

Appendix C—Summary of Tools for Fishers and Moms

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Updated 6/23/19

Fisher-Targeted Tools	Status
<p>1. King County Guide's <i>Go Fishing: Safe Seafood to Catch and Eat</i> (multilingual, redesigned)</p> <p>This guide summarizes the seafood consumption advisories in King County. It includes a map of common local fishing sites. It is intended to help Duwamish fishers identify alternative sites with safe seafood to catch and eat. This tool was produced in response to a recommendation from a fisher focus group that was part of the Health Impact Assessment for the Proposed Cleanup Plan for the LDW Superfund site (Lenhart A., et al., 2013). In 2015, Public Health and WDOH designed the original guide with limited community input. Public Health learned during community outreach and CHA trainings that the guide was too complicated and had too much information. In 2018, Public Health worked with its fisher CHAs to improve the visual elements of the guide, clarify the messages, and pilot-test with a broader group of fishers (English, Spanish, Khmer, and Vietnamese). In addition, based on the recommendation of CHAs, tips on fishing rules were added to the guide to provide more value to the fisher audiences.</p>	<p>Public Health completed the redesign and pilot-testing of the guide as part of the 2017–18 Work Plan.</p>
<p>2. Fun to Catch, Toxic to Eat Program website (www.kingcounty.gov/duwamish-fishing)</p> <p>The multilingual program website promotes the health messages to the primary audiences (fishers and moms/caregivers of young children) by providing program tools and materials (videos, maps, recipe postcards, etc.). Visitors can also learn about upcoming CHA outreach activities, and get background information on the EPA's Duwamish Superfund Cleanup and Washington Department of Ecology's source control (with links to agencies' additional resources). The website was developed in response to a recommendation from CHAs during the 2017 HSCC. In 2018, Public Health worked with the EPA, CHA teams, Public Health's webmaster, and Public Health's digital communications specialist to develop the website, and pilot-tested it with community members from the Latino, Cambodian, and Vietnamese fishing communities. To date, the website content is translated into Spanish, Khmer, and Vietnamese. In addition, the current CHA teams have a webpage where they can manage and update their own content (such as upcoming outreach events, photos, and tools).</p> <p>See Section 5.7.2 for more information about Public Health's website.</p>	<p>Public Health developed and pilot-tested the program website as part of the 2017–18 Work Plan.</p>

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<p>3. Duwamish Fishing Rules and Health Videos Nos. 1–6 (partnership with WDFW and UW Superfund Research Center)</p> <p>This is a series of six short how-to videos about common fishing and licensing rules (with emphasis on salmon fishing and the Duwamish River) as well as the main Duwamish health messages. These videos came about in response to a CHA recommendation from the 2017 HSCC. In 2018, the opportunity arose to collaborate with WDFW and UW Superfund Research Center because of the shared interest in educating the same target audiences about fishing rules and health messages. UW Superfund Research Center provided the videographer and compensation for WDFW staff, while Public Health involved the CHAs and supported their participation in the videos. The videos are currently in post-production and will be finalized in 2019. All six videos will be co-hosted on the WDFW website and Public Health’s program website. Links to these videos can be cross-posted onto partner agency sites and social media sites.</p>	<p>This opportunity to collaborate with the agencies on the videos emerged after the submittal of the 2017–18 Work Plan. The EPA approved the scope of the collaboration in 2018, and Public Health will help to finalize the videos in 2019.</p>
<p>4. Digital story videos by fishers</p> <p>These brief videos feature a community member’s personal story related to the Duwamish seafood contamination issue, as told through their own voice, photographs, images, music, and text. Each digital story video provides a vehicle for community members to share information in their preferred languages. It can serve as an outreach tool for Community Health Advocates to help them engage an audience in discussion. In 2014, Just Health Action’s grant project with Public Health and International Community Health Services (ICHHS) produced the first digital story with two Vietnamese fishers (www.youtube.com/watch?v=NDmkoBJpKYU). Since then, CHAs have recommended developing additional digital stories. In late 2017, Public Health trained some CHAs and the facilitators on developing their own digital story videos.</p> <p>One Vietnamese fisher CHA created a video that focused on his fishing culture. All digital story videos will be hosted on the Public Health’s program website, and links to the videos can be cross-posted onto partner agency sites and social media sites. In 2019, Public Health plans to identify additional fishers within the CHA teams or from the high-priority communities to create additional digital stories.</p>	<p>Public Health completed the digital story videos as part of the 2017–18 Work Plan.</p> <p>Additional digital story videos can be developed on an ongoing basis if there are interested CHAs or community members with relevant stories to tell.</p>
<p>5. Kiosk with message board at fishing sites</p> <p>Community input during the 2016 Just Health Action grant project with Public Health and WDFW, and at the 2017 HSCC, called for an educational message board kiosk at the Spokane Street Bridge fishing site (the most</p>	<p>Public Health proposed this tool as part of the 2019 Work Plan.</p> <p>Public Health has postponed the kiosk to</p>

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<p>popular site along the LDW). Public Health proposed to scope and design the kiosk with community input as part of the 2019 Work Plan.</p> <p>But after the Work Plan was developed in August 2018, Public Health completed the ICIAP development with the Community Steering Committee (CSC). The kiosk was not identified as a priority for the CSC. Public Health will refocus staff capacity and existing budget in 2019 on designing the fisher-targeted strategy prioritized by the CSC (namely, salmon fishing classes). As opportunities arise, Public Health will gather more feedback from other fishers to determine whether the kiosk would be an effective tool to include in a future work plan.</p>	<p>gather additional input from fishers to determine whether to move forward on the tool in a future work plan.</p>
<p>6. Updated DOH Duwamish Fish Advisory Sign</p> <p>The LDW Fisher Study (EPA, 2016) captured input from fishers on why the current WDOH Duwamish Seafood Advisory signs are not effective. WDOH has shared interest in improving and simplifying the signs. As part of the 2017–18 Work Plan, Public Health had planned to work with WDOH to make the signs more visual and update them to convey key consumption guidelines across different language/cultural groups. But since the loss of WDOH staffing capacity for fish advisory communication, this proposed tool is now on hold.</p>	<p>Public Health proposed this tool as part of the 2017–18 Work Plan, but the tool is on hold until WDOH has staffing capacity to collaborate on it.</p>
<p>7. WDFW smart app that integrates fishing rules and fish advisories (in partnership with DOH)</p> <p>Various community input from the 2016 Just Health Action grant project with Public Health and WDFW, the 2017 HSCC, and the 2018 CHA trainings all expressed interest in a smart app that would be accessible via a smartphone (since not all fishers are likely to have a desktop computer). WDFW has worked on a smart app for fishing rules, and would like to incorporate fish advisory information. Public Health can provide support in pilot-testing a WDFW/WDOH smart app with Duwamish fishing communities.</p>	<p>Because this tool is led by another agency, Public Health will continue to explore the opportunity to support its development.</p>
<p>8. Fishers’ lanyards with program message</p> <p>During community outreach, fishers have shared with Public Health an interest in lanyards to hold their license and catch record cards. Public Health saw this as a tool that could also convey the program’s message and brand. In 2018, Public Health worked with a vendor to design a fisher lanyard that can be distributed during CHA outreach activities.</p>	<p>Public Health completed this tool as part of the 2017–18 Work Plan.</p>

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Moms-Targeted Tools	Status
<p>1. Salmon recipe cards by CHA teams During CHA trainings in 2018, all CHA teams said they would like to have more credibility when conducting community outreach. Public Health also learned during CHA outreach events that some community members do not know how to prepare salmon in their cultural/ethnic cuisine. So Public Health worked with each CHA team to develop a culture-specific salmon recipe card that includes health messages and photos of the CHAs.</p> <p>Because the recipe cards will have logos of the program, PHSKC, and EPA, they will support the credibility of CHAs as program partners in the community. The cards have been well received at CHA outreach events, including cooking demos. The CHAs plan to continue developing new salmon recipe cards.</p>	<p>Public Health completed the redesign and pilot-testing of the guide as part of the 2017–18 Work Plan.</p>
<p>2. Fun to Catch, Toxic to Eat Program website (www.kingcounty.gov/duwamish-fishing) The multilingual program website promotes the health messages to the primary audiences (fishers and moms/caregivers of young children) by providing program tools and materials (videos, maps, recipe postcards, etc.). Visitors can also learn about upcoming CHA outreach activities, and get background information on the EPA’s Duwamish Superfund Cleanup and Washington Department of Ecology’s source control (with links to agencies’ additional resources). The website was developed in response to a recommendation from CHAs during the 2017 HSCC. In 2018, Public Health worked with EPA, CHA teams, Public Health’s webmaster, and Public Health’s digital communications specialist to develop the website, and pilot-tested it with community members from the Latino, Cambodian, and Vietnamese fishing communities. To date, the website content is translated into Spanish, Khmer, and Vietnamese. In addition, the current CHA teams have a webpage where they can manage and update their own content (such as upcoming outreach events, photos, and tools).</p> <p>See Section 5.7.2 for more information about Public Health’s website.</p>	<p>Public Health developed and pilot-tested the program website as part of the 2017–18 Work Plan.</p>
<p>3. Duwamish Fishing Rules and Health Videos Nos. 1 and 6 (partnership with WDFW and UW Superfund Research Center)</p>	<p>This opportunity to collaborate with the agencies on the videos</p>

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<p>Videos Nos. 1 and 6 are how-to videos focused mostly on the health messages for moms (and caregivers of young children) and seafood preparation methods. These videos came about in response to a CHA recommendation from the 2017 HSCC. In 2018, the opportunity arose to collaborate with WDFW and the UW Superfund Research Center because of a shared interest in educating the same target audiences about fishing rules and health messages. UW Superfund Research Center provided the videographer and compensation for WDFW staff, while Public Health involved the CHAs and supported their participation in the videos. The videos are currently in post-production and will be finalized in 2019. All six videos will be co-hosted on the WDFW website and Public Health’s program website. Links to these videos can be cross-posted onto partner agency sites and social media sites.</p>	<p>emerged after the submittal of the 2017–18 Work Plan. The EPA approved the scope of the collaboration in 2018 and Public Health will help to finalize the videos in 2019.</p>
<p>4. Digital story videos by moms and preparers of local seafood catch</p> <p>These brief videos feature a community member’s personal story related to the Duwamish seafood contamination issue, as told through their own voice, photographs, images, music, and text. Each video provides a vehicle for community members to share information in their preferred languages. It can serve as an outreach tool for Community Health Advocates that can help to engage an audience in discussion. In 2014, Just Health Action’s grant project with Public Health and International Community Health Services (ICHS) produced the first digital story with two Vietnamese fishers (www.youtube.com/watch?v=NDmkoBJpKYU). Since then, CHAs have recommended developing additional digital stories. In late 2017, Public Health trained some CHAs and the facilitators on developing their own digital story videos.</p> <p>To date, there are four digital story videos by moms or people who receive/prepare local seafood catch. All digital story videos will be hosted on the Public Health’s program website, and links to the videos can be cross-posted onto partner agency sites and social media sites. In 2019, Public Health plans to identify additional moms within the CHA teams or from the high-priority communities to create additional digital stories.</p>	<p>Public Health completed the digital story videos as part of the 2017–18 Work Plan.</p> <p>Additional digital story videos can be developed on an on-going basis if there are interested CHAs or community members with a relevant story to tell.</p>
<p>5. Educational brochure or video specifically for pregnant or nursing moms (in partnership with Community Health Clinics or WIC programs)</p> <p>Various community input from the 2016 Just Health Action grant project with Public Health and WDFW, the 2018 CHA trainings, and the 2018 CSC workshops all expressed interest for tools/materials specifically for moms (particularly pregnant/nursing women). These can include printed brochures or videos. Given the CSC’s priority to develop the ICIAP strategy on moms classes, Public Health anticipates that relevant moms-targeted</p>	<p>Public Health proposes to develop these tools as we develop the moms-targeted strategies. Public Health will initiate developing the strategy</p>

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<p>materials/tools will be developed as part of designing this strategy with the moms CHAs and partners (such as community health clinics).</p>	<p>under the 2019 Work Plan.</p>
<p>6. Youth Activity Coloring Book CHAs suggested that a youth activity coloring book would be a useful tool to distribute at their outreach events, since families with young children are a main target audience. Public Health has looked into similar tools from other programs (e.g., Public Health’s heat preparedness, Public Health’s King County Dirt Alert, King County’s 911 Emergency, Palos Verdes Shelf Superfund Site) and learned that they can be effective in conveying health messages to children, who can then pass them on to parents. Furthermore, the visual format can be easily understood by adults with limited English proficiency (LEP).</p>	<p>Public Health proposed this tool in the 2019 Work Plan.</p>
<p>7. Magnets with program message and website link In 2018, Public Health worked with a vendor to create fish-shaped magnets with the program message and website link. The magnets are a tool to remind fishing families (particularly moms and others who prepare local seafood catch at home) of the Duwamish health message and where to get more information. The magnets have been well received during CHA outreach events because they attract the attention of young children. In 2019, Public Health will update the magnets with the official new program website link.</p>	<p>Public Health completed this tool as part of the 2017–18 Work Plan and will update it in 2019.</p>