



CARICOOS

CARIBBEAN COASTAL OCEAN OBSERVING SYSTEM

OUTREACH, EDUCATION & ENGAGEMENT PROGRESS REPORT

Adolfo González

adolfo.gonzalez1@upr.edu

Berliz Morales

berliz.morales@upr.edu

Performance Period: December 1, 2018 – May 31, 2019

LONG-TERM GOALS

Continue O&E formal and informal activities focused on enhancing awareness and appropriate utilization of CARICOOS products and services. Perform workshops, complete video tutorials to strengthen outreach, education and engagement for CARICOOS.org website

MILESTONES / OBJECTIVES

To maintain and further develop effective communication pathways and strategies with Stakeholders in order to:

- Improve the interaction between the user and CARICOOS.org products and services to enhance awareness and encourage proper utilization of the decisional tools.
- Provide the public with educational experiences that will allow them to understand the importance of incorporating CARICOOS products into decision-making.
- Adapt the educational process to different audiences and levels of knowledge, making CARICOOS products more accessible to the public.

WORK COMPLETED

Active participation in the following activities:

- South Puerto Rico Harbor Safety and Security Committee Meeting- 12/01/2018
- Sargassum Symposium- 1/25/2019
- Climate Change workshop for educators and managers- 1/26/2019
- North Harbor Safety Committee Meeting- 02/08/2019
- ASLO Education Fair – 02/27/2019
- Weather Fest University of Puerto Rico, Mayagüez Campus- 03/08/2019
- Tourism Convention “HotelierCon” – 03/14/2019
- Marine Ecology Symposium at Interamerican University of Puerto Rico, Arecibo Campus – 3/15/2019
- Sea Grant Center for the Education on Environmental Climate Change Field Trip for Natural Resources Conservation Service employees- 03/28/2019



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- Bio-Pioneer Week at Pontifical Catholic University of Puerto Rico, Mayaguez Campus- 4/04/2019
- Blue Flag Administrators Workshop – 4/08/2019
- “How to prepare before any natural disaster Fair” at Interamerican University, Arecibo Campus- 03/28/2019
- Ocean Rescue Caribbean Academy (ORCA) Lifeguard Training – 5/02/2019
- Boy Scouts Day Camp – 05/18/2019
- 2019 CARICOOS General Assembly- 05/24/2019

Besides these activities, CARICOOS carried out a needs assessment in order to gather CARICOOS boating app potential user’s preferences towards the app appearance, content and language, among other things. This information was very important when designing the boating app.

CARICOOS BY THE NUMBERS

1,723+ People Impacted
26 Engagement Activities
8 Training and Education
9 Conference Presentations
900+ K12 Students Impacted
6515 Facebook Likes
MudoRadTV Weather weekly clips – 800 per post

MAJOR OUTCOMES

MOU between CARICOOS and OPAS- During the 2019 CARICOOS General Assembly a Memorandum of Agreement between CARICOOS and OPAS (Organización Pro Ambiente Sustentable) was signed. As part of the agreement, OPAS commits to share water quality data from Blue Flag awarded facilities, beaches, marinas and/or boating tour operators and allow it to be uploaded to the CARICOOS application *Pa’ la Playa*. On the other hand, both organizations agreed collaborate in the development and implementation of educational activities aligned with the Department of Education standards. These agreements will significantly help CARICOOS increase stakeholders engagement and also expand educational offerings.

Puerto Rico Tourism Company endorsed *Pa’ la Playa*- On May 2019, the Puerto Rico Tourism Company endorsed *Pa’ la Playa* app and agreed to promote the tool in airport terminals, tourism offices, hotels and restaurants throughout Puerto Rico. The Tourism Company acknowledge that *Pa’ la Playa* is an easy-to-use tool that will help the general public understand the importance to take into consideration weather and maritime conditions when deciding which beach to visit, which will certainly save lives in the process.

RELATED PROJECTS



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- During this period, CARICOOS joined Sea Grant's Marine Outreach Section to carry out several workshops for state and federal agencies managers and educators, some of them from the Department of Natural and Environmental Resources and the Natural Resources Conservation Services. Since then, both the Search and Rescue Divers Division from the Puerto Rico Police Department and the National Parks Company Lifeguards requested a series of workshops in order to train their staff about CARICOOS models and forecasts. These workshops will be carried out from August to December 2019.
- From April to May 2019 CARICOOS have been meeting with Manuel García Pérez High School personnel to encourage the use of CARICOOS forecasts and models as part of the STEM (Science, Technology, Engineering and Mathematics) course that will be taught for the first time in August. As of August, CARICOOS will be advising the teachers during the STEM course.

WORK PLAN FOR UPCOMING PERFORMANCE PERIOD (June 1, 2019 – November 30, 2019)

- Continue promoting *Pa' la Playa* app
- Design and conduct CARICOOS Boating app promotional campaign
- Update k-12 activities manual
- Conduct workshops for lifeguards, Search and Rescue divers (Police Department) and Emergency Management Officers.
- Start the compilation of footage for the video series called "Committed to Science".



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Climate Change workshop for educators and managers at Crash Boat Beach.



Bio-Pioneer Week at Pontifical Catholic University of Puerto Rico, Mayaguez Campus



Boy Scouts Day Camp at Jobos Bay National Estuarine Research Reserve.