

# Feedback on behavior selection criteria and behavior fit

## Rank in Order

	Opportunity: What is the current rate of the behavior? Higher priority for behavior not widely adopted	Likelihood: Among those who have not yet adopted the behavior, how likely are they to adopt the behavior?	Impact: How would you rate this behaviors' impact on human health?
Choose safer fish	2 1 1 1 1 2 1	4 1 1 1 4 1	2 3 1 1
Share safer fish	4 4 4 3 4	4 4 4	4 4 2
Prepare fish safely	2 2 2 1 2	2 2 2 1	2 2 2 3 3
Enjoy fish safely	3 3 4 3	3 3 4	3 1 1 4

# Highlights and Key Activities in Fish Consumption Outreach & Communication

• **Engagement with Stakeholders:** Collaborative efforts with local fishing communities, health professionals, and educational institutions to promote fish consumption.

• **Community Workshops:** Interactive sessions where participants learn about the nutritional benefits of fish and how to safely prepare and cook it.

• **Recipe Development:** Creating and sharing recipes that incorporate fish, making it more appealing and accessible to a wider audience.

• **Media Outreach:** Utilizing local radio, television, and social media to disseminate information about the importance of fish in a healthy diet.

• **Sampling Events:** Organizing events where community members can taste different types of fish, encouraging them to try new varieties.

• **Education Materials:** Developing and distributing brochures, posters, and videos that provide practical advice on fish consumption.

• **Monitoring and Evaluation:** Regularly assessing the impact of outreach activities through surveys and feedback from the community.

# Parking Lot - Big Ideas, Wish List

What are the big ideas that you want to see in the future?

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