

# Know Your River, Know Your Food - A Fish Consumption Advisory Program

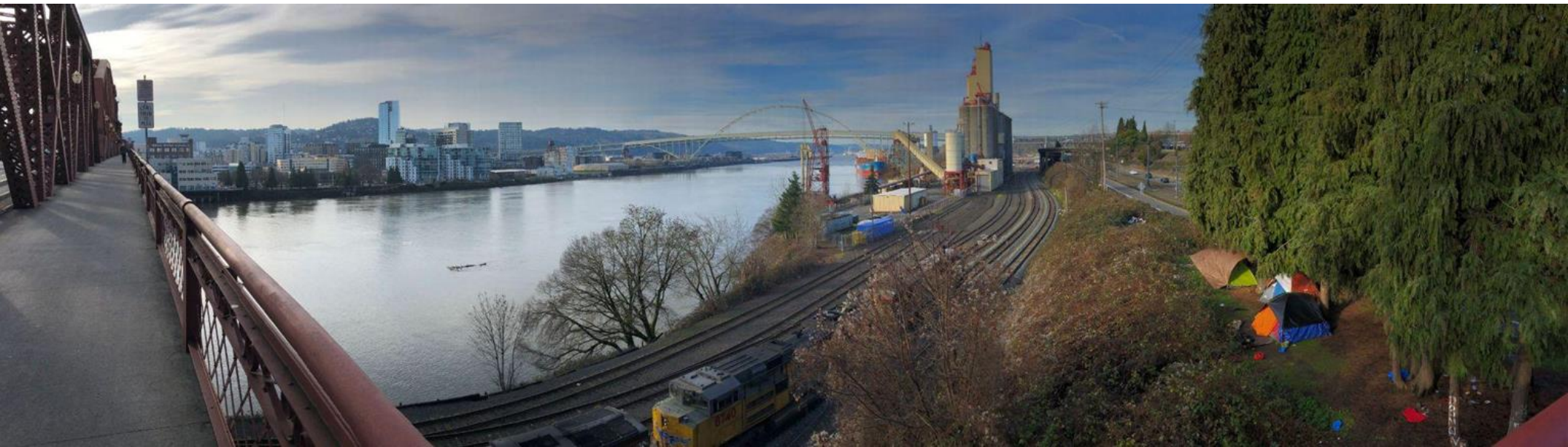
OPHA October 17, 2022



Multnomah County Health Department  
Environmental Health Services  
Presented by Beth Appert, MPH

## Topics

- Context
- Development of the Program
- Looking Forward
- Questions



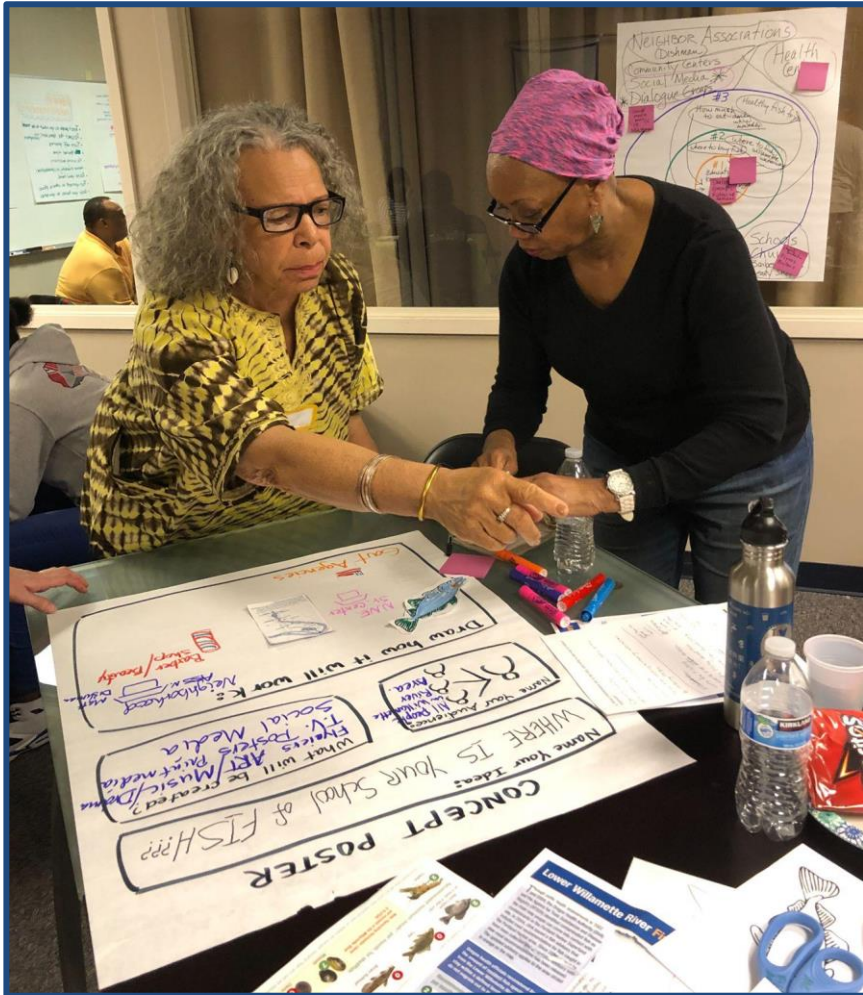
## Context

The Portland Harbor Superfund Site:

- 1) Declared 2000
- 2) Approximately an 11 mile stretch of the Lower Willamette River running through Portland
- 3) One of the main human health risks is eating contaminated resident fish
- 4) Clean up to begin in 2025 and last at least 13 years



## Development of the Program



NAACP/BEAM Village Workshop 2019  
(photo credit Beth Appert)

Researched best practice for communicating risk of eating resident fish from the Lower Willamette River\*:

- (1) Defined the target audience
- (2) Consulted with the audience to shape the message and format
- (3) Began to develop materials and use them with the target audience

\*Melanie Hughes McDermott (2003) Communicating a Complex Message to the Population Most at Risk: An Outreach Strategy for Fish Consumption Advisories, Applied Environmental Education & Communication, 2:1, 23-37, DOI: 10.1080/15330150301346



## Development of the Program

Portland Harbor surveys, documents and meetings helped identify impacted communities:

- Willamette Riverkeepers anglers survey (2001/2002)
- OHA (SHINE) survey of fish consumption practices (2005)
- Eastern European Coalition and Impact NW Slavic Community Needs Assessment (2011)
- The Brattle Group Fishers Study (2012)
- Portland Harbor Partnership - Community Perspectives on the Future of the Portland Harbor and Willamette River (2012)



(Photo Credit Motoya Nakamura)



## Development of the Program

Workshops were planned using **Human-Centered Design**, an approach to problem solving that develops solutions by involving the community in all steps of the problem-solving process.

Questions to be answered:

- What is the fish advisory?
- What do you already know about the problem?
- How do you like to receive health messages?
- What will you design to convey the message?



PHCC Community Workshop #2 2019  
(photo credit Beth Appert)



## Methods:

**Teach Back:** doing small group research and reporting back to the group

**Bulls-Eye Diagramming:** a way of ranking items in order of importance using a target diagram

**Creative Matrix:** a format for sparking new ideas at the intersection of distinct categories

**Concept Poster:** a presentation format illustrating the main points of a new idea

**Visualize the Vote:** a quick poll of collaborators to reveal preferences and opinions



UTOPIA PDX Pacific Islander Workshop 2019  
(photo credit Beth Appert)



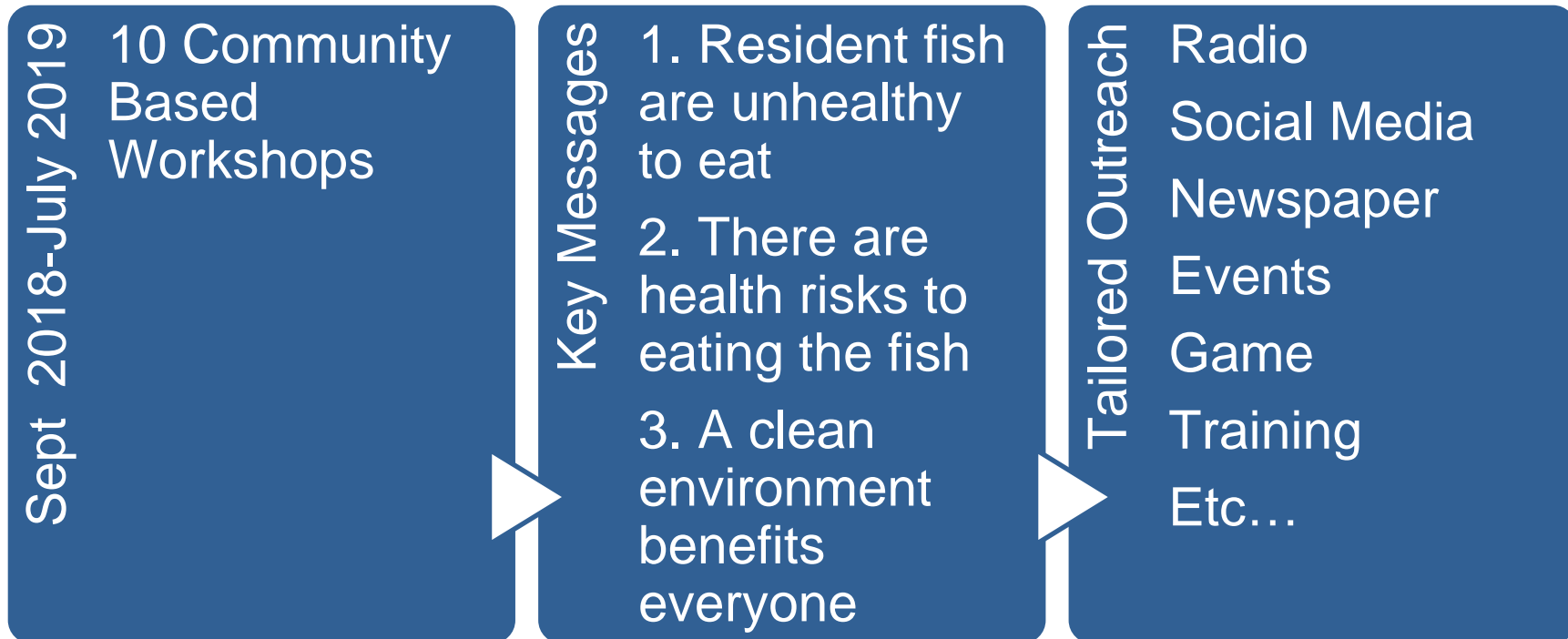
## Workshops Held from Sept 2018-July 2019

- Slavic Family: East European Community
- ORCHWA: Vietnamese Community
- NAYA, Wisdom of the Elders: Native American Community
- Latino Network: Latinx Community
- IRCO: Somali Community
- Utopia PDX: Pacific Islander Community
- NAACP, Beam Village: Black Community
- Portland Harbor Insiders
- Portland Harbor Community Coalition(2): Community-Wide





## Fish Advisory Outreach and Education Program Components




## Fact Sheets and Flyers:


### Евразийская Академия EURASIA ACADEMY

Евразийская Академия была основана в 1984 году Emiko Nur Nakamura. В школе изучают танцы Средней Азии, Кавказа, а также персидские танцы. Школа выступала перед такими организациями этнических сообществ как TAKA (Турско-американская культурная ассоциация), IACA (Ирано-американская культурная ассоциация), ассоциация городов побратимов Сизта-Ташкент, ассоциация городов-побратимов Сизта-Исфахан, а также Узбекское комьюнити Сизта. В 1990 году мисс Накамуро выиграл шанс в течение года изучать танцы в Ташкенте, Узбекистан. Она училась в лучших институтах страны у лучших мастеров. После возвращения в США ее Школа получила поддержку от King County Art Commission, а совсем недавно поддержку оказал также Washington state art commission.

Eurasia Academy was established in 1984 by Emiko Nur Nakamura DFA. The School teaches Central Asian, Caucasus and Persian Dances. The school entertained local ethnic communities such as TAKA Turkish-American Cultural Association, IACA, Iranian-American Cultural Assembly, Seattle-Tashkent Sister City Association, Seattle-Isfahan Sister City Association and Uzbek Community of Seattle. In 1990, Ms. Nakamura had a chance to study dance in Tashkent, Uzbekistan for a year at the country's best institutions and with the nationally noted Dance Masters. After coming back to USA, her school was supported by King County Art Commission and recently the school is also supported by Washington State Art Commission.



### Не зная броду, не суйся в воду! Какую рыбу я могу есть?



Категория	Виды рыбы
Безопасно	Кижуч
	Шад
	Стальноголовый лосось
В ограниченном количестве	Краппи*
	Речной рак*
Не употреблять	Мидии*
	Окунь
	Сом (американский сомик)
	Карп
	Двухстворчатые моллюски*

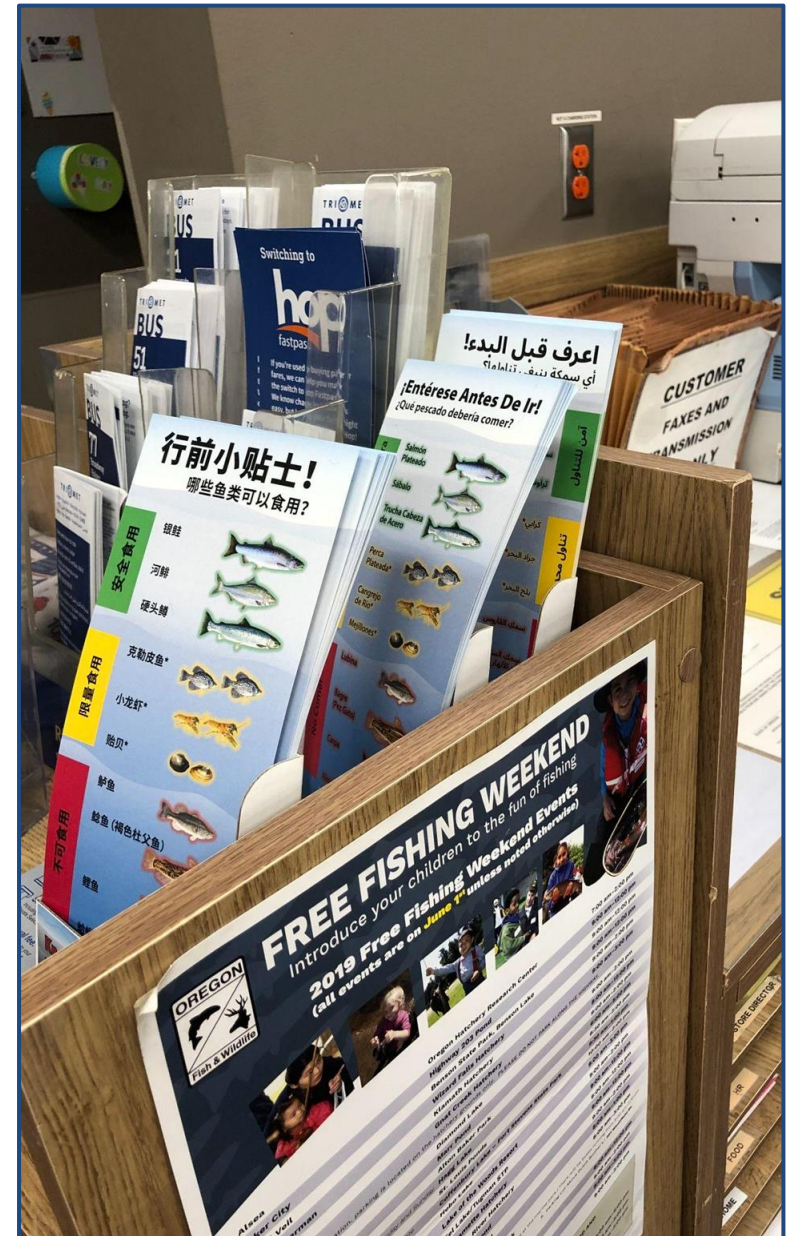
Некоторые виды рыб, живущих в низовье реки Уилламетт недалеко от центра Портленда, содержат опасные вещества

Употребление в пищу такой рыбы может вызывать задержку развития мозга у детей, проблемы с обучением, нарушения работы гормональной и иммунной системы и увеличить риск развития рака на протяжении жизни

Обращайте внимание на то, где выловлена пресноводная рыба!

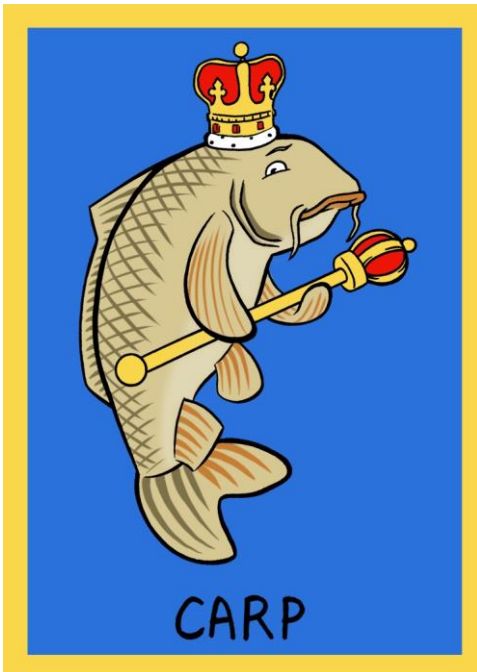
За дополнительной информацией обращайтесь к следующим людям:  
Sey Appert (Beth Appert) - Служба здравоохранения окружной среды округа Мультнома  
beth.appert@multco.us / 503-988-7851 / www.multco.us/fish  
Отдел здравоохранения штата Орегон, рекомендации по потреблению рыбы и моллюсков в масштабе штата - www.healthoregon.org/fishadv

Multnomah County Health Department





***Interactive activities:***



***Direct Outreach and Education.***



Tết Festival with EPA January 2020  
(photo credit Beth Appert)



Slavic Cultural Festival, September 2021  
(photo credit Yevgeniy Ruban)



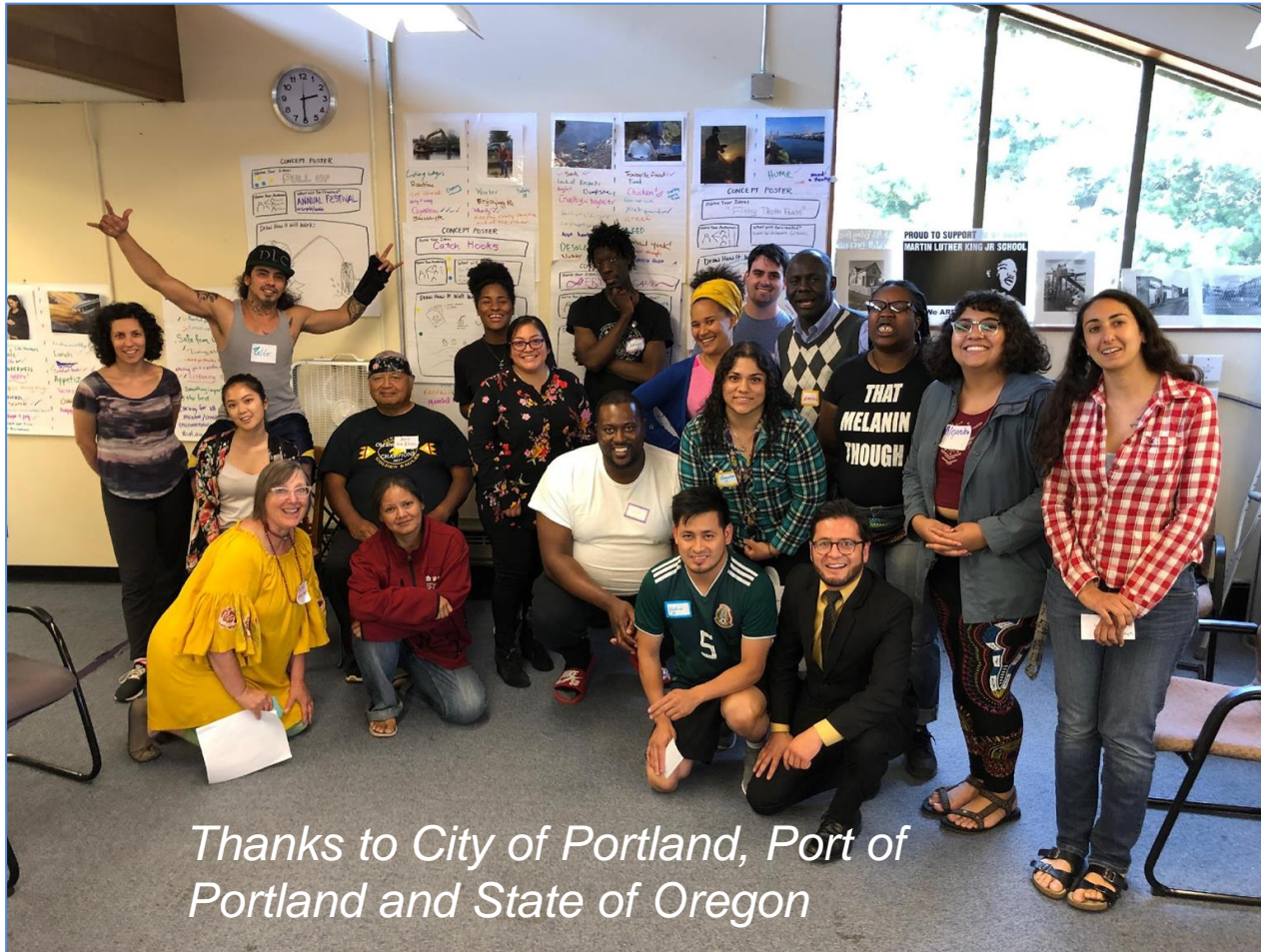
**Community Health Worker Training** offering CEU credits through OHA's Office of Equity and Inclusion



Slavic CHW Training on the Willamette River, May 2022



# Multnomah County Health Department // Lower Willamette River Fish Advisory



## Questions / Discussion



(photo credit Andrea Hamberg)

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[multco.us/fish](http://multco.us/fish)

