

**TITLE:** Know Your River, Know Your Food - a fish consumption advisory program

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**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Program Developers

**ABSTRACT:** Problem: Little evidence exists showing signage is effective at communicating the risk of eating contaminated seafood despite its repeated use at the Portland Harbor Superfund Site (PHSS). Best practice is to consult with the target audience, once they're defined, to help shape and evaluate the message. Aim: No comprehensive fishers study was conducted at the PHSS to determine the target audience. To fill this knowledge gap, Multnomah County's Fish Consumption Outreach & Engagement program sought to define and engage this population in risk communication. Approach: The program relied heavily on prior surveys and documents to identify the target audience. Once identified, a Human-Centered Design approach was used to develop workshops to engage these communities in the design of the program and outreach materials. Ten workshops were held over 11 months with 178 community members. Workshops were held in the Slavic, Vietnamese, Native American, Latinex, African Immigrant, Pacific Islander, Black communities and among community members. Risk communication concepts were developed in each workshop with a vote to determine the best concept. Results: Workshop participants identified targeted concept materials including games, multicultural fish festivals, If Fish Could Talk radio show, Community Health Worker training, etc. Implications: To be effective, fish advisory risk communication must demonstrate a clear connection to the risk of eating certain seafood in a format and cultural context familiar to those fishing and/or eating them. Next steps are to develop an evaluation plan to determine if specific activities are effectively educating and transferring this information to the community and impacting behavior change.

**OBJECTIVE(S):** Define a target population and assess how to consult with them to shape a risk communication message, in this case the risk of eating contaminated seafood from a Superfund site.

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