

**Issue: Education - Gulf of the Farallones NMS**

(as revised on 1/27/03, to be revisited)

**Problem Statement:** Gulf of the Farallones NMS does not have a long-term strategy to fulfill the education vision of the Sanctuary, which 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."

GOAL (what)	OBJECTIVE/STRATEGY (how)	ACTION (what, specifically)
<p>Gulf of the Farallones NMS' long term education strategy is used to raise the public's awareness about the local and regional marine environment and issues affecting it, and engage the public in working with the Sanctuary towards better resource protection (stewardship).</p> <p>a) Education is used to both complement and promote other Sanctuary programs such as research, monitoring and enforcement.</p> <p>b) Education reaches broad audiences including content builders, user/impact groups, influencers, and decision makers.</p>	<p>2. use education as a tool to effectively address priority resource management issues</p> <p>3. use education as a tool to communicate and coordinate with efforts of other program areas</p> <p>1. develop awareness</p> <p>2. build knowledge based</p> <p>3. change behavior</p> <p>4. build stewardship</p> <p>Through Partnerships...</p>	<p><b>Education/Outreach</b></p> <p>4. Continue and expand volunteer programs</p> <p><b>Research/Monitoring</b></p> <p>3a. Use education as a tool to inform the public, interest groups and the research community about Sanctuary research activities and data collection results</p> <p><b>Marine Resource Protection</b></p> <p>2a. Use education as a tool to address priority resource management issues identified in the management plan</p> <p><b>Enforcement</b></p> <p>2b. Develop strategy to incorporate interpretive enforcement into broader enforcement plan</p>