Spokane River Regional Toxics Task Force Education and Outreach Work Group

Meeting Summary - DRAFT
Wednesday December 7, 2016 | 1:30 p.m. – 3:30 p.m.
Riverkeeper | 35 West Main Street, Suite 300 | Spokane WA

Attendees:
Vicki Barthels –Spokane Regional Health District
Adriane Borgias –Ecology
Mike LaScuola –Spokane Regional Health District
Cadie Olsen –City of Spokane
Amanda Parrish –Lands Council
Toni Taylor –Spokane County
Jerry White –Riverkeeper
Kara Whitman –Ruckelshaus Center
Kristen Zimmer –City of Spokane

Introductions and Agenda Review:
After introductions, Kara Whitman went over the agenda. The Technical Track Work group has asked the Education and Outreach Work Group to revise/rewrite the Comp Plan press release that was drafted by Mike Petersen and Tom Agnew.

Education and Outreach Activity Demonstration: Bioaccumulation/Biomagnification
Jerry White did a demonstration of an activity that Riverkeeper commonly does with youth to teach about PCBs and Fish. The key is to keep it simple, and build upon the concepts based on the student age and knowledge. Some concepts that the activity delves into are: what are PCBs and how do they work; how PCBs get into the environment, and what can be done.

ACTION ITEM: Jerry White to send the activity outline to the Education and Outreach Work group.

Education and Outreach Activities/Audiences Compilation
Kara Whitman updated the group on the work of Brenden Campbell, the student working to interview all of the Task Force outreach folks, and compile all PCB outreach materials into a spreadsheet. Brenden is working to get interviews completed. He has completed a few already, but may need to do some follow up. Education and Outreach work group members should look for an email from Brenden.

Education and Outreach Work Plan development (Comp Plan actions that involve education and/or outreach)
The group discussed multiple ideas for outreach over the coming year.

- Idea: Fish preparation video/presentation. The group was curious about data on who is eating fish, what kind, and how much. The Lands Council is currently applying for a PPG Grant for Ecology that may allow them to resume activities on this work. Avista used to do Creel surveys, and there is some data available. The River Forum Robinson Research data may be useful.

- Spokane Regional Health District has folks on staff who can develop interactive videos/tools for online. They could possibly work with the Health District to create these videos.
- Jerry White is approaching the City of Spokane (Marlene) about some outreach pieces. The City has a videographer that can work on this as well.
- Aquifer Atlas- River Atlas (idea) – funding up to a few grand for publications. A teaching curriculum for the Aquifer Atlas is in the works.
- Ecology: Adriane added that there are many YouTube videos that may be used as a resource. (Brenden), Examples of these videos are posted to the December 7, Education and Outreach meeting announcement at http://srrttf.org/?p=7403.

San Francisco Bay Estuary Institute (SFEI) Demolition Guidelines for PCBs

Toni Taylor explained that she had done some digging into the materials utilized by the SFEI regarding construction and demolition. Toni thinks it will be fairly simple to tailor the tools from the SFEI to the Task Force needs. The materials have a strong focus on caulks. She has emailed the key person on the demolition project from SFEI to discuss the use of these materials and is waiting to hear back. While looking for these materials, Toni also found an infographic developed by the Hudson River Shoreline group that may be a template for what the Task Force may want to use for outreach and may be a good inclusion in the Comp Plan press release. The infographic can be found at http://www.hudsondredging.com/shoreline-studies/infographic .

ACTION ITEM: Toni Taylor will continue to try to contact SFEI regarding these materials and get back to the Task Force.
ACTION ITEM: Toni Taylor to build a simple info graphic based on the Hudson River Shoreline info graphic that can inform a more detailed. (COMPLETE)

Toni also ran into some materials from the Occupational Safety and Health Administration (OSHA) on PCBs that may be useful. There may potential for collaboration. Possible training opportunities. Could hold workshops to train contractors.

Comprehensive Plan Control Actions: Education and Outreach
The group discussed how to move forward including what messages should be used and who the audiences are. The group feels it is necessary to have a shared unified message for the Task Force, while individual entities may have their own unique messages. One of the first steps is to determine what outreach is already occurring in the basin regarding PCBs. The group also feels they need to identify primary audiences and key messages.

Mike LaScuola noted that Tonilee Hansen (Spokane River Forum) is currently working on a hazardous materials handout that will include PCBs.

January Education and Outreach Meeting:

The group agreed that the next meeting should focus on deriving big messages – and focus on outcomes. All attendees are to do some homework before the next meeting considering the following:

1. Who are the target audiences?
2. Where will information be posted/where will the audiences get their information?
3. How will information be delivered?
4. What are the key messages that will come from the Task Force/individual Task Force members (may depend on the specific audience that the individual member has contact with).
5. What can and should be accomplished in 2017 by this work group/by individual members of SRRTTF?
6. who is/are their opinion leaders, thought leaders, or (behavioral) influencers?

ACTION ITEM: Jerry White, Toni Taylor, and possibly Eric Williams to draft a Comprehensive Plan Press Release (need to contact first). (COMPLETE)

The next Full Task Force Meeting is January 25, 2017 at Liberty Lake Sewer and Water District from 9:00 a.m. to 12:30 p.m.

The next Education and Outreach Work Group Meeting is January 4, 2017 at WA Department of Ecology from 1:30 p.m. to 4:00 p.m.

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