

FishWatch

U.S. Seafood Facts

NMFS
Partnerships & Communications
Division





Assignment: NOAA Fisheries is the nation's authority on domestic fisheries. Improve communication to seafood consumers.

Organization	request/suggestion
National Academy of Public Administration (2002)	public education Web pages that show NOAA Fisheries as the Nation's authority on fishery management
Marine Fisheries Advisory Committee (2000)	Web offering on seafood choices
National Fisheries Institute	NOAA provide science based information
U.S. Commission on Ocean Policy	call for ocean literacy



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FishWatch demonstrates how NOAA's National Marine Fisheries Service actively manages U.S. fisheries through science based conservation and management.

Target users

- People concerned about the sustainability of marine resources
- Conscientious consumers looking for concise information about the seafood they buy
- Seafood wholesale buyers and brokers
- Students
- Organizations who make recommendations to the public concerning seafood



THEMES

- NOAA is the authoritative source on fisheries and sustainable seafood information in the U.S.
- Support NOAA's vision of an informed society
- NOAA is actively managing marine resources for sustainability

PRINCIPLES

- *promote informed decision making...*not make recommendations
- NMFS (and NOAA) is a *trusted source of information*
- ENGAGING, EASY TO FOLLOW, and INFORMATIVE
- Final approval by appropriate NMFS offices
- Data presented transparently



- **NOAA Strategic Plan**

- *Vision - An informed society that uses a comprehensive understanding of the role of the oceans, coasts, and atmosphere in the global ecosystem to make the best social and economic decisions*

- **NMFS National Outreach Plan**

Outcomes	Strategies
A well informed public that acts as a steward of coastal and marine ecosystems	Develop coordinated regional and national outreach and education efforts to improve public understanding and involvement in stewardship of coastal and marine ecosystems.

- **NMFS National Outreach Plan**

GOAL 1 Increase collaboration and communication efforts by building and maintaining effective partnerships.
GOAL 2 Inform public to improve stewardship of coastal and marine ecosystems.
GOAL 3 Develop coordinated campaigns within NOAA and with partners to improve NOAA Fisheries Service image and increase national recognition.



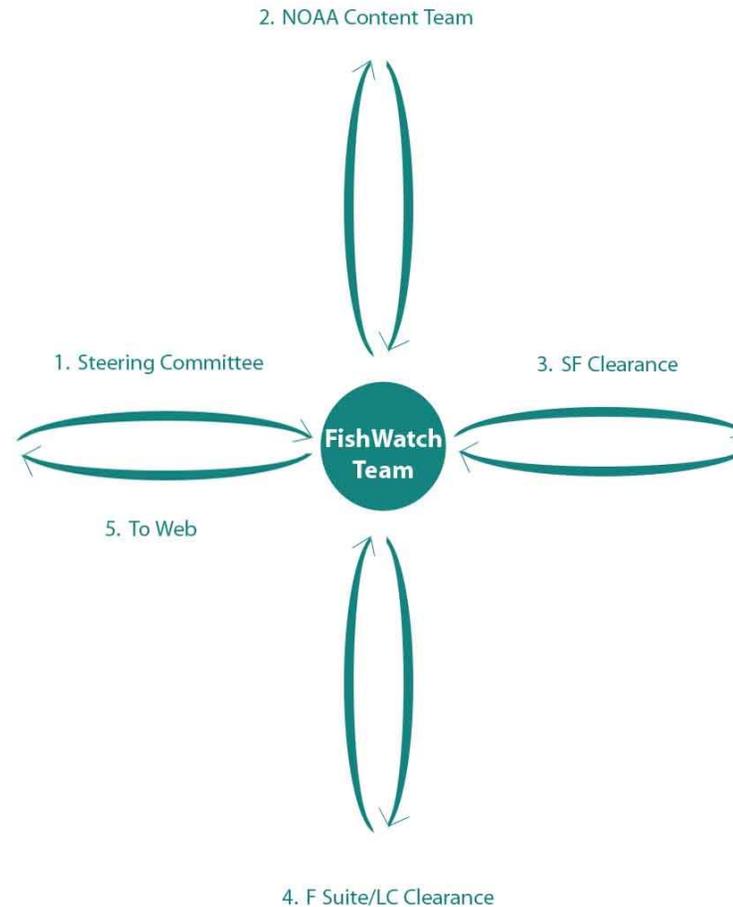
Strategy

- Develop beta-site
- Develop communications plan
- Internal review
 - Program Offices, Regional Offices, Science Centers
 - Fisheries Management Councils and Commissions
 - Subject Matter Experts
- External review
 - General concept
 - Other topics helpful to audience
 - Future fisheries
- Develop revised and new content
- Launch site – August 2007

Strategy: review



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Comments

Scientific Accuracy

Seafood consumers needs

- quick, easy access to information

- ability to dive deeper if needed

- consumer perspective – seafood on a plate

Need to “humanize” fisheries management

Simply explain management process

Illustrate fisheries gear

Recreational species need to be represented

Link difficult words to glossary



Next Steps

- New species pages
 - 10 new = 30 at rollout
 - Addition of 10+ /year
- Public Rollout and media events
- Improved gear pages – fall 2007
- Link to NMFS glossary – fall 2007
- Podcasts for each species – winter 2007/2008
- Evaluation – site reports



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Username: betanmfs

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Questions and comments

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NMFS

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