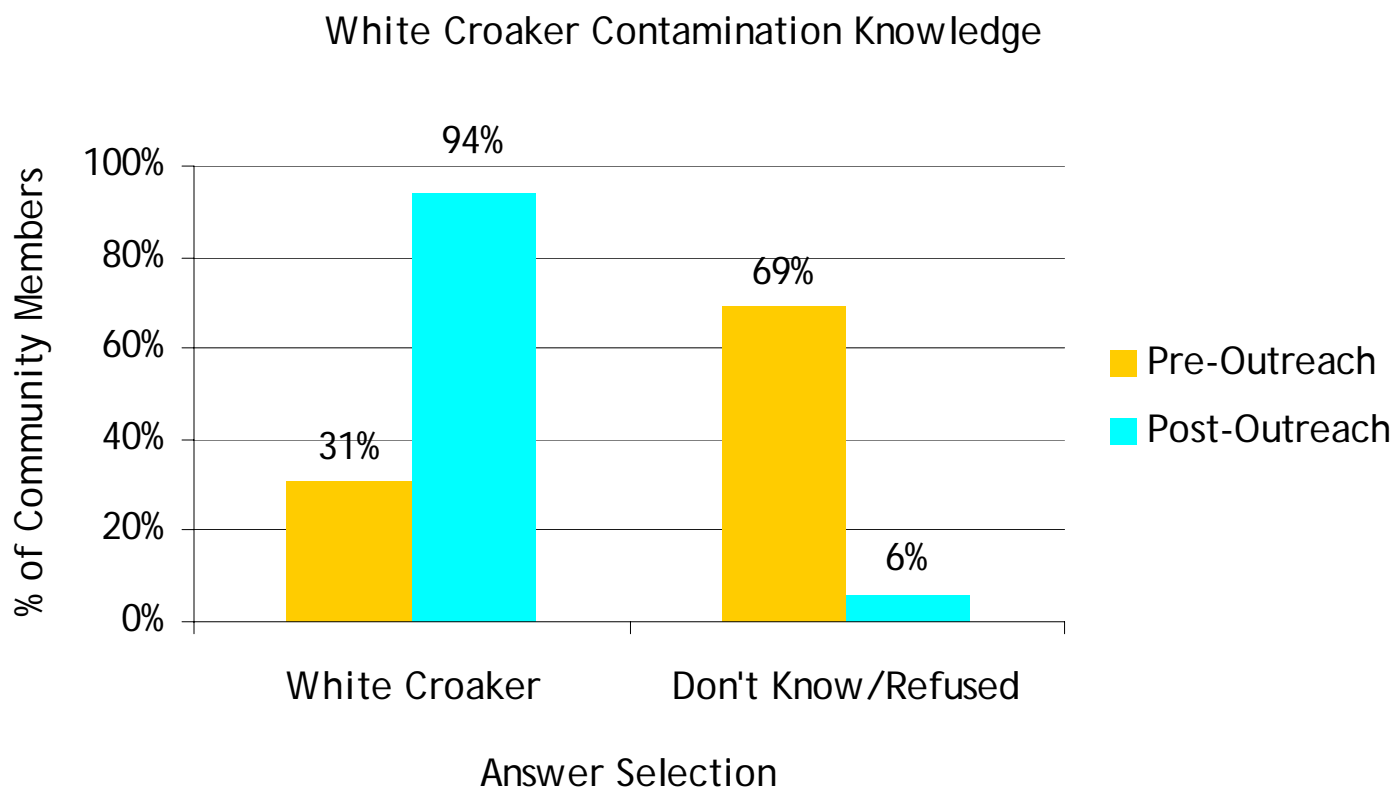
Fish Guts Consumption Rate



Survey question: For the times that you did eat fish in the past week, how many times did you eat the head of the fish?



Outreach Results

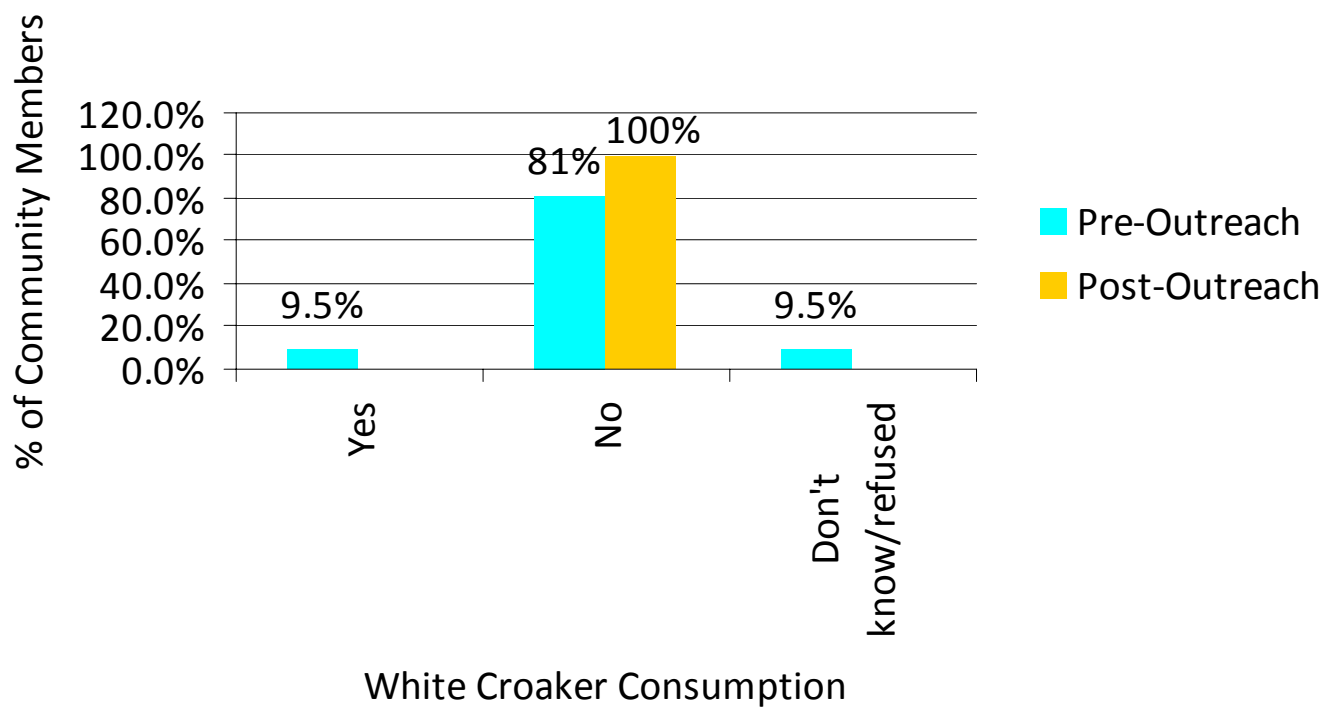


Survey question: Which fish off the Los Angeles and Orange County coasts has the highest levels of DDTs and PCBs?



Outreach Results

White Croaker Consumption in the Past Week

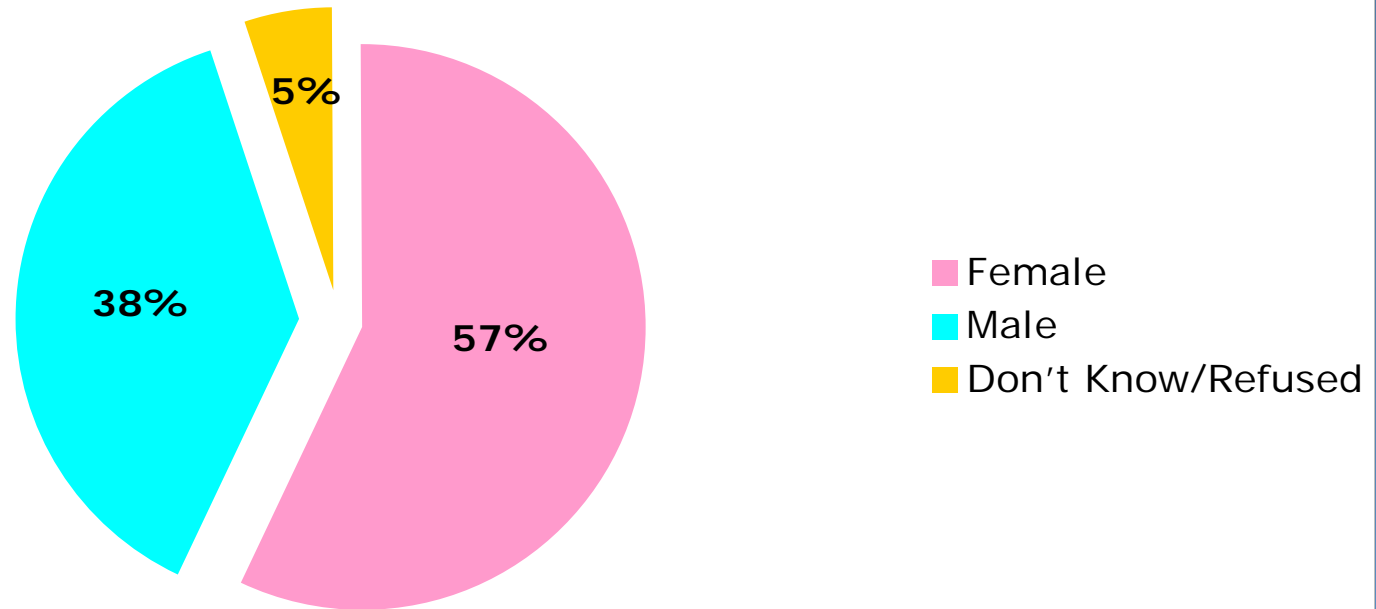


Survey question: Have you eaten this fish (white croaker, a.k.a. kingfish, tomcod) in the past week (7 days)?



Outreach Results

Gender Distribution





Program Successes & Challenges

AYC



HCC

