Thank You Ocean Campaign: Moving Forward

Presentation to the Monterey Bay National Marine Sanctuary Advisory Council
June 19, 2009

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California Natural Resources Agency
Thank You Ocean home page
Thank You Ocean home screen threat roll over
Thank You Ocean video pop-up

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 in our oceans, declining fisheries and multiple impacts from climate change.

THE MANY THREATS OF THE OCEAN

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

VIEW THE THANK YOU VIDEO

VIEW THE BAY VS. THE BAG VIDEO

SIGNUP FOR OUR E-NEWSLETTER

LISTEN TO OUR PODCAST REPORTS

The Thank You Ocean Video

The Bay Vs. The Bag Video
Threat: marine debris

Marine debris is any man-made, solid material that enters waterways directly through littering or indirectly via rivers, streams and storm drains. Marine debris can be simple items such as a discarded soda can, cigarette butt, plastic bags, or a lost fishing net that ends up in the ocean potentially harming marine life. Nearly 80 percent of marine debris results from land-based sources.

You Can Make a Difference

With so much trash and litter entering our ocean every year, the problem of preventing and reducing marine debris is an urgent challenge that we must meet to preserve the health of our ocean. Business, government, and individuals can make a difference.

+ Take Action Against Marine Debris
+ Where Does Marine Debris Come From?
+ Why is Marine Debris a Problem?

Marine debris kills marine animals, can leach toxic pollutants, carries endangered species, endangers human health and hurts business and tourism by polluting our beaches and coastlines.

Marine debris can injure and kill wildlife through ingestion and entanglement as birds, fish and mammals often mistake plastic and other debris for food. Many endangered albatrosses birds and chicks have been found dead with stomachs full of plastic, including bottles caps and cigarette lighters. Some birds even feed plastic pieces to their young. Gray whales have washed ashore with plastic bags and netting in their stomachs. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. With debris filling their stomachs, animals have a false feeling of being full, and may die of starvation.

Common items, such as fishing line or nets, strapping bands and six-pack rings, also can hamper the mobility of marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results. Plastic debris also can spread disease. Disease organisms are attracted to trash on beaches. If those organisms then attach to marine life or entering water, they can spread disease. Plastic debris can break down and release dangerous chemicals into water. These chemicals can kill the hundreds of tiny invertebrates and marine plants that make up the base of our ocean food web. This can have a domino effect, drastically reducing the animals that eat ocean creatures and may even affect human health. Meanwhile, the debris may continue to trap and kill animals year after year.

Plastic debris also acts as a sponge for toxic, hormone-disrupting chemicals like those found in pharmaceuticals, pesticides and industrial pollutants. The U.S. National Oceanic and Atmospheric Administration (NOAA) is currently investigating the issue of plastic debris and these pollutants. Contaminant levels in some plastics are one million times greater than contaminants found in seawater. The chemical components of plastics themselves may also be a potential source of other toxins that find their way into the food chain.

In November 2008, the California Ocean Protection Council (CPC) adopted an ocean litter implementation strategy that identifies targeted strategies that the state could take to eliminate marine debris. For more information about the strategy, please visit the CPC Web site.

For downloadable resources about marine debris, visit the NOAA Marine Debris Web site.
Podcasts

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 exploration, surfing, fishing, boating, and the many ways we all can thank the ocean through conservation and stewardship.

West Coast Governors’ Agreement on Ocean Health Update

June 10th, 2008

The West Coast Governors’ Agreement on Ocean Health includes a 28-point action plan which was released in July of 2008. California’s Secretary for Natural Resources Mike O’Mara gives us an update on what’s been accomplished since then. (Photo courtesy of the Governor’s Office)

- West Coast Governors’ Agreement on Ocean Health
- California Ocean Resources Management Program
- Office of Governor Kulongoski, Oregon
- Washington State Department of Ecology

Tags: governance, ocean protection
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Ocean Protection Council

June 1st, 2008
Take Action: social networks

Social Networks
Connect with us on your favorite social media site to stay up-to-date on our latest initiatives, news and competitions.

- Join our Thank You Ocean Facebook group to see our latest events and photos.
- Don’t forget to be our friend on MySpace.

Find out what we are doing by following us on Twitter.
Social networks: Facebook
Take Action: Pledge
Take Action: contests

Videos Wanted: Thank You Ocean challenges Californians to show their love for the ocean in a 30-second promotional video

Thank You Ocean is looking for the next directing star. In our first-ever video contest, you can create your own Thank You Ocean viral commercial to convey the mission of the Thank You Ocean Campaign: “The ocean takes care of us. Let’s return the favor.”

The contest is our way of letting you tell the world how the ocean takes care of you and how you’re returning the favor. What do you thank the ocean for? Get creative and inspire your fellow Californians and ocean enthusiasts around the world!

The competition, which runs through July 10, 2009, will be judged by the Thank You Ocean Campaign team based on originality, creativity, appeal and how well it addresses the mission of Thank You Ocean. We will select one video to show on the site and announce through publicity efforts, including a news release, social media marketing and e-mail announcement.

Videos should be 30 seconds in length, a maximum file size of 100MB and be created in .wmv, .avi, .mpg or .mpeg format. Please upload your video to YouTube and include, Thank You Ocean Video Contest, in the title and description.

Please email questions to contests@thankyouocean.org
Take Action: Partnerships

Partnerships

Corporate and Foundation Partnerships
The Thank You Ocean Campaign offers creative partnership opportunities for corporations, foundations and major donors to educate the public about the importance of sustaining ocean life and to inspire Californians to practice ocean stewardship to combat the unprecedented threats facing the planet. For corporations, partnerships can be structured as corporate social responsibility collaboration or a co-branded marketing effort.

Programs range from supporting Thank You Ocean’s marine debris abatement effort to our climate change public education campaign. These efforts include the use of television, radio, social media, public service messages and out-of-door communications. Supporters have an opportunity to help provide crucial education to the public and inspire millions to be better stewards of our ocean.

Your organization’s support helps the Thank You Ocean campaign provide effective education about the benefits the ocean provides to us and identifies ways that each of us can help protect the ocean in our everyday lives. Join us in our effort to say, Thank You Ocean!

Thank You Ocean Contributors and Supporters
The Thank You Ocean Campaign gratefully acknowledges the following corporations and foundations that have provided contributions that help us say Thank You Ocean!

- Ocean Protection Council
- Resources Legacy Fund Foundation
- Emerg F. Haldyngs Ocean Awareness Trust Fund
- Channel Islands Sanctuary Foundation
- NOAA Fisheries
- NOAA Office of National Marine Sanctuaries
- NOAA National Ocean Service
- California Natural Resources Agency
- California Coastal Commission

Corporate & Foundation Partnership Contact
To become a Thank You Ocean corporate or foundation sponsor, please contact:
Tim Jamal
Thank You Ocean Campaign
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tjm@jameypublicaffairs.com

Support Us
- Join Us
- Donate Now!
- Shop to Support Thank You Ocean
- Corporate and Foundation Partners
- Nonprofit Partners
Enhanced public-private partnerships

• Targeted fundraising opportunities span
  – Federal and state appropriations
  – Businesses through CSR and marketing dollars
  – Family and private foundations
  – Individuals through microdonations
  – Retail-based through Web site store
  – Major gifts private donors
Targeted outreach to Spanish-speaking community

- California Coastal Commission grant to create Spanish-language version of web site
- Code Blue Foundation funding for a Spanish-language radio PSA
NOAA Education Grants

• Partnership between TYO and 4 aquaria
  – Birch Aquarium at SIO
  – Cabrillo Marine Aquarium
  – Aquarium of the Pacific
  – Steinhart Aquarium at the California Academy of Sciences

• $1 million proposal for education activities around TYO’s 4 threats to the ocean

• Culminates in June 2010 World Ocean Day celebration with radio PSA coverage in 4 aquarias’ media markets

• Letters of support?