

EDUCATION AND OUTREACH

ACTION PLAN SUMMARY

GULF OF THE FARALLONES NATIONAL MARINE SANCTUARY

PROGRAM STATEMENT

Gulf of the Farallones National Marine Sanctuary's (GFNMS) education vision is: "to educate and engage residents and visitors in the Gulf of the Farallones National Marine Sanctuary watersheds about their connection to the sanctuary and to develop a sense of personal responsibility to protect the marine environment."

OUR GOAL

To enhance awareness, understanding and appreciation of the sanctuary, and to use education as a management tool to help protect the sanctuary's resources.



Photo: GFNMS

BACKGROUND INFORMATION

The sanctuary's education program addresses priority management issues, and complements and promotes sanctuary research, monitoring, and enforcement efforts. Education programs are designed to enhance public awareness and understanding of marine ecosystems and foster stewards to take responsibility for protecting these special places. The sanctuary has developed a long-term education strategy to raise the public's awareness of the local and regional marine environment, and to involve the public in the sanctuary's work. The education programs focus on students, teachers, families, wildlife viewers, and recreational user groups. The sanctuary works collaboratively with multiple partners to offer lectures, teacher's professional development workshops, interpretive exhibits, summer camps, and inter-active curricula.

THE JOINT MANAGEMENT PLAN REVIEW (JMPR)

Education and Outreach is one of the action plans in the GFNMS Draft Management Plan (DMP). The DMP includes five action plans that, once finalized, will guide sanctuary management for the next five years. The plan is a revision of the original management plan, developed when the sanctuary was designated in 1981, and is focused on how best to understand and protect the sanctuary's resources. The National Marine Sanctuary Program (NMSPP) is updating the management plans for Cordell Bank, Gulf of the Farallones, and Monterey Bay national marine sanctuaries in what is known as the Joint Management Plan Review.



GULF OF THE FARALLONES NATIONAL MARINE SANCTUARY

Designated in 1981, Gulf of the Farallones National Marine Sanctuary spans 1,279-square-miles (966 square nautical miles) just north and west of San Francisco Bay, and protects open ocean, near-shore tidal flats, rocky intertidal areas, wetlands, subtidal reefs, and coastal beaches within its boundaries.

Food-rich sanctuary waters teem with life: fish, invertebrates, seabirds and marine mammals thrive here. The sanctuary contains thirty-six marine mammal species, as well as twenty-six federally listed endangered or threatened species. White sharks and endangered blue and humpback whales migrate here seasonally to feed, and the Farallon Islands host the largest concentration of breeding seabirds in the contiguous United States.



ACTION PLAN

The sanctuary's Education and Outreach Action Plan was developed jointly with a variety of stakeholders and partners and includes, but is not limited to, the following components:

- Educate K-8 students about the sanctuary through visitor center, classroom, and field activities.
- Educate high school students and teachers about the sanctuary through classroom and field activities.
- Educate culturally diverse inner-city children about the sanctuary through summer camp experiences.
- Educate teachers about the resources and programs of the sanctuary by providing professional development programs.
- Create sanctuary stewards by engaging middle and high school students in a large-scale, long-term monitoring project.
- Expand the reach of education and outreach programs by expanding Sanctuary Naturalist Corps program to deploy trained volunteers to educate the public about the sanctuary at various events and locations.
- Increase awareness and knowledge of the sanctuary through a lecture series.
- Increase awareness and build knowledge of the sanctuary through educational programs and exhibits at the visitor center.
- Increase awareness of the sanctuary and reach a large audience through production and distribution of DVD's and telepresence programming on the sanctuary and its resources.
- Increase awareness of the sanctuary by using effective media and marketing techniques, as well as through interpretive signage and exhibits at strategic locations.
- Increase audience exposure to the sanctuary by building a larger visitor center with increased exhibits, programs, and opportunities.
- Outreach to residents and visitors in inland areas of the sanctuary's watersheds and educate them about their connection with the sanctuary.

TO GET INVOLVED

GFNMS welcomes your ideas about important resource management issues in the sanctuary. A Draft Management Plan and Draft Environmental Impact Statement are scheduled for release to the public in 2006. Following their release, hearings will be held in several locations throughout the region to gather public comment. Written comments will be accepted as well. To find out about public hearings, or how to submit written comments, please visit our website at <http://sanctuaries.noaa.gov/jointplan>.