



Ocean Acidification & Hypoxia Coordinated Messaging Plan

OAH Symposium
April 14, 2023



**PATHWAYS
COLLABORATIVE**



**OREGON OCEAN
SCIENCE TRUST**



**Oregon Coordinating
Council on Ocean
Acidification & Hypoxia**



Project Overview & Deliverables

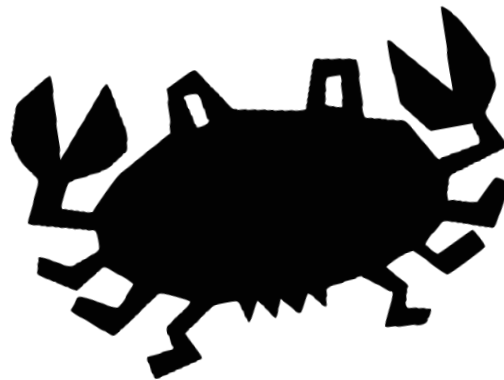
Project Overview: The development of a coordinated messaging plan and communications toolkit that will inspire key audiences to act to reduce the projected trajectory of ocean and climate change and build a more resilient future through OAH mitigation and adaptation planning and policy.

DELIVERABLES:

Prioritization of Audiences & Actions

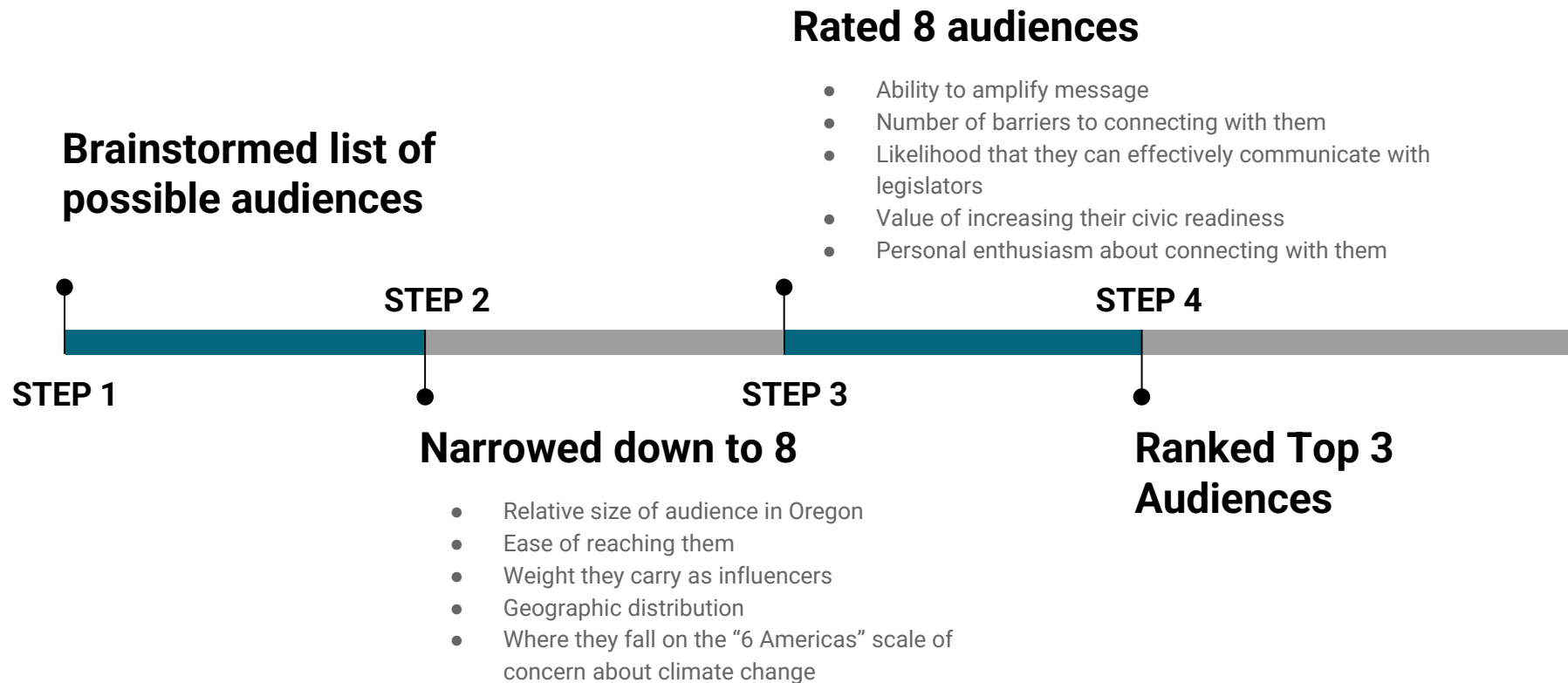
Creation of Messages and Communications Toolkit

Development of an Implementation Plan





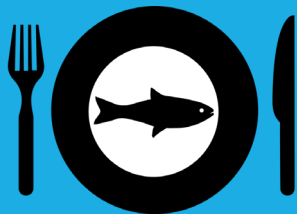
Audience Prioritization Process



Top Target Audiences



**Local Government:
Port & County
Commissioners**



**Seafood Suppliers &
Restaurants**



**Commercial Fisheries/
Harvest Industry**

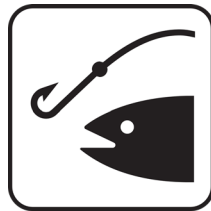
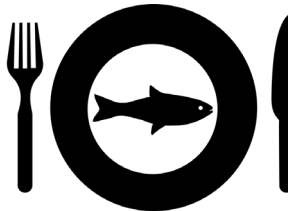


**Tourism/
Hospitality
Industry**



Target Audiences will be informed and trained and then become engaged as **Messengers** to help effect widespread cultural change.

The end-goal is to increase civic readiness!





Civic Readiness

Possessing the skills and fierce desire to respond to calls for action/legislation/funding related to ocean acidification and hypoxia on the local, community, state and regional level.



Prioritization of Action-based Metrics

1 Drafted metrics for each audience

Based on key actions and input from climate communications experts

2 Refined audience metrics

With input from OAH Council + Education & Outreach Working Group

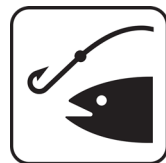
3 Approved metrics for testing

Through discussion with ODFW staff

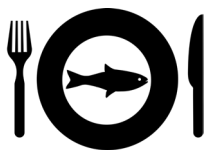
Metrics being Tested



Following OAH training, **X%** of P&C Commissioners step up and make official remarks/ statements endorsing OAH solutions



X% of the commercial fishery fleet articulate the challenges of OAH to other audiences through public presentations, media appearances, community meetings



X% of restaurants get all of their seafood menu items from certified sustainable seafood suppliers



X % of Oregon hotels participate in regular opportunities to collaborate and share strategies & progress around cutting carbon emissions in their operations



Message Development

PART A

Exploring message concepts through focus groups with target audiences to understand barriers and benefits of possible actions.



PART B

Crafting the “explanatory chain” messages for ocean acidification & hypoxia, using a card-sorting activity with aquarium visitors.



PILOT-READY MESSAGES

Targeted messages designed to increase the civic readiness of each audience sector



Resulting Definition and Explanation of OAH

Oregon's ocean is changing, and many species have already shown signs of distress. Just as humans need calcium to build their bones, sea creatures need calcium carbonate to build strong skeletons and shells. The ocean absorbs a lot of carbon dioxide, which is changing the ocean's chemistry and prevents the development of calcium carbonate. This is called ocean acidification. As a result of the changing chemistry, we are seeing sea creatures' skeletons and shells becoming thinner or more brittle.

Climate change is also the cause of hypoxia, as warmer waters hold less oxygen. As the Pacific Ocean warms, its ability to hold a lot of oxygen declines. The term "hypoxia" refers to low or depleted oxygen in a body of water. Because most organisms need oxygen to live, few organisms can survive in hypoxic conditions. Local actions will lead to a brighter future, for the oceans, its species, and the communities that depend on them.

Next Steps

2023



Analyze results of pilot testing



Develop tools for Messengers



Work on Message Visualization



Round 2 Message Testing

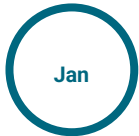


Analyze results of message testing



Begin developing Communications Toolkit

2024



Create Communications Toolkit components



Field test Communications Toolkit



Draft messaging rollout and implementation plan



Train the Trainers Workshop



Implementation Phase



Summary Report