A logic model for aquaculture literacy at NOAA

Aquaculture Efforts at NOAA

National Sea Grant Office

- » Provide aquaculture research funding and workforce training.
- » Coordinate Sea Grant Extension network and aquaculture liaisons.
- » Conduct socioeconomics and consumer behavior research.

SG

- Evaluate programs efforts and success.
- Coordinate with educators and industry members to engage in discussions and create resources.
- Share opportunities with NOAA Education Council, and invite input from members.

- Build common messaging.
- Facilitate interagency partnerships.
- Enhance public aquaculture literacy.
- Develop and support DEIJA.

OED

- Develop grant priorities and funding opportunities.
- Access to regional and state-level information and partners.
- Science and technology research with National Ocean Service (NOS) (e.g., Aquaculture Opportunity Areas Atlases).

NOAA Office of Education

- Coordinate aquaculture literacy efforts and associated partnerships (e.g., CELC).
- Manage career development fellowship and scholarship opportunities (e.g., Hollings and EPP/MSI programs).
- Oversee educational resource collections (e.g., STEM/NGSS curriculum).

OAQ

- Strengthen interagency partnerships.
- Update NOAA leadership regularly (e.g., connect with NOAA Education Council).
- Conduct research on public perceptions and create common messaging.

NOAA Office of Aquaculture

- Address regulatory challenges and increase permitting efficiency.
- Research for sustainable management and science collaborations.
- Conduct timely and accurate outreach and communication efforts.

Public perceptions of the value and importance of aquaculture vary by community and are impacted by a lack of familiarity with the industry.

Lack of familiarity is a barrier to communities embracing the social, economic, and environmental sustainability opportunities aquaculture can offer.

There is no
sustained effort
to leverage and
strengthen
NOAA's resources
as a strategy to
increase public
understanding of
aquaculture.

Impact

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

Solution

Increase public access to, and engagement with, consistent and accurate information about the environmental, economic, and social sustainability aspects of expanding aquaculture.

How did we get to this solution?

Support for NOAA's sustainable aquaculture goals requires high aquaculture literacy among diverse audiences. If we foster a knowledgeable public, we'll be better suited to expand the economic, environmental, and social benefits of aquaculture.



Strengthen the NOAA
Aquaculture Program's capacity
to engage in partnerships that
enhance public aquaculture
literacy and create an
informed public.

Assumptions

- » Aquaculture continues to expand as a sustainable domestic industry and new technologies continue to develop.
- » NOAA continues to provide support and maintain long-term relationships through funding and engagement with external partners.

Inputs



Activities



Outputs

- » 1 FTE and supervisory staff (ideally FTE is joint position).
- » Funding for workshops, webinars, conferences, etc.
- » Funding for aquaculture literacy grant opportunities.
- » Aquaculture literacy is built into priorities for other NOAA RFPs (i.e. Sea Grant funding).
- » Continuation of NOAA Community of Practice for Aquaculture Literacy (CoPAL).

- » FTE leverages existing resources and key personnel (e.g. aquaculture liaisons).
- » FTE tracks and evaluates CoPAL engagement, lessons learned, priorities, and major achievements.
- » FTE briefs NOAA leadership and presents to the broader community.
- » Funding opportunities to support cross-sectoral partnerships.
- » CoPAL convenes inter- and intraagency partnerships.

- » Clear point of contact(s) for aquaculture literacy resources, partnerships, and opportunities.
- » Enhanced aquaculture literacy with diverse audience groups.
- » New and sustained partnerships connect NOAA to national aquaculture literacy efforts.
- » Successful aquaculture literacy efforts drive future priorities.
- » NOAA CoPAL consistently shares best practices, achievements, and priorities with partners.

Outcomes

Short-term

Mid-term

Long-term

Stronger and more effective inter- and intraagency partnerships.

Aquaculture literacy principles/Seafood literacy principles.

FTE position acts as liaison across offices, and evolves alongside NOAA's aquaculture priorities.

NOAA CoPAL documents and shares best practices and lessons learned.

Public audiences are more prepared to support aquaculture products as educated consumers.

NOAA CoPAL continues to manage grants, partnerships, and activities.

Public audiences benefit from high-quality aquaculture outreach and education opportunities.

Increased equity in food security systems resilience projects.

Consistent evaluation of project impacts and accomplishments.

Clearer understanding of public attitudes towards aquaculture efforts.

RFPs and policies reflect aquaculture literacy needs.

Problem Statement

Aquaculture has the potential to offer opportunities for well-paying careers and provide access to healthy and local foods, but lack of familiarity with the industry among public audiences is a significant barrier to sustainable aquaculture expansion.

GOAL: Increase public access to credible, up-to-date information about the environmental, economic, and social sustainability aspects of expanding aquaculture.

APPROACH: Strengthen the NOAA Aquaculture Program's capacity to engage in aquaculture literacy partnerships.

INPUTS

ACTIVITIES

OUTPUTS

OUTCOMES

Mid Term

Long Term

1 FTE and supervisory staff.

Funding for workshops, webinars, conferences, etc.

Funding for aquaculture literacy grant opportunities.

Aquaculture literacy is built into NOAA priorities (e.g. RFPs).

Continuation of NOAA CoPAL.

FTE leverages existing resources and key personnel.

FTE tracks and evaluates efforts.

NOAA CoPAL convenes partnerships.

FTE briefs NOAA leadership and the broader community.

Funding opportunities to support cross-sectoral partnerships.

Clear point of contact(s) for aquaculture literacy.

NOAA CoPAL shared accomplishments.

Enhanced public aquaculture literacy.

NOAA is connected to national aquaculture literacy efforts.

Successes drive future priorities.

Short Term

Stronger and more effective partnerships.

Liaison position (FTE) evolves alongside NOAA priorities

NOAA CoPAL manages aquaculture literacy efforts and partnerships

Consistent evaluation of project impacts and accomplishments.

Public audiences benefit from aquaculture literacy opportunities.

Clearer understanding of public attitudes towards aquaculture efforts.

Documented best practices.

Increased equity in food security research and projects.

RFPs and policies reflect national aquaculture literacy needs.

Educated consumers are more prepared to support aquaculture products.

Aquaculture literacy principles.

Assumptions

- » NOAA continues to provide support and maintain long-term relationships through funding and engagement with external partners.
- » Aquaculture continues to expand as a sustainable domestic industry and new technologies continue to develop.

RATIONALE: Support for NOAA's sustainable aquaculture goals requires high public aquaculture literacy. If we foster a knowledgeable public, we'll be better suited to expand the economic, environmental, and social benefits of aquaculture.