

HATCHING A PLAN FOR AQUACULTURE COMMUNICATIONS: STRATEGIES, RESOURCES, AND PARTNERSHIPS

Brianna Shaughnessy, NOAA Fisheries HQ Office of Communications
Silver Spring, MD 20190 USA
brianna.shaughnessy@noaa.gov

Expanding aquaculture has the potential to increase access to sustainable sources of healthy food and enhance resilience in coastal communities. However, in order for its sectors to expand successfully, aquaculture must be more broadly accepted, particularly within the communities where it is practiced. Deliberate efforts to increase public aquaculture literacy (public understanding of different sectors, knowledge of career paths, opportunities to engage with planning efforts, etc.) is crucial in reaching the full potential of a socially, economically, and environmentally sustainable industry. New methods and innovative approaches for aquaculture communications are increasingly highlighting the value of connecting across sectors to co-develop aquaculture literacy efforts. Presenters in this session will represent a variety of sectors that engage in aquaculture communications, including NOAA staff, regulators, educators, and shellfish industry members. Presenters will share lessons learned, resources created, and discuss how groups can and should work together to improve public understanding of aquaculture.