

Multicultural Outreach Encouraging Environmental Stewardship Within Diverse Communities



**Education and outreach relevant
to multicultural audiences is
extremely important for increasing
community involvement in the
enjoyment and protection of our
natural landscapes and seascapes.**







Monterey Bay National Marine Sanctuary (MBNMS)

Shoreward Boundary:

Mean High Tide

Seaward Boundary:

~ 30 miles offshore

Shoreline Length:

276 statute miles

Area:

5,322 square statute miles

•size of Connecticut

Deepest Point:

10,663 ft



Monterey Bay National Marine Sanctuary's
“MERITO” program
& Elkhorn Slough National Estuarine Research Reserve
Collaborate

Multicultural Education for Resource Issues
Threatening Oceans



MERITO and ESNERR Community Based Program Collaboration

- Youth Afterschool Programming
 - 5th-8th Grade Watershed Academy
- Community Events
 - Municipal Parks and Recreation Departments
- Adult Education Lessons
 - Local ESL and Citizenship Classes
- Community Field Experiences
 - Adults, youth and families



Watershed Academy Youth Program



- Provides hands-on field and in-class watershed and marine science experiences for 5th -9th grade underserved youth.



Watershed Academy Youth Program



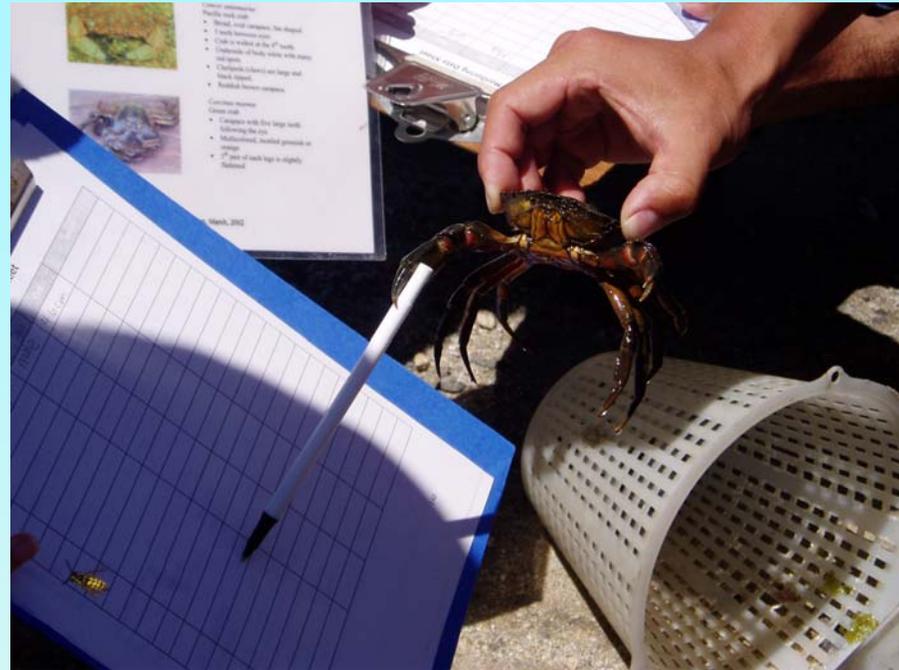
- Builds skills and confidence in the sciences, particularly for English language learners.

Watershed Academy Youth Program

- Exposes Hispanic youth to various careers in science as options for their future.



➤ And exposes them to a variety of creatures and habitats...



Community Events

- Participated in over 15 existing Hispanic community events drawing over 50,000 people.
- Provided hands-on activities on storm water & agricultural run-off issues & ways to reduce runoff impacts.



Adult Education Program

- A Spanish-bilingual “**lesson plan**” serving over 300-500 adults each year from ages 16 to 65, working with local Adult Education programs.
- Lesson includes:
 - Power Point on local water quality issues
 - Watershed model demonstration
 - Guest speakers
 - Written evaluation



Community Field Experiences

➤ A 3-part series of field experiences introducing ocean conservation issues to Spanish-speaking adults and families: “Kayak Day”, “Slough Hike” & “Tidepool Day”

Topics covered include:

“What is the sanctuary or reserve?”

“Viewing wildlife without disturbance”

“Reflections on the mudflat”

“Leading your community”



The Community Speaks...

- “Me sirve esta experiencia para ir y decirles a otros de cómo conservar todo esto natural, la tierra, el océano todo lo que nos dio, para dejarles algo a nuestros hijos, nuestro futuro. Nosotros estamos gastando a todo y necesitamos aprender mas de gente como ustedes que estan enseñando la importancia de toda esta conservación.”

-Juan Reyes (MERITO participant)

- This experience inspires me to go home and teach others how to conserve our natural places, the earth, the ocean, all that we are given, to leave something for our children, our future. We are exhausting everything and we need to learn more from people like you who are teaching the importance of protection”

-Juan Reyes (MERITO participant)

It Takes Partnerships...

Monterey Bay
National Marine
Sanctuary



Elkhorn Slough
National Estuarine
Research Reserve



...to Build a Community



**Elkhorn Slough National Estuarine
Research Reserve**

Education and Outreach Programs

krparker@elkhornslough.org

www.elkhornslough.org

Monterey Bay National Marine Sanctuary

MERITO Program

michelle.templeton@noaa.gov

www.mbnms.nos.noaa.gov

Elkhorn Slough National Estuarine

Research Reserve

Education and Outreach Programs

www.elkhornslough.org

Resulting in...

- Increased pool of diverse professionals
- Greater communication between Hispanic leaders and NOAA
- Increased federal, state and local inter-agency collaboration
- A set of universal, Spanish-language bilingual education products
- A model multicultural outreach plan to be used by other resource management sites including sanctuaries and NERRS.

MERITO Mission

➤ To provide programs and products for our diverse citizens in order to increase their understanding of ocean-related threats so that our entire community can actively contribute to ocean conservation and protection of our special marine resources.



Building a Community of Ocean Stewards...

- **Effective community-based** education and outreach are fundamental components of resource protection and conservation



- **Coordinated, collaborative approaches** to developing marine conservation outreach programs ensure a better long-term success rate.

MBNMS' MERITO Provides

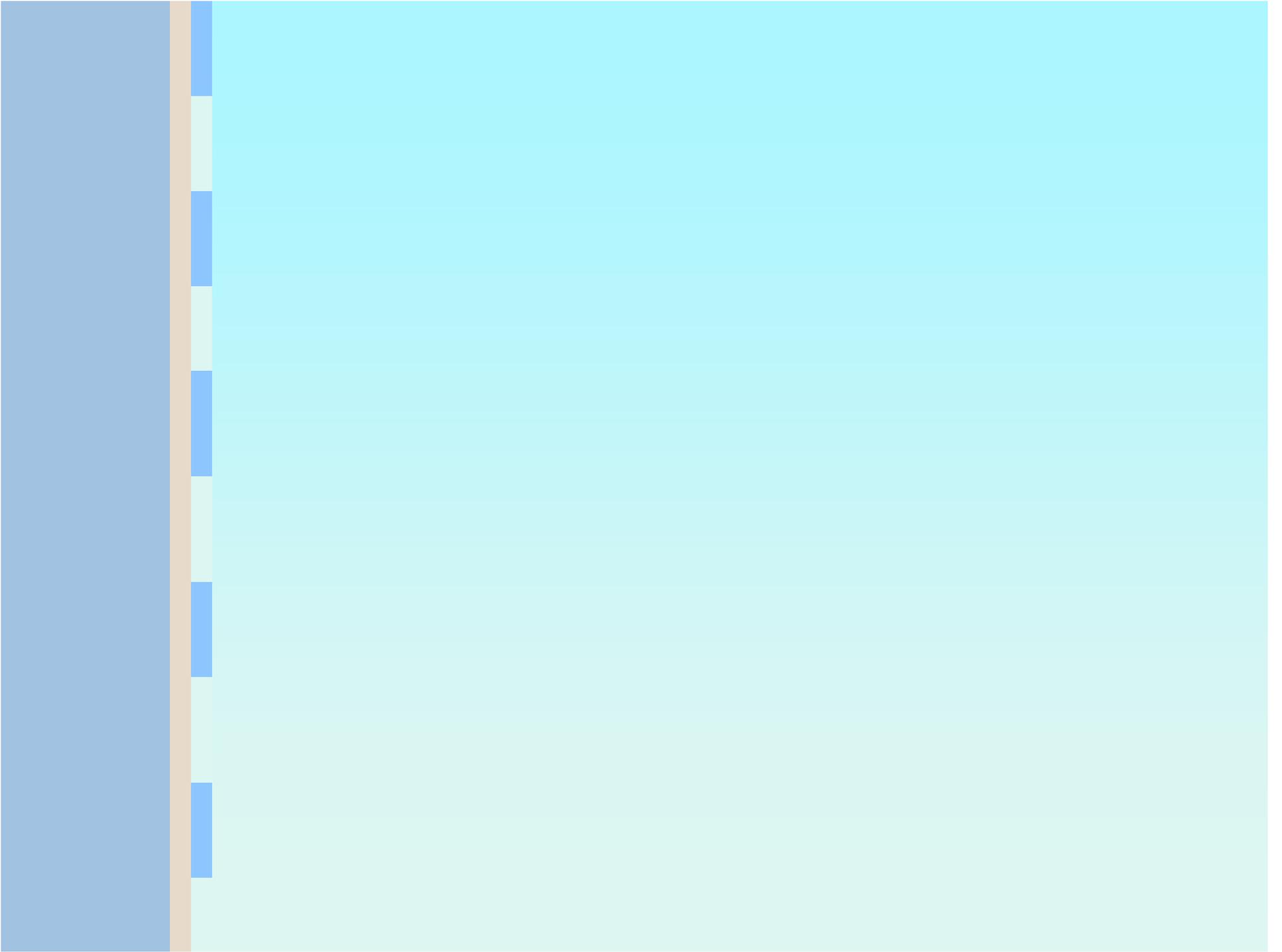
- Bilingual Outreach Instruction - all ages
- Bilingual Outreach Materials
- Teacher Professional Development
- Field Trip Instruction
- Field Trip Transportation
- College Internships
- Community Event Support
- Conference Support
- Job Shadowing & Mentorship



MERITO Watershed Academy Youth Program

- Inspires students to become leaders in watershed and ocean stewardship in their communities.







MERITO

Demographic Justification for*

- 47% of Monterey County's population is Hispanic
- 32% of California's population is Hispanic
- The nation's 12 % Hispanic population has increased almost 60% during the last decade
- Regionally relevant
 - LA County - 44%
 - Dallas County - 30%
 - Miami-Dade County - 57%

*2000 US Census Bureau data



MERITO

Educational Justification*

- 35% Hispanics < 18 years old (24% for non-Hispanic white)
- > 2 in 5 Hispanics have not graduated from high school
- Only 10% Hispanics graduate from college (28% for non-Hispanic white)
- Historically, minority-serving initiatives target college and graduate level programs

*2000 US Census Bureau data



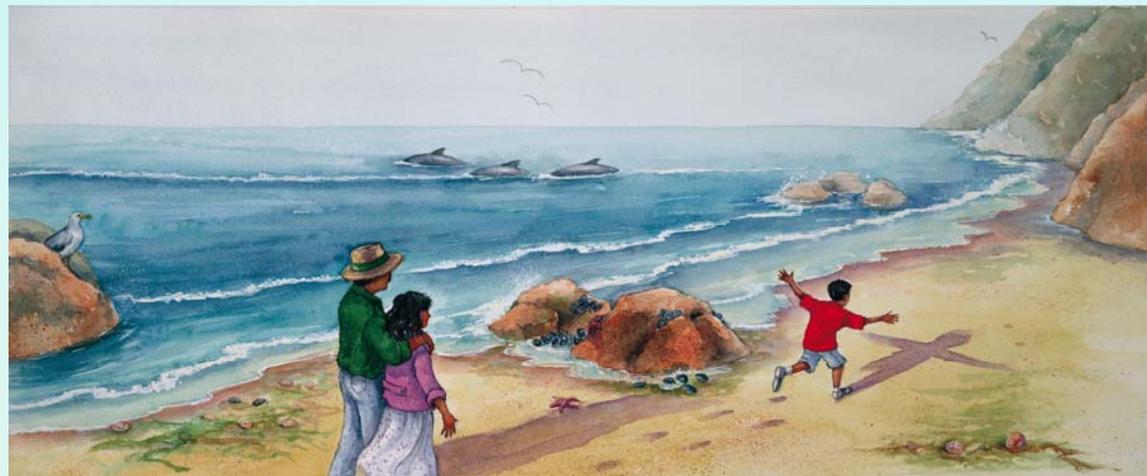
MERITO Plan Guidelines

- ☞ Get to know your audience!!
- ☞ Develop an approach - the plan
- ☞ Pilot the plan
- ☞ Evaluate the pilot - feedback
- ☞ Implement the plan - the fun stuff!
- ☞ Evaluate our success at meeting objectives
- ☞ Be flexible - adjust your program accordingly
- ☞ Listen, listen, listen...



Site-Based Bilingual Ocean Outreach Program

- ➔ Augment the demographic tracking of visitation to partner sites to understand where gaps exist.
- ➔ Provide on-site marine conservation programs to areas of high Hispanic visitation
- ➔ Partner with National Estuarine Research Reserves and State Parks to update existing programs and develop new strategies to better involve the Hispanic community
- ➔ Produce a set of universal, Spanish-language bilingual curricula and materials for use by NMSP, NERRs, State Parks, schools and other sites





MERITO Plays Well With Others

Collaborating to deliver

- National Marine Sanctuary Program
- National Estuarine Research Reserves
- California State Parks
- California State Universities, community colleges, school districts
- City run youth and adult programs
- Non profit agencies & industry
- More...