A logic model for aquaculture literacy at NOAA

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Aquaculture Efforts at NOAA

**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).

**NOAA Office of Aquaculture**
- Provide aquaculture research funding and workforce training.
- Coordinate Sea Grant Extension network and aquaculture liaisons.
- Conduct socioeconomics and consumer behavior research.

**National Sea Grant Office**
- 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).
- Strengthen interagency partnerships.
- Develop and support DEIJA.

- Build common messaging.
- Facilitate interagency partnerships.
- Enhance public aquaculture literacy.
- Conduct research on public perceptions and create common messaging.
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.

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

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

How did we get to this solution?

**Rationale**

- 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.

**Solution**

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

**Approach**

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

- 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).

**Activities**

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

**Outputs**

- 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 CoP AL consistently shares best practices, achievements, and priorities with partners.
Short-term
- Stronger and more effective inter- and intra-agency partnerships.
- FTE position acts as liaison across offices, and evolves alongside NOAA's aquaculture priorities.
- NOAA CoPAL continues to manage grants, partnerships, and activities.
- Consistent evaluation of project impacts and accomplishments.

Mid-term
- NOAA CoPAL documents and shares best practices and lessons learned.
- Public audiences benefit from high-quality aquaculture outreach and education opportunities.
- Clearer understanding of public attitudes towards aquaculture efforts.

Long-term
- Aquaculture literacy principles/Seafood literacy principles.
- Public audiences are more prepared to support aquaculture products as educated consumers.
- Increased equity in food security systems resilience projects.
- RFPs and policies reflect aquaculture literacy needs.
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.

**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.

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

**INPUTS**
- 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.

**ACTIVITIES**
- 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.

**OUTPUTS**
- 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.

**OUTCOMES**

**Short Term**
- Liaison position (FTE) evolves alongside NOAA priorities
- NOAA CoPAL shared accomplishments.
- Enhanced public aquaculture literacy.
- NOAA is connected to national aquaculture literacy efforts.
- Successes drive future priorities.

**Mid Term**
- Public audiences benefit from aquaculture literacy opportunities.
- NOAA CoPAL manages aquaculture literacy efforts and partnerships.
- Consistent evaluation of project impacts and accomplishments.
- Clearer understanding of public attitudes towards aquaculture efforts.
- Documented best practices.

**Long Term**
- 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.