



CARICOOS

CARIBBEAN COASTAL OCEAN OBSERVING SYSTEM

OUTREACH, EDUCATION & ENGAGEMENT PROGRESS REPORT

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Performance Period: December 1, 2020 – May 31, 2021

LONG-TERM GOALS

Continue O&E formal and informal activities focused on enhancing awareness and appropriate utilization of CARICOOS products and services. Perform workshops presentations and attend information table to strengthen outreach, education and engagement for CARICOOS.org website and related mobile applications.

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

- Maintained social media accounts, CARICOOS News and Quarterly Newsletter to keep followers and stakeholders engaged with CARICOOS news, products, and services.
- Coordinated recurring publication of the Sargassum Blooms in of Caribbean Sea and the Gulf of Mexico by AOML Coastwatch and USF, The Sargassum Inundation Report of NOAA and USF also of the Sargassum Sub-Regional Report of the United Nations.
- Field work and technical support to CARICOOS projects including high Frequency radar network and impact of Sargassum inundation in the coastal ecosystems.
- Online Webinars
 - Roots and Shoots – CARICOOS products and services
 - Ocean waves webinar – K12
 - Ocean Currents webinar – k12
 - CARICOOS Products for Public Health and Safety in Aquatic Activities – Patricia Chardón & A. González – PR Tourism Company.
 - CARICOOS Winds Webinar– UPR Humacao
 - CARICOOS Waves and Currents – UPR Humacao
 - World Central Kitchen – CARICOOS tools for fishermen, PR and USVI

CARICOOS Semi-Annual Progress Report

Performance Period: December 1, 2021 – May 31, 2021



MAJOR OUTCOMES

- CARICOOS initiated a collaboration with the Puerto Rico Tourist Company to promote public health and safety in aquatic activities. This webinar was attended by 246 participants from different sectors associated with tourism, such as tour operators, hoteliers, academia, non-profit organizations, municipal offices, and security agencies.
- CARICOOS products and services were exposed to broader audiences with webinars for the World Central Kitchen and Roots and Shoots (Jane Goodall Institute), and University of Puerto Rico Humacao.

CARICOOS BY THE NUMBERS

- 11 Online Engagement Activities.
- 146 K-12 Students Impacted.
- 18 Undergraduate level students.
- Over 800 persons were impacted.
- 11,923 Facebook followers.

RELATED PROJECTS

CROP/ ROP: Caribbean Regional Ocean Partnership (CROP) Data Sharing Initiative. Assisted in the dissemination of information and data products to stakeholders using CARICOOS social media platforms and newsletters.

CHANGES/PROBLEMS

The COVID-19 pandemic caused university and state agencies shutdowns, cancellation of all face-to-face outreach activities and the K12 teacher's workshop. Therefore, all activities have taken place in a virtual environment.

WORK PLAN FOR UPCOMING PERFORMANCE PERIOD (June 1, 2021 – November 30, 2021)

- Develop the new CARICOOS educational web portal integrating updated content, diagrams, downloadable educational guides and curricular materials, and easy-to-use audiovisual resources.
- Align the Winds and Currents workshops content with the Puerto Rico Department of Education science standards.
- Continue and expand education efforts to disseminate information and train coastal users to assure the right interpretation of CARICOOS data products and decision-making tools.