

# FUN TO CATCH TOXIC TO EAT

THE ONLY DUWAMISH SEAFOOD SAFE TO EAT IS SALMON



## Program Overview

The EPA's Fun to Catch, Toxic to Eat Program for the Lower Duwamish Waterway (LDW) Superfund Site uses innovative community-based approaches to promote safe seafood consumption.

Pollution disproportionately impacts immigrant and refugee fishing communities. The health warning signs have not been effective in reaching fishers who speak little to no English.

Public Health Seattle & King County leads the Program work for US Environmental Protection Agency (EPA) through a Cooperative Agreement (2017-2021). It is part of EPA's Duwamish Seafood Consumption Institutional Controls (IC) Program - a component of EPA's plan to clean up the Superfund Site.

Launched in 2017, this Program is informed by EPA's LDW Fishers Study

(2016) and builds upon Just Health Action (JHA)'s pilot projects (2014-2017). This fact sheet summarizes Public Health's work with **Community Health Advocates (CHAs)** in 2017, in partnership with JHA.

EPA's IC Program reflects the Environmental Justice (EJ) principles:

- **Capacity Building** - hire and train community members as CHAs to do outreach.
- **Meaningful Involvement** - design tools and plans with community input.
- **Empowerment** - support the community's voice in decision-making.

## Raising community awareness

"Now that I know about the contamination in the seafood from the river, I will politely ask where a fish was caught next time my friend gives me freshly-caught fish."

- A Vietnamese outreach participant

"This information is very educational for our community and I want to help raise awareness for others who still don't know."

- A Latino outreach participant



The Vietnamese CHA Team led a boat tour of the Duwamish River for their community. Staff from EPA, Public Health, Just Health Action and DRCC/TAG helped answer questions.

The Latino CHA Team presented at Sea Mar Community Health Center's Community Kitchen in South Park. They also demonstrated how to prepare a healthy ceviche fish dish.



20 community outreach events

793 community members reached

## Building community capacity



"Our Duwamish River problem is very serious, with negative consequences to the community regarding the consumption of resident fish. Because of this, I felt empowered by understanding the problem in-depth and sharing it with the community."

- A Community Health Advocate, December 2017

100% of CHAs agreed: "I feel confident that I have the knowledge to conduct outreach in my community."

100% of CHAs agreed: "I feel confident that I have the skills to conduct outreach in my community."

227 staff hours spent training and providing technical assistance to CHA teams



## Designing tools with community input

### Program Logo

Public Health's four multi-ethnic focus groups informed the logo design of EPA's new Program. Program materials and activities will be branded with this logo to attract the attention of fishers.



### Training Curriculum

Public Health and Just Health Action co-developed a Duwamish CHA Training Curriculum for bilingual Facilitators to help train new CHAs. This serves as a tool for EPA throughout the Superfund clean up process. Topics include empowerment, Duwamish Superfund Site, key health messages, and outreach skills.



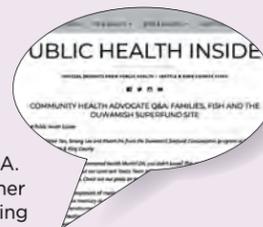
### Digital Story Videos

Public Health worked with some CHAs and Facilitators to create their own Digital Stories as an outreach tool. These brief videos feature their personal story related to the seafood contamination issue, as told through their own voice, photographs, images, music and text.



### Public Health Insider Blog

Public Health wrote a blog article that featured an interview with Mai Hoang, a Vietnamese CHA. She talks about her experience working with this Program. <https://publichealthinsider.com/2017/10/27/community-health-advocate-qa-families-fish-and-the-duwamish-superfund-site/>



## Supporting the Community Voice

100% of CHAs agreed: "I feel like I bring the voices of other community members back to decision makers."

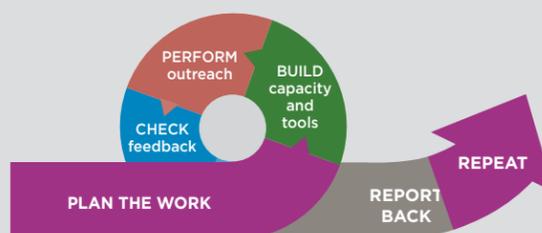
88% of CHAs agreed: "Our ideas and recommendations are considered and responded to by Public Health."

(One participant was neutral.)



The CHA teams shared about their outreach and recommendations at EPA's semiannual Duwamish Healthy Seafood Consumption Consortium. The Consortium brings together agencies, organizations, and the CHAs to collaborate on efforts that promote healthy seafood consumption in the fishing community.

## Community Informs All Stages



Public Health partners with:



### PROGRAM CONTACTS

EPA Region 10  
Rebecca Chu, (206) 553-1774, chu.rebecca@epa.gov

Public Health Seattle & King County  
Sinang Lee, (206) 263-1192, sinang.lee@kingcounty.gov

