California’s Thank You Ocean Campaign
Building Common Outreach Messages and Strategies through the California Ocean Communicators Alliance
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The Ocean
TAKES CARE OF US.
LET'S RETURN THE FAVOR.

• NOAA Office of National Marine Sanctuaries

• State of California Natural Resources Agency
Challenges

• Limited budgets and staffing

• Culture of “noise”: numerous messages competing every day

• Many diverse ocean messages
Solution

• Work with those who already communicate ocean messages

• Strength in numbers and common voice
Common Ocean Messages

- Workshops
- Ocean Communicators Alliance
Common Ocean Messages

- “Sustain the ocean, sustain life”
- “Humans and the ocean are inextricably connected”
Hire A Professional

- The Hive Advertising
- NOT like Mad Men
RESEARCH

- Ocean Communicators Alliance Workshops
- 2006 PPIC Statewide Survey “Special Survey on Californians and the Environment” (Public Policy Institute of California.)
- 1999 The Ocean Project
- Kollman & Agyeman (2002) “Why do people act environmentally and what are the barriers to pro-environmental behavior?”
- The Ad Council Milward Brown Study
- (2004) Global Consumer Values Study
- (1986) Model of Environmental Behavior
- Interviews: PPIC, SeaWeb, Coastal Conservancy, others
• Interest in ocean

• Lack knowledge to address issues

• Wonder how to participate
• 9 out of 10 feel quality of beach is important

• 8 out of 10 interested in learning more
Knowledge doesn’t necessarily translate into behavior.
### What are the barriers to action?

**Emotional**
- "It doesn't affect my family directly"
- "I'm depressed: I can't do anything"
- "I'm frustrated: It's not my problem"

**Awareness**
- "It's not tangible: I can't see it"
- "Change is slow: we can fix it later"
- "It's too complicated to deal with"

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**Barriers to Action**

<table>
<thead>
<tr>
<th>Emotional</th>
<th>Awareness</th>
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<tr>
<td>&quot;It doesn't affect my family</td>
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**Solutions**

- Make it personal
- Provide sense of control
- Make it tangible

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**Outcome**

- Pro-Environment Consciousness
- Pro-Environment Behavior

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"I know there's a problem, but..."
It requires changing attitudes

The ocean is important to human survival

A vague connection to the ocean

Protecting the Ocean hurts the economy

One person can’t make a difference

The ocean is critical to human survival

A strong, personal connection to the ocean

Protecting the Ocean helps the economy

Everyone can make a difference
Campaign Theme

• The TRUTH: The Ocean Touches Everyone

• Three options: humor, fear, gratitude
  – Talking fish
  – Fouled water from faucets, rain
  – Thank You Ocean
Campaign Theme

• The TRUTH: The Ocean Touches Everyone

• Gratitude connects

• Gratitude connects us with the ocean and with each other
The CHOICE:

Thank You Ocean
The ocean takes care of us. Let’s return the favor.
Who’s Involved Every Day?

NOAA Office of National Marine Sanctuaries
California Natural Resources Agency
National Marine Sanctuary Foundation
300+ Ocean Communicators Alliance Members
Crack Team of Sea Grant Fellows
11,750+ Facebook Fans
5700+ Twitter Followers
Engage/ Evolve

Campaign elements:
PSA
Ads
Web site
Thank You Ocean Report podcasts
Facebook, Twitter
The Ocean Takes Care of Us, Let’s Return the Favor …

The ocean is a vital resource that provides food, water, commerce, recreation, medicine and even the air we breathe. Today, our ocean faces unprecedented threats from pollution, trash, declining fisheries and multiple impacts from climate change.

“My Father, The Captain”

Learn about Jacques Cousteau from his son, Jean-Michel Cousteau.

Photo: Carla Vesterhaar

THE MANY THREATS TO THE OCEAN

Unfortunately, our ocean faces unprecedented threats from pollution, trash in our oceans, declining fisheries and multiple impacts from climate change.

YOU CAN MAKE A DIFFERENCE

Join the Thank You Ocean Campaign! The ocean needs our help and you can make a difference by committing to take action in your everyday life. Join us today in saying, “Thank You, Ocean!”
The ocean produces more oxygen than all the rainforests combined.

Magazine and Newspaper Print
The ocean provides 408,000 jobs in California.

Spreading the word through signage and posters
Billboards and Bus Shelters

Beach visitors spent $10 billion in California last year.

thankyouocean.org
Thank You Ocean Report

The Thank You Ocean Report focuses on interesting and exciting California ocean topics such as marine mammals, the latest news on ocean health, timely ocean issues and fascinating ocean facts. Stories feature interviews with ocean experts, explorers, scientists, conservationists, government and business leaders. Listeners learn about ocean activities and recreation, surfing, fishing, boating, and the many ways we all can thank the ocean through conservation and stewardship.

Capturing the Beauty of California's Ocean and Coast

February 4th, 2013

Capturing the Beauty of California's Ocean and Coast: Play Now | Download (68)

The beauty, mystery, excitement, wildlife and lifestyle of California's Ocean and Coast are captured in this montage of spectacular photos representing some of the winning images from the 14th Annual California Ocean Photography Contest. We talk with Sylvia Lee of the California Coastal Commission about the contest, sponsors, California Coastal Commission, and Fairmont Hotels and Resorts of California.

Twice-monthly podcasts on current issues
Your Thank You Ocean Campaign

Thank You Ocean to be Featured in MPA Networks Webinar Series
On February 14 from 1-2 EST, Thank You Ocean will be featured in the MPA Networks Webinar Series hosted by the National Marine Protected Areas Center, EBM Tools and Open Channels. Sarah Marquis will talk about building common outreach messages and strategies through the California Ocean Communicators Alliance. The webinar series shares expertise and lessons learned about MPA science and management both nationally and internationally. Ideas for future webinar topics should be sent to mpainfo@noaa.gov. Lauren Wenzel Lauren.wenzel@noaa.gov

Calling all Ocean Communicators!

Are You Going? Central Coast MPA Symposium Feb. 27 – Mar 1
California Secretary for Natural Resources John Laird will open the State of the California Central Coast symposium on February 27 in Monterey. Invited speakers will share ecological and socioeconomic benchmark results from the first five years of monitoring the regional network of MPAs. The symposium will also explore the importance of engaging communities, building relationships between science and management, and realizing the value and application of MPA monitoring data to broader ocean policy. Interest in the symposium continues to grow with more than 250 people already registered. Visit http://www.stateofthecacoast.org/ to register and view the agenda. Holly Rindge holly.rindge@calost.org

Proposed Sanctuary Northern California Expansion Meetings in February!
There’s still some misunderstanding (even among OCA members) that national marine sanctuary expansion to the north is a “done deal.” It's still in process, and your help is needed! NOAA’s Office of National Marine Sanctuaries has begun a public process to review the boundaries for Gulf of the Farallones and Cordell Bank national marine sanctuaries. The proposed northward expansion extends from Bodega Bay in Sonoma County to Alder Creek near Pt. Arena, Mendocino County. This is a public process with opportunities to participate, and many voices are being heard. Two more scoping meetings are planned February 12 (Pt. Arena) and 13 (Gualala). More info: http://farallones.noaa.gov/manage/northern_area.html Comments are accepted through March 1, 2013. Sarah Marquissarah.marquis@noaa.gov
OCA Workshops
Twice-monthly podcast on current issues
Thank You Ocean

No institutional ID

Belongs to everyone
Thank You Ocean!