

IYS(18)06_United States

Report on Planned Actions to Implement the International Year of the Salmon (IYS) Initiative

The primary purpose of this IYS reporting template is for Parties / jurisdictions to provide:

- brief details of actions being planned or undertaken as a contribution to the IYS;
- identify which of the five IYS themes the actions are delivering on;
- identify the target audiences the actions intend to reach;
- specify the timeframe for undertaking the actions.

This information will then enable the North Atlantic Steering Committee (NASC) to report to the NASCO Council and IYS partners in the Pacific about activities planned and occurring in the Atlantic region as part of the IYS. It is our intention that the template is easy to complete with a brief description (maximum 200 words) of the action, followed by marking the appropriate tick boxes. The IYS website itself will allow people to register individual events so please do not give details of these here. To give an example of what is being sought the first row of the table has been completed with an illustration. In 2019 and 2020 it is anticipated that we will be requesting updates on progress with the actions provided to assess and report these to the NASC. Please complete this form and return it to the Secretariat **by 15 May 2018**.

For your reference the IYS themes appearing in the table are detailed further below:

Theme 1: *Status of Salmon*: to understand the present status of salmon and their environments

Theme 2: *Salmon in a changing salmosphere*: to understand and quantify the effects of natural environmental variability and anthropogenic factors affecting salmon distribution and abundance and to make projections of their future changes

Theme 3: *New Frontiers*: to develop new technologies and analytical methods to advance salmon science and to explore the uncharted regions of the salmosphere.

Theme 4: *Human Dimension*: to improve the resilience of people and salmon through the connection and collaboration of salmon-dependent communities, indigenous peoples, youth, harvesters and resource managers across the salmosphere.

Theme 5: *Information Systems*: to develop an integrated archive of accessible electronic data collected during the IYS and tools to support future research.

Party / jurisdiction:	United States				
Short description of the action	IYS Theme	Target audience		Time line	
			Start Date	End Date	
<p>Raising awareness of and encourage action for wild Atlantic salmon and their habitats with the general public:</p> <ul style="list-style-type: none"> development and delivery of outreach materials with information on the status of salmon and their habitats, threats to the species and identified actions that people can take. These include materials such as postcards, stickers, activity books, posters and an augmented reality game. hosting events (science festivals) and participating in events (World Fish Migration Day) to help spread the word to more diverse audiences; development of social media campaigns targeted at the knowledgeable public and children/youth; IYS launch event at the New England Aquarium (October 2018) and Common Ground Fair (Sept 2018) new and enhanced exhibits, such as a new traveling Atlantic salmon exhibit in Maine and a refurbished Atlantic salmon exhibit at the New England Aquarium which will be viewed by over 1.3 million visitors each year and will be completed in June 2018. develop new digital products to engage the community - for example, the Atlantic Salmon Federation will develop podcasts 	<p>Theme 1: <i>Status of Salmon</i> <input checked="" type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input checked="" type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input checked="" type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	01/01/2017	31/12/2019	
<p>Engage with Children and Youth on wild Atlantic salmon and their habitats:</p>	<p>Theme 1: <i>Status of Salmon</i> <input checked="" type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p>	01/01/2017	31/12/2019	

<ul style="list-style-type: none"> development and delivery of educational activities, and programs in schools and other organizations, such as discovery museums including curricula developed by the New England Aquarium and the Northeast Fisheries Science Center. work with students to develop products that are geared towards students, for example the Downeast Salmon Federation will work with the Washington Academy to develop online videos and social marketing through the Atlantic Salmon Conservation Schools Network 	<p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input checked="" type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>		
<p>Collaborate with other organizations during IYS to further raise awareness and engage action for wild Atlantic salmon:</p> <ul style="list-style-type: none"> hold events with regional organizations that will develop new and enhanced existing partnerships, for example the Atlantic Salmon Ecosystems Forum held in January 2018 involvement with conferences with existing and new audiences, such as the National Marine Educators Association, to further promote IYS, raise awareness of wild Atlantic salmon and initiate a call to action hold a series of public lectures at various venues throughout the northeast United States at venues such as the New England Aquarium, Mitchell Center at the University of Maine, the Gulf of Maine Research Institute and the Schoodic Institute at Acadia National Park. 	<p>Theme 1: <i>Status of Salmon</i> <input checked="" type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input checked="" type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input checked="" type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	01/2017	31/12/2019
<p>Develop and implement a plan of action for IYS activities:</p> <ul style="list-style-type: none"> internal coordination group formed within NOAA Fisheries to ensure that staff working on Pacific 	<p>Theme 1: <i>Status of Salmon</i> <input type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input type="checkbox"/></p>	09/2016	31/12/2019

<p>salmon are integrated with staff working on Atlantic salmon and vice versa.</p> <ul style="list-style-type: none"> • coordination across the northeast region, including Canada to avoid duplication of effort and share lessons learned. 	<p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input checked="" type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>		
<p>Raise awareness of the IYS with decision makers through:</p> <ul style="list-style-type: none"> • Integration of IYS with NOAA’s Species in the Spotlight initiative to ensure that the connection is made that Atlantic salmon are critically endangered in the United States and as such, we are collaborating with our partners under several initiatives to raise awareness regarding this species and turn the declining trend toward recovery. • Briefings with NOAA leadership and congressional staff to ensure they understand the dire situation Atlantic salmon face in the United States. • Invitations for NOAA leadership to attend the IYS launch event at the New England Aquarium 	<p>Theme 1: <i>Status of Salmon</i> <input checked="" type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input checked="" type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input checked="" type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	09/2016	31/12/2019
<p>Coordination, implementation and engagement of scientific research:</p> <ul style="list-style-type: none"> • Support the efforts of the government of Canada’s Atlantic Salmon Research Joint Venture • Implementation of the RAFOS Ocean Acoustic Monitoring (ROAM) project by NOAA Fisheries, Atlantic Salmon Federation and the Woods Hole Institute in the Atlantic basin with the potential of implementation in the Pacific basin. 	<p>Theme 1: <i>Status of Salmon</i> <input checked="" type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input checked="" type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input checked="" type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	01/2017	2022 (though end date for ROAM is uncertain)