

Education and Outreach Working Group

NGO Contributions to Conserve Coral Reefs 2000–2001

Representative Organizations:

- Coral Reef Alliance (CORAL)
- Hawaii Audubon Society and Pacific Fisheries Coalition
- Marine Aquarium Council (MAC)
- Oceanwatch
- Pacific Whale Foundation
- Project Aware Foundation
- Reef Relief
- The Cousteau Society
- The Ocean Conservancy

The following projects represent just a small portion of all activities that are underway among the non-government organizations (NGOs), public and private zoos and aquariums, and private and public educational institutions both in the K-12 and higher education sectors. This is not meant to be an exhaustive list. It merely summarizes some of the thousands of efforts underway locally, regionally, nationally and internationally.

THE CORAL REEF ALLIANCE (CORAL) is dedicated to keeping coral reefs alive around the world.

- **International Coral Reef Action Network Brochure:** ICRAN is a global partnership among coral reef conservation groups and scientists, working together to halt and reverse the decline in the health of the world's coral reefs. This brochure was sent to the ICRAN Steering Committee members and a few key contacts.
- **International Coral Reef Information Network Website:** ICRIN is a communications and information project of ICRAN. The ICRIN website provides the “coral reef community” with an event calendar, news feature, highlighted publications, information on the partners and ICRAN, and resources such as a photobank, materials library and a contact database. Although the website provides general coral reef education for the public, the “meat” of the website is designed to provide tools and resources for other NGOs to use so they can amplify ICRIN’s message and goals.
- **Volunteer Divers Network:** As of October 2001, the Volunteers Network included 1,953 divers. Eleven email alerts were sent out since January 2001 notifying volunteers of international events and projects in 15 countries. Projects included coral reef monitoring, artificial reef installations, beach cleanups and various research projects, such as damselfish behavior and coral spawning studies.
- **Dive In To Earth Day:** April 2002 will mark the third year that CORAL has organized Dive In To Earth Day. This event is an international Earth Day

celebration with marine conservation activities taking place during the week of April 15-22 with a common theme: to remind the public that over 70 percent of the planet is covered by water and our marine resources need to be protected. Close connections with the Earth Day Network (the main Earth Day coordinating body) have been established.

CONTACT:

Anita Daley
Coral Reef Alliance
417 Montgomery Street, Suite 205
San Francisco, CA 94105
Phone: (415) 834-0900 or 1-888-CORAL REEF
Fax: (415) 834-0999
Email: adaley@coral.org

HAWAII AUDUBON SOCIETY is dedicated to the protection of Hawaii's wildlife.

PACIFIC FISHERIES COALITION is a collaborative marine conservation, education and policy effort involving fishermen and conservationists.

- **The Importance of Refuges for Reef Fish Replenishment in Hawaii:** This four-color booklet highlights the importance of marine protected areas.
- **Sustainable Fishing Practices Campaign:** Management presentations are organized, and sustainable fishing practices information is distributed to fishing clubs. A brochure/poster "Taking Care of Hawaii's Near Shore Resources," "Pono Fishermen" stickers and other educational materials are also distributed. Fishing clubs and stores, resource management agencies and the general public receive large posters on "Size at First Reproduction" and "Large Females Produce More Eggs."
- **Formal Education Programs:** Kids and teachers are given presentations during school visits on pono (righteous) fishing practices and copies of a "Fun Fish Facts" kids brochure and a "Red Fish" poster on being a good marine resource steward. A 52-page teacher's activity guide and several sets of curriculum materials have been produced.
- **Education of State Policy Makers:** A legislative briefing book includes white papers on fishery management methods, destructive fishing practices—gillnets, the status of Hawaii's fisheries and invasive aquatic species, as well as a marine reserves booklet, brochures, vessel monitoring system (VMS) information and more. Legislative briefings are given by experts.
- **Biannual Hawaii Aquatics Conference:** The Conference brings together research, management, education and policy planners in Hawaii to better coordinate efforts by people who rarely interact with one another. Holding a

statewide meeting every two years provides a regular forum for people with different interests and experience to discuss better ways to manage integrated aquatic systems, including watersheds, coral reefs and nearshore waters.

CONTACT

Linda Paul, Executive Director for Aquatics
Hawaii Audubon Society
850 Richards St., Suite 505
Honolulu HI 96813
Phone: (808) 529-0430
Fax: (808) 537-5294

The mission of the **MARINE AQUARIUM COUNCIL (MAC)** is to conserve coral reefs and other marine ecosystems by creating standards and certification for those engaged in the collection and care of ornamental marine life from reef to aquarium.

- **Creating Consumer Demand for an Environmentally Sound Marine Aquarium Trade:** This project will significantly increase the number of informed US hobbyists that seek out and purchase marine aquarium organisms certified as environmentally sound. The project raises awareness of aquarium trade issues and MAC Certification for sustainability through the development and dissemination of an information “kit” for aquarium hobby clubs, the publication of articles in aquarium magazines and postings on websites, the development of a MAC website area for consumers and the development of partnerships with product manufacturers.
- **Industry Outreach:** This outreach aims to inform retailers, importers and exporters about MAC Certification and facilitate their becoming certified. These industry changes will in turn educate and influence consumers to change their purchasing practices to help transform the industry. This outreach is being undertaken through extensive individual and group consultations, trade show exhibitions and participation in industry-related conferences, e.g., speakers at the Marine Aquarium Conference of North America. An industry-specific information kit, booklet and website area have also been developed.
- **Training in Sustainable Collection Practices:** A major portion of MAC time and effort is dedicated to training fishers in the communities that have stepped forward to seek certification to ensure they have the needed skills to be responsible collectors. Training covers proper collection, handling and holding techniques; documentation systems for collectors; developing collection area management plans; and other activities associated with MAC Certification of collectors and collection areas. Work is currently conducted in the Philippines, Indonesia and the Pacific islands.

CONTACT: Sylvia Spalding, Communications Director
Marine Aquarium Council
923 Nuuanu Avenue
Honolulu, HI 96817
Phone: (808) 550-8217
Fax: (808) 550-8317
Email: Sylvia.Spalding@aquariumcouncil.org
Web: www.aquariumcouncil.org

The mission of **OCEANWATCH** is to conserve oceans and marine life through education and grassroots action.

- **Protect the Living Reef Sustainable Tourism and Education Program:** This program provides a concise, easy-to-use training tool to promote low-impact diving and snorkeling practices. It aims to substantially reduce diver and snorkeler-induced damage to coral reefs and ensure that scuba divers and snorkelers use coral reefs responsibly through increased awareness and skills training. It achieves high impacts on travelers to Hawaii, Florida, Puerto Rico, US Virgin Islands and other coral reef islands through informal education on cruise ships and airlines and at hotels, dive resorts and Parks and Marine Sanctuaries. This increased awareness leads to higher level of action, i.e., participation in volunteer reef monitoring projects for divers and snorkelers, citizen action on behalf of reef protection and support for ecotourism. Two separate professional training videos for divers and snorkelers, with accompanying teachers' guides, have been produced. Copies have been provided to dive shops and resorts, cruise line industry, tourism and convention boards, and resource managers at National Parks and Marine Sanctuaries.

CONTACT:
Ron Carmichael
Oceanwatch
PO Box 10427
Arlington, VA 22210
Phone: (703) 351-7444
Fax: (703) 351-7472
Email: Oceanwatch@aol.com
Web: www.protectreefs.org

Pacific Whale Foundation, Hawaii, is dedicated to saving our planet's oceans and the life they contain.

- **Reef Information Station:** At two popular tourist beaches, an information van provides brochures on reefs, sharks, etiquette, etc. Free reef natural history snorkel tours are offered, which includes brochures, posters and other publications and presentations from the information van.
- **Exploring Hawaii's Coral Reefs Brochure:** This brochure was co-developed with the State of Hawaii, NOAA and DOI. The brochure is widely distributed to State agencies, dive and tour operators, the general public and at the Maui Ocean Center.
- **Educational Modules to Local School Children:** Topics include sea turtles, tide pool communities, reef fish biology, reef communities, marine conservation and a marine debris survey.
- **Outreach Programs to General Public:**
 - Family Ocean Discovery Programs: Programs include Snail Trail, Crab Condos, Big Gulp (eels) and Fishy Families.
 - Marine Naturalist Certification Course: This course includes eight sessions on marine issues exclusive of cetaceans with an exam and certification at the end. Members of the public as well as aquarium and ecotour staff from companies in Hawaii take the course.

CONTACT

Dwayne Meadows, Director of Research
Pacific Whale Foundation
300 Maalaea Road, Suite 211
Maalaea, HI 96793
Phone: (808) 249-8811
Fax: (808) 243-9021
Email: dwayne@pacificwhale.org

Project AWARE Foundation's Protect the Living Reef public awareness and education campaign is an effort to teach the world about the serious need to protect one of the most endangered ecosystems of the world: coral reefs. ·

- **Protect the Living Reef Website:** www.LivingReef.org.
- **Promotional Materials:** official poster, brochure, lapel pin, decal, key chain.
- **AWARE—Coral Reef Conservation Specialty Course (for divers and non-divers):** Support materials include an instructor guide and PowerPoint presentation (packaged with video produced in association with Oceanwatch).
- **Regional and International Training Seminars:** For dive professionals and resource managers in how to use the AWARE—Coral Reef Conservation course.

- **Sustainable Dive Tourism Workshop:** For tour operators serving Komodo National Park (in association with The Nature Conservancy—Indonesia Program) and Manado/Bunaken National Park (with the North Sulawesi Dive Operators Association).
- **Sustainable Dive Tourism: The Role of Professional Development:** Presentation delivered at the IUCN—World Commission on Protected Areas (Marine Group), “Diving in Marine Protected Areas” Workshop, Anchieta Island, Brazil.
- **A Model for Training Tourism Professionals in Tropical Marine Resource Management:** Presentation at the Royal Geographic Society Annual Conference, Leisure and Tourism Section, University of Plymouth, United Kingdom.

CONTACT:

Kristin Valette, Manager
 Project AWARE Foundation
 30151 Tomas Street
 Rancho Santa Margarita, CA 92688
 Phone: (949) 858-7657 or (800) 729-7234, ext. 439
 Fax: (949) 858-7521
 Email: kristinv@padi.com
 Web: www.projectaware.org

Reef Relief is dedicated to preserve and protect living coral reef ecosystems through local, regional and global efforts.

- **Coral Reef Conservation Program:** This multi-media campaign educates residents and visitors of the Florida Keys and elsewhere on why and how to protect the coral reef ecosystem. General public, tour operators and school groups are the key audiences. It includes brochures, newsletters, signs, videos, teacher kits and research materials, in addition to a year-round schedule of activities, school presentations and field trips, speeches radio and television announcements and programs, and other special events.
- **Formal Education Programs:**
 - **Discover Coral Reef School Program:** This program includes all 4th grade students in the Florida Keys. They receive a video presentation talk, visit a coral reef aboard a glass-bottom boat, see a slide show and receive free educational materials informing them about coral reefs.
 - **The Reef Relief Teacher's Guide:** The guide provides detailed background information; interdisciplinary lesson plans for grades K-5, 6-8 and 9-12; resources; and action programs. 168 pages in a white 3-ring binder by Reef Relief board member Wendy Weir, a world-renowned artist and educator in her own right. The Reef Relief Teacher's Guide has been distributed to teachers throughout the Florida Keys

- **International Projects:** Reef Relief is working to establish an Environmental Center at the Captain Robert's House, the first historically preserved structure in the Bahamas. The facility will offer lodging for researchers; a classroom; a visitor center with educational displays; and office space for Reef Relief and visiting researchers a boat donation to provide to them access to research sites. Educational programs will be offered to residents and visitors of the Bahamas on an on-going basis.

CONTACT:

Joel Biddle
 Reef Relief
 PO Box 430
 Key West, FL. 33041
 Phone: (305) 294-3100
 Fax: (305) 295-0153
 Email: reef@bellsouth.net
 Web: www.reefrelief.org

THE COUSTEAU SOCIETY is dedicated to the protection and improvement of the quality of life for present and future generations.

- Published multiple articles about the status and value of coral reefs in membership magazines, French and English versions of the Calypso Log.
- Published articles about reefs and reef creatures in the children's magazine (Dolphin Log) that is distributed to Cousteau Society members and about 400 classrooms across the United States.
- Established a program for sponsoring classroom school subscriptions with Teacher's Guides, Dolphin Log in the Classroom.
- Highlighted coral reefs on three websites (www.cousteausociety.org, www.dolphinlog.org and www.cofc.edu/~coral).
- Mailed flyers about the status and value of coral reefs to members and prospective members.
- Developed standing display about corals reefs and children's activities for exhibits, special events, conferences, etc.
- Gave public lectures to raise awareness.
- Highlighted the work of the US Coral Reef Task Force in academic and political interactions.
- Used occasion of the US Coral Reef Task Force meetings as springboard for magazine articles and website updates.

CONTACT

Phillip Dustan, Science Advisor
 The Cousteau Society

870 Greenbrier Circle, Suite 402
Chesapeake, VA 23320
Phone: (800) 441-4395
Email: dustanp@cofc.edu
Web: www.cousteausociety.org/

The **Ocean Conservancy** strives to be the world's foremost advocate for the oceans. Through science-based advocacy, research, and public education, it informs, inspires and empowers people to speak and act for the oceans.

The Reef Condition (RECON) Monitoring Program trains recreational divers and university students to observe and record valuable information about current conditions at selected coral reefs.

- The Ocean Conservancy, with the support of the US Environmental Protection Agency Office of Water—Oceans and Coastal Protection Division and with critical input from a team of scientific advisors, completed development and field-testing of a rapid-assessment protocol with which recreational divers and students can survey the condition of stony corals, the presence of key indicator organisms and conspicuous human-induced damage to reef systems in the wider Caribbean region.
- Twenty-five divers (including dive instructors, marine educators, university staff and other volunteers) were trained as RECON instructors in the Florida Keys, US Virgin Islands (USVI) and Puerto Rico. Additionally, 50 divers were trained to conduct independent surveys in these areas.
- The Ocean Conservancy also collaborated with the Reef Environmental Education Foundation (REEF) and the NOAA—Coastal Zone Management Program to conduct joint-training workshops in Puerto Rico and USVI—St. Thomas. A third, joint workshop will be conducted in San Andres, Colombia. These workshops are designed to engage the support of local stakeholders, who are trained to collect data on benthic reef conditions (RECON) and reef fish populations (REEF), as well as to establish long-term RECON survey sites and to initiate baseline data collection for both projects.

CONTACT:

Seba B. Sheavly, Director of Pollution Prevention and Monitoring
The Ocean Conservancy
1432 N. Great Neck Road, Suite 103
Virginia Beach, Virginia 23454
Phone: (757) 496-0920
Fax: (757) 496-3207
Email: ssheavly@oceanconservancyva.org
Web: www.oceanconservancy.org