Public perceptions of the value and importance of aquaculture are impacted by limited access to relevant, credible, and up-to-date information.

There is high regional and species level variability to public understanding of the benefits and potential impacts of domestic aquaculture.

Problem

There is no existing effort to use education and public engagement as a strategy to increase public understanding of aquaculture.

Our Approach

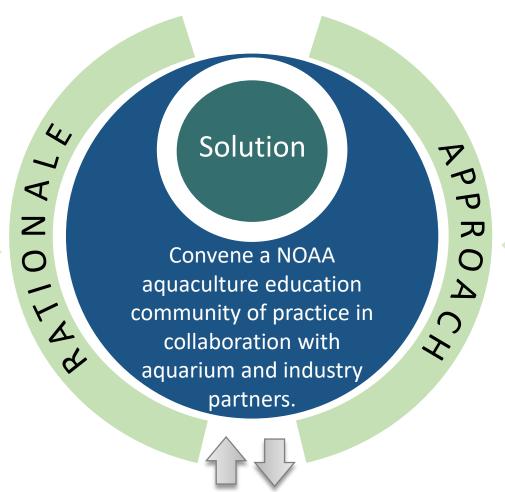
Solution

Convene and support a NOAA aquaculture education community of practice in collaboration with aquarium and industry partners. Impact

NOAA supports sustainable aquaculture expansion by creating able and confident educators and informed consumers.

How did we arrive at this solution?

If we are going to build public support for sustainable aquaculture then a crucial first step is to build aquaculture literacy through education.



If we use education and public engagement as a strategy to enhance literacy then we will be able to increase public understanding of the value and benefits of domestic aquaculture.

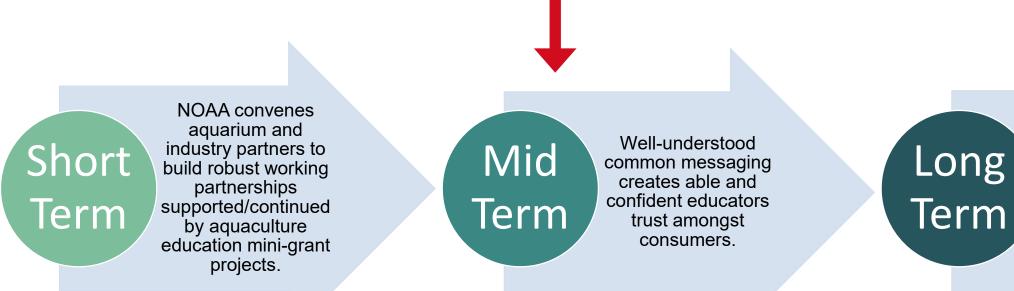
Assumptions

NOAA is willing and able to participate, Aquarium partners are willing and able to participate, Industry is willing and able to participate.

What will it take to take to get there?

Inputs	Activities	<u>Outputs</u>		
Mentors/Funds for joint Knauss Fellow.	NOAA-wide aquaculture education survey.	Coordinated NOAA aquaculture education community of practice (e.g. Sharing of resources and best		
NOAA Line Office time and engagement.	Identification of individuals to join a community of	practices, coordinated efforts to address gaps).		
Funding for an aquaculture education workshop.	practice.	Agreed upon common messaging on aquaculture topics.		
	Plan and convene			
	workshop.			
Funding for aquaculture education collaborative mini- grants.	Plan and implement mini- grants.	Collaborative projects with aquarium and industry partners through funded mini-grants.		

Where are we in 2021?



The audiences we serve gain aquaculture literacy and confidence in their decisions to support the industry.

All together now...

Problem Statement

Public perceptions of the value and importance of aquaculture vary regionally and are often affected by limited access to credible and up-to-date information on the benefits and potential impacts of seafood farming.

Approach

Use education and public engagement as a strategy for increasing public understanding of the value and benefits of domestic seafood farming.

Goal	Inputs if	Activitiesa	and Outputs	then	<u>Outcomes</u>	
Convene a NOAA aquaculture education community of practice and promote collaborations with aquarium and	Mentors/Funds for joint Knauss Fellow.	NOAA-wide aquaculture education survey. Identification of individuals to join a	Coordinated NOAA aquaculture education community of practice (e.g. Sharing of resources and best practices, coordinated efforts to address gaps).	Short Term	Mid Term	Long Term
	NOAA Line Office time and engagement.			NOAA convenes aquarium and	Well-understood common	The audiences we serve gain
industry partners.	Funding for an	community of practice.	Agreed upon common messaging on	industry partners to build robust	messaging	aquaculture
Rationales	aquaculture education	Plan and	aquaculture topics.	working partnerships	creates able and confident	literacy and confidence in their
Achieving aquaculture literacy through education is	workshop. Funding for aquaculture	convene workshop.	Collaborations with aquarium and industry partners	supported/contin ued by aquaculture education mini-	educators trust amongst consumers	decisions to support the industry.
a crucial first step in building public support of	education mini- grants.	implement mini-grants.	through funded mini- grants.	grant projects.		
sustainable aquaculture.			sumptions			

NOAA is willing and able to participate, Aquarium partners are willing and able to participate, Industry is willing and able to participate.