

Ocean Literacy and Constituent Building Action Plan



NATIONAL MARINE
SANCTUARIES™

MONTEREY BAY

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Monterey Bay National Marine Sanctuary
Advisory Council April 7 Meeting



Ocean Literacy & Constituent Building

Ocean Literacy

Defined as “an understanding of the ocean’s influence on you and your influence on the ocean.” An ocean literate person understands:

- the essential principles and fundamental concepts of ocean science,
- can communicate about the oceans in a meaningful way,
- is able to make informed and responsible decisions regarding the oceans and its resources.



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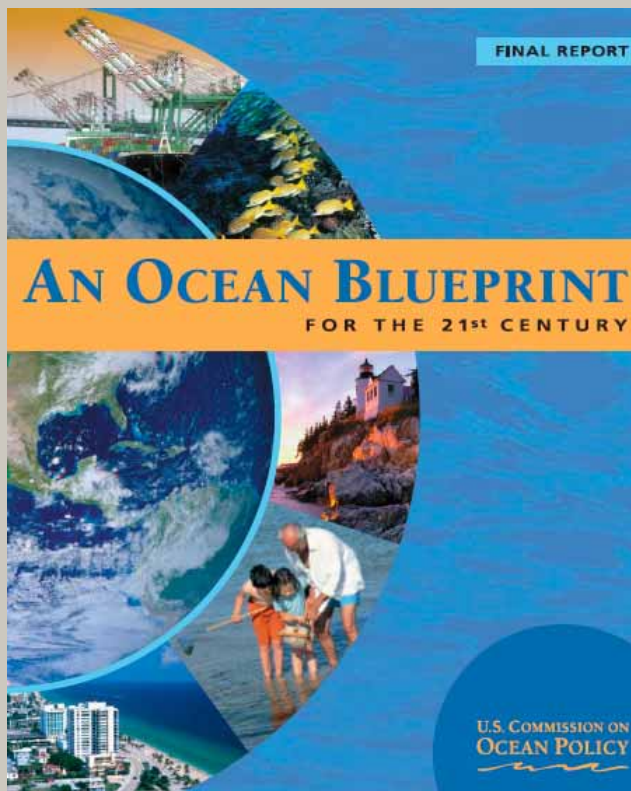
Seven Essential Principles of Ocean Literacy

1. The Earth has one big ocean with many features.
2. The ocean and life in the ocean shape the features of the earth.
3. The ocean is a major influence on weather and climate.
4. The ocean makes the Earth habitable.
5. The ocean supports a great diversity of life and ecosystems.
6. The ocean and humans are inextricably linked.
7. The ocean is largely unexplored.



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Strengthening the nation's ocean awareness and improving ocean-related education efforts are critical to building an ocean stewardship ethic, strengthening the nation's science literacy, and creating a new generation of ocean leaders.



-An Ocean Blueprint for the 21st Century
U.S. Commission on Ocean Policy
Final Report



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A national survey by the Ocean Project (1999) and supported by evidence in the Pew study, indicated the American public has a superficial awareness of the importance of the ocean to their daily lives, let alone its importance to all life on the planet





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Background

JMPR scoping comments fell into 5 distinct categories:

- Increase efforts to inform the community about issues affecting the sanctuary and how to get involved
- Better use of volunteers
- Create partnerships with community businesses, tourism boards and chambers of commerce
- Increase K-12 public education efforts
- Address multicultural programming





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New Action Plan

Developed as an organizer for several education and outreach related action plan elements and in response to the national ocean literacy effort.

Goal

Increase protection of sanctuary resources by building a greater understanding, in our highly diverse coastal communities, of the ocean's influence on people, and their influence on the ocean.



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Ocean Literacy Action Plan Strategies

Develop and Implement Constituent Outreach Programs to increase Ocean Literacy

- Offer general ocean awareness programs and sanctuary information
- Partner with local and national partners to develop coordinated ocean literacy messages
- Increase public awareness of the sanctuary and ocean literacy issues through media exposure and marketing

Nearly half the public mistakenly agrees with the statement, “What I do in my lifetime doesn’t impact ocean health much at all.”

-An Ocean Blueprint for the 21st Century



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Ocean Literacy Action Plan Strategies

Develop and Implement a Comprehensive Volunteer Program

- Assessment of volunteer needs within the Sanctuary's programming
- Identify funds and hire a Volunteer Coordinator
- Evaluate volunteer recruitment, retention and effectiveness of roles

Scoping comments not only confirmed the need for the sanctuary to create a volunteer program but also reflected the desire of many individuals to volunteer for the sanctuary.



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Ocean Literacy Action Plan Strategies

Create Partnerships with Local Businesses

- Implement partnership opportunities with the restaurant and lodging industries.
- Explore partnership opportunities with “on-the-water” businesses.
- Explore additional partnership opportunities with businesses participating in the Water Quality Protection Program or identified in MBNMS Action Plans.

Partnerships encourage creative solutions to difficult issues while fostering a sense of ownership of programs by a wide-ranging audience.



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Ocean Literacy Action Plan Strategies

Develop and Implement K-12 Education Programs to increase Ocean Literacy

- Develop educational programs and supporting materials for school groups including those visiting MBNMS visitor centers.
- Provide teacher professional development programs utilizing sanctuary educational materials and promoting ocean literacy.
- Develop and make available sanctuary educational tools for use in schools.
- Develop ocean stewardship programming for K-12 students in conjunction with education partners.

Educational standards are the strategic point of leverage for bringing about significant systemic change in the content of science education.



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Ocean Literacy Action Plan Strategies

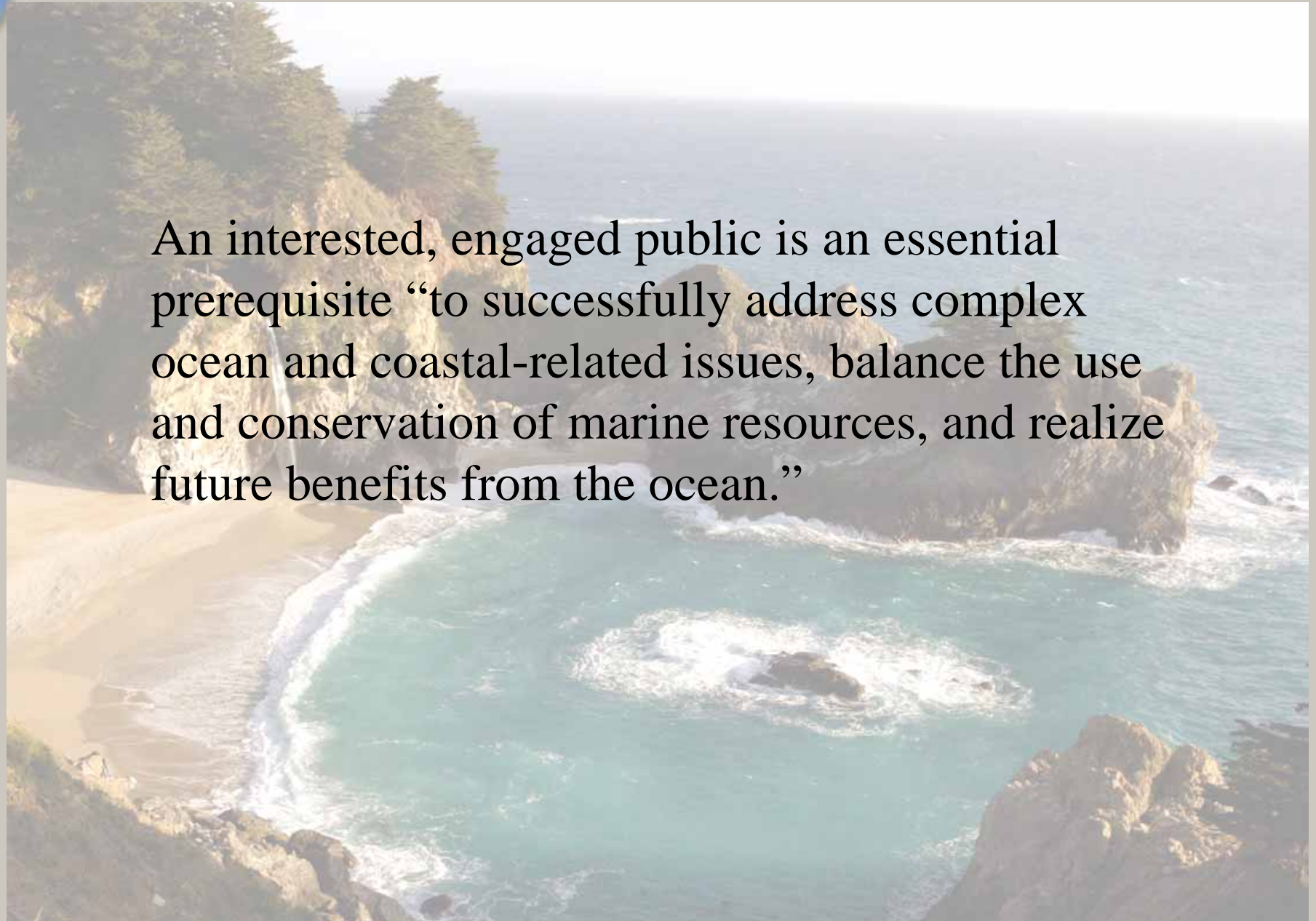
Implement the MBNMS Multicultural Education for Resources Threatening Oceans (MERITO) Program

- Community-Based Bilingual Outreach Program
- Site-Based Bilingual Outreach Program
- Teacher Training and Internship Program
- Comprehensive Communications Plan
- Integration of Multicultural Elements
- Intra-Sanctuary Expansion of MERITO
- Evaluation of MERITO Programs



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An interested, engaged public is an essential prerequisite “to successfully address complex ocean and coastal-related issues, balance the use and conservation of marine resources, and realize future benefits from the ocean.”





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