

Going Coastal® FISH SMART FACT SHEET

Safer Fish Consumption Education for Healthier Children

Safe Fish Consumption

Going Coastal, Inc. outreach and education efforts provide information about safe fish consumption to at risk populations about eating fish safely and minimizing health risks. We reach out to fishermen, families and communities along the shores of New York Harbor. The aim of the program is to educate the public on safer fish choices, protect public health and reduce risk through outreach and education.

The project targets the audience that is most vulnerable to the health effects of eating contaminated fish - immigrant and other underserved populations in New York City, particularly women who are pregnant, nursing, or of childbearing age. Our primary goal is to protect recreational, ethnic and subsistence anglers who typically consume larger quantities of locally caught fish and shellfish than the general population by increasing awareness of both the benefits and risks of eating fish caught in New York Harbor waters.

Anglers Outreach

Angler Outreach is a key component of Going Coastal's public education campaign. Volunteers educate fishers on the dangers of consuming fish contaminated with Mercury, PCBs and other toxins. Outreach efforts focus on distributing fish consumption brochures with health information to pier and shore fishers. Additionally, the program increases public awareness by hanging posters and disseminating information at fishing locations, bait and tackle shops, marinas and party fishing boats.

Community Outreach

Our Community Outreach promotes actions people can take for safe fish preparation and consumption. Going Coastal conducts community outreach in a variety of ways including the development of outreach materials targeting low literacy and non-English speaking audiences, videos, and online training webinars. Our approach is to train community educators who present fish consumption health advisory information at schools, ESL classes, churches, civic organizations, community groups, health clinics, and community events.

Going Coastal

The mission of Going Coastal, Inc. is to connect people to coastal resources by raising awareness of the coast's immense value, promote safe and responsible enjoyment of our shores, and foster stewardship, conservation and preservation of the coastal environment. Going Coastal exists to help people experience the richness and beauty of the evolving state of our urban shores and to increase awareness and participation by the public for safely and responsibly enjoying and preserving the coast.

This public outreach and education project is developed in conjunction with our coastal awareness raising programs, which include: 2010 NYC Water Trail Map, clean boater campaign, monofilament fishing line recycling, invasive species prevention, regional pumpout maps, and maritime heritage mapping projects. Our shoreline access guidebook "Going Coastal New York City" provides the full panorama of our urban coast. For more information, visit us online at www.goingcoastal.org.

