



Guidance for Writing Impact Statements

Michael Liffmann

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What is an impact statement?

Concise summary of verifiable economic, societal and/or environmental benefits of Sea Grant's research, extension, education and communication work.





What is an accomplishment?

Effectively describe the key actions, activities or products resulting from Sea Grant activities. They reflect ongoing activities or key results that may not yet have had a significant economic, societal and/or environmental benefit, but lay the foundation for one.





What is an impact statement?

- ✧ 250 words or less
- ✧ Written for a lay audience
- ✧ Stands alone



Uses

- ✧ Used in program & national evaluation
- ✧ Helps identify national gaps and needs
- ✧ Used for reporting to NOAA headquarters, Department of Commerce, Congress, & Office of Management & Budget (White House)



Uses: Communicating Sea Grant



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Texas cold 'stuns' sea turtles
More than 1,000 rescued

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Photo: Speth Photography

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- » Halibut Stock Decline Forces Increased Management Measures for Southeast Alaska Charter Fleet
- » Insights from Oil Spill Air Pollution Study Have Applications Beyond Gulf

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News from NOAA's National Sea Grant College Program

February 7, 2011

In This Issue
Energy Use in Fisheries

Dear Sea Grant Stakeholders,

Can you imagine shrimp boats fueled by recycled vegetable oil? How about a wind-powered lobster harvest in Maine? Or, algae (yes, algae) powering diesel engines? NOAA Sea Grant, our nation's fisheries, Fisheries Service, Sea Efficiency and Technology Symposium, November including fishers, scientist leading-edge symposium this successful conference




THE STATE OF SEA GRANT 2010
Impact, challenges and opportunities

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National Sea Grant College Program

SEA GRANT: A NATIONAL NETWORK

Mission: NOAA's National Sea Grant College Program provides the education and information needed to support a vibrant economy while ensuring ecological sustainability.

The National Sea Grant College Program is a national network of 50 programs dedicated to serving coastal and inland communities throughout the Nation. Administered through the National Oceanic and Atmospheric Administration (NOAA), Sea Grant is the Agency's primary university-based program dedicated to helping citizens utilize scientific information to support a vibrant economy while ensuring ecological sustainability.

SEA GRANT MODEL SOLUTIONS FOR AMERICA'S COASTS
Sea Grant Model Solutions research, outreach and action. On the ground projects, located in every coastal state and Alaska, translate sound scientific information into products and services that benefit coastal residents and communities at the local level, while also identifying and meeting critical information and national research needs. This two-way flow of services and information ensures Sea Grant solutions meet demonstrated needs, help coastal residents and a viable policy-makers to make informed, well-informed decisions.

The heart of the model are strong two-way relationships fostered by Sea Grant's unique role as an applied source of information (immediately). Sea Grant's locally-based professionals (more than 300) interact across a strong live-in and are intimately connected to the communities they serve. Both trained and learned and shared expertise is shared with providing relevant and reliable science-based information. Sea Grant professionals deliver solutions residents can use. From working with local communities to make sustainable growth and development planning decisions to helping fishermen make the latest gear technologies to safeguard the quality of our drinking water, Sea Grant is dedicated to improving the lives of U.S. citizens.

SEA GRANT PRIORITIES
Meeting the Challenge 2009-2010 Sea Grant's national plan establishes the direction for the Sea Grant network to address critical national needs in coastal ocean and Great Lakes environments. These cross-cutting goals and priorities also reflect America's most urgent needs. NOAA priorities and Sea Grant's own goals and core values. The cross-cutting goals found in our research an information an information public, include data permitting involving wide variety of stakeholders and new and timely information on climate change adaptation, from the United States of Sea Grant's work and under the our Home Based team. State and University Based Goals, Sustainable Coastal Development, Marine Coastal Ecosystems and Inland Resilient Coastal Communities.

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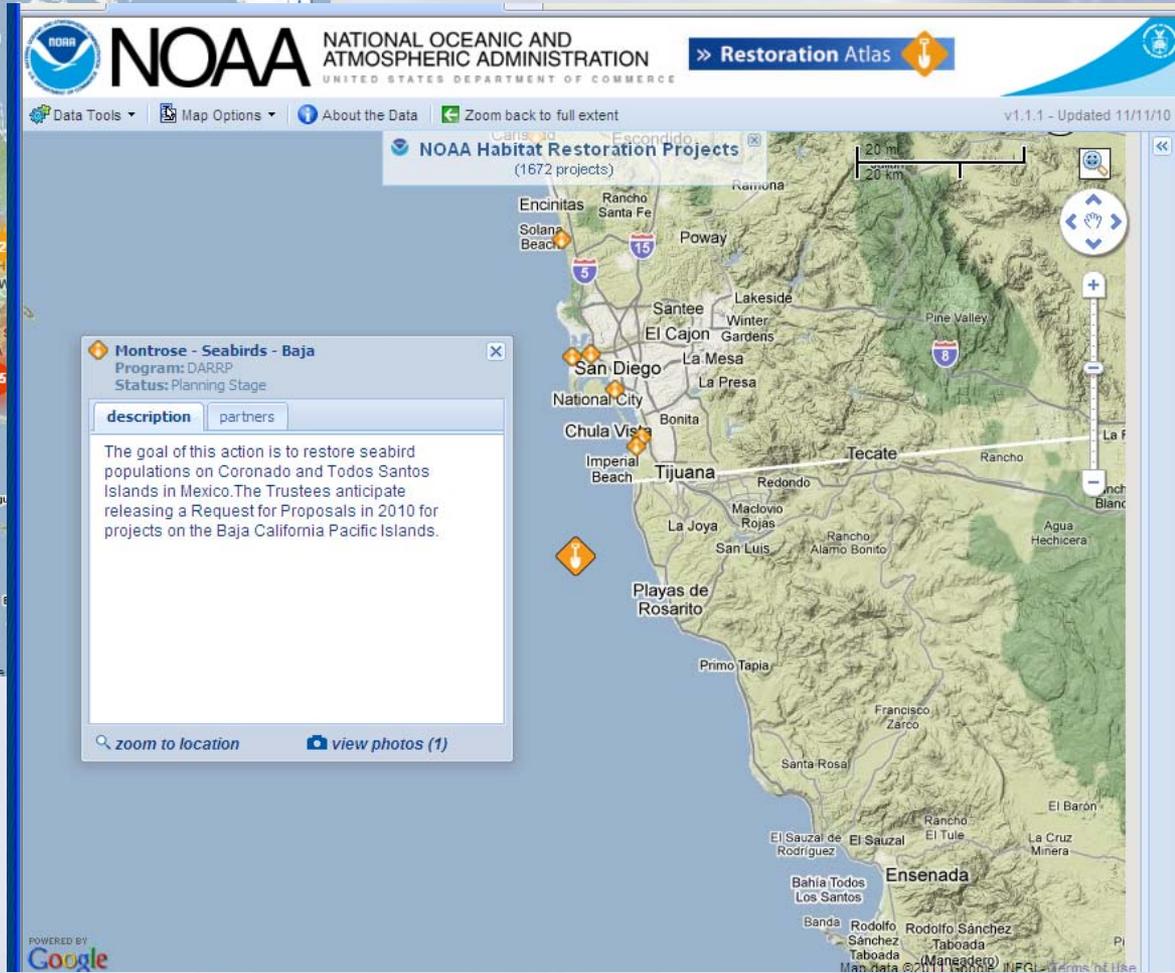
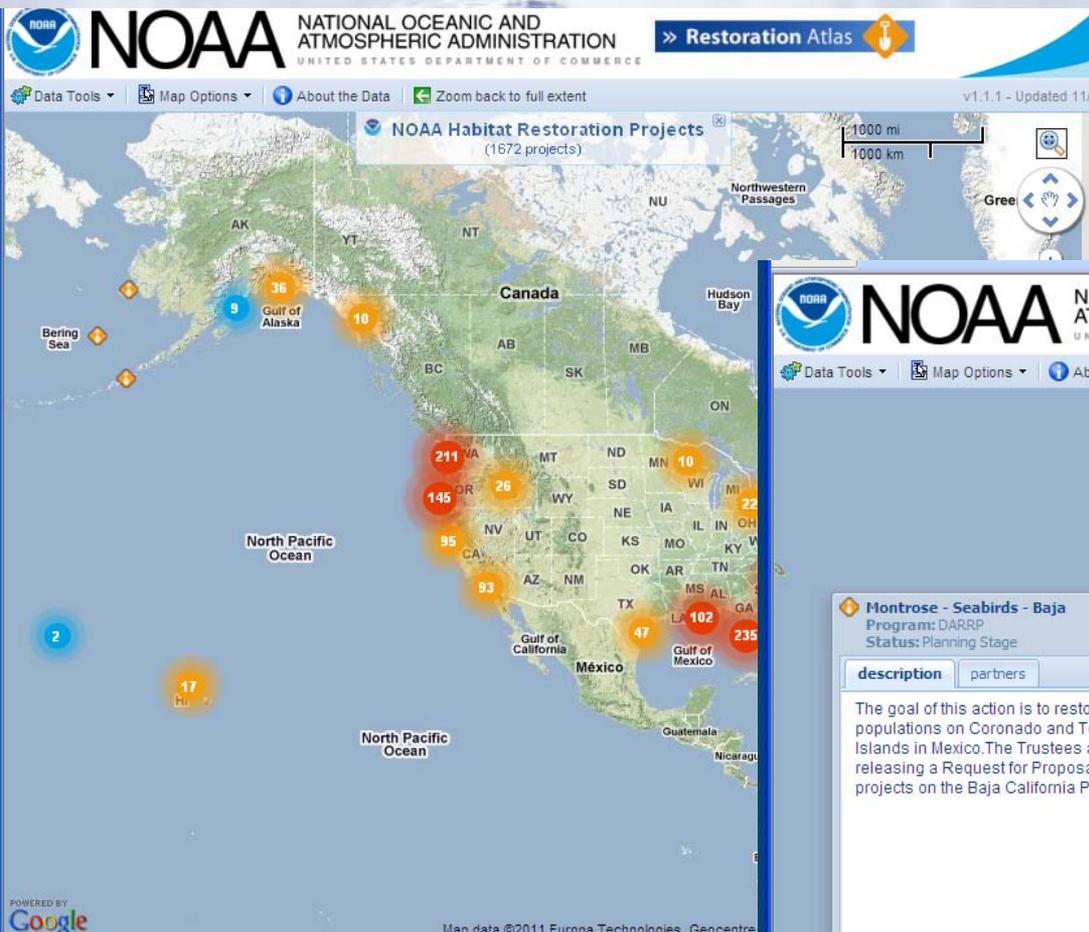
THE STATE OF SEA GRANT 2010
Impact, challenges and opportunities

Annual Report to Congress by the National Sea Grant Advisory Board, November 2010



Sea Grant

Uses: Communicating Sea Grant



Data Patterns

✧ 2,787 impacts

February 2008- January 2009

✧ Guidance provided

✧ 670 impacts

February 2009- January 2010

✧ 260 (39%) impacts followed guidance
19 programs



Guidance - basic structure

- ✧ State Focus Area
 - ✧ State Goal
 - ✧ Partners
 - ✧ Title
- ✧ Relevance
- ✧ Response
 - ✧ Results
 - ✧ Recap



Relevance

- ✧ Why did our program conduct this effort?
- ✧ What needs were originally expressed for this work?
- ✧ What was the situation/problem, and why was it a problem?
 - ✧ What aspects of your current implementation plan are addressed?



Response

- ✧ What did our program do?
- ✧ Who were the principal partners, collaborators, contributors?
- ✧ What were the key elements?
- ✧ Who was the target audience?



Results

- ✧ What is the social, and/or economic, and/or environmental payoff of our work?
 - ✧ Who benefitted?
 - ✧ How?
- ✧ What happened as a result of the work described?
- ✧ How was information collected to verify the impacts (surveys, observation, etc.)?
- ✧ What was the geographic scope of the impact?



Recap

- ✧ a one sentence recapitulation that captures the essence of the preceding three points.



Good Example

- ✧ **TITLE: Shrimp Industry Profitability Boosted by Fuel-Saving Shrimp Trawler Technology**
- ✧ **RELEVANCE-** Individual gulf shrimp trawlers consume between 50,000-80,000 gallons of diesel per year. Reducing operating expenses through reductions in fuel consumption will improve vessel profitability, thus buoying an industry that is struggling to compete with imports and high fuel prices.
- ✧ **RESPONSE-** Since 2008, Texas Sea Grant specialists have been working with elite shrimp fishermen in the Gulf to evaluate new, fuel-conserving vessel-based technology for use by the shrimp fleet. Simultaneously, Texas Sea Grant is working with other Sea Grant programs to transfer these new technologies to shrimp fishermen in the Gulf of Mexico and South Atlantic regions.
- ✧ **RESULTS-** Reported fuel savings range from 20 to 39 percent. For the median trawler, expected annual fuel savings amount to roughly 19,000 gallons per season. Introduction of the new trawl gear to the Texas fleet has allowed fishermen to save approximately 2.4 million gallons of fuel valued at \$5.7 million in 2010 alone. Since 2008, the Texas shrimp fleet's fuel savings were estimated to be 7.3 million gallons or \$17.7 million. An estimated 200 jobs were saved because without these major fuels savings, many of the boats would have remained idle.
- ✧ **RECAP-** Texas Sea Grant sponsored experimental trawl gear resulted in 20-39 percent fuel savings for Texas shrimp fishermen.

✧ For additional information contact: xxx



Tips

- ✧ Accomplishments vs Impacts
 - ✧ Verifiable
 - ✧ Tense
 - ✧ Timescale
- ✧ Defined Sea Grant Role
 - ✧ Lay Audience
- ✧ Articulate the Significance
 - ✧ Stand Alone
 - ✧ Grammar



Accomplishments

Output:

As a result of ___ Sea Grant Communications funding, ___ State Parks was able to distribute 50,000 aquatic safety brochures to thousands of beach goers at state beaches from 2008–2010. These brochures include the national Break the Grip of the Rip warning signs and steep beach warning signs created for ____, where lives are lost each year from "sleeper" waves. (weblink)

Outcome:

_____ Sea Grant and the ___ Department of Environmental Protection lead a Clean Boating Partnership. Marinas are certified as a ___ Clean Marina when they voluntarily adopt procedures to eliminate water pollution. Once certified, they provide methods for sewage disposal, avoid fuel spill, and facilitate recycling or disposal for oil, used batteries and other such harmful materials. Moreover, such facilities inform boaters on the methods to protect the environment while recreating on the water. Two hundred and sixty-seven boating facilities in _____ have received clean marina designations since the program's inception.



Lay Audience

- ✧ **TITLE:** ___ Sea Grant research cuts salmon mortality from parasites
- ✧ **RELEVANCE:** *Ceratomyxa shasta is a virulent myxosporean parasite affecting salmon in ___.* Infection by myxozoan parasites contributes to the decline of salmon on ___ River. Although salmon runs have been steadily shrinking, a 90% reduction in the 2006 commercial catch was directly attributable to weak returns of ___ River, with losses to coastal communities and the troll industry estimated at \$28 million that year. Two years earlier, approximately 45% of migrating juvenile ___ River salmon reportedly had severe *Ceratomyxa shasta* infections. Similar rates have been observed annually since the 1990s.
- ✧ **RESPONSE:** ___ Sea Grant funded research to understand how the complex life cycle of *C. shasta* perpetuates. Researchers developed a water-filtration assay to determine parasite densities, which has become a useful tool to minimize the effects of *C. shasta*.
- ✧ **RESULTS:** This research leveraged \$3.7 million in federal, state, and private investments—four times the ___ Sea Grant investment. It has opened collaborations and funding from tribes and agencies. Monitoring data is in use by the US Fish and Wildlife Service and NOAA Fisheries in management of ___ salmon. The parasite assay is being used in larger river monitoring efforts by ___ and ___ Department of Fish and Wildlife, and in the ___ watershed. The research informed the Secretary of the Interior on the question of ___ River dam removal.
- ✧ **RECAP:** ___ Sea Grant 's research helps resource managers on the ___ and ___ Rivers minimize coho salmon mortality by *Ceratomyxa shasta*, which helps sustain the livelihoods of fishing-dependent families.
- ✧ For additional information, contact ___.



Verifiable

- ✧ **TITLE:** ___ Sea Grant research cuts salmon mortality from parasites
- ✧ **RELEVANCE:** *Ceratomyxa shasta* is a virulent myxosporean parasite affecting salmon in ____. Infection by myxozoan parasites contributes to the decline of salmon on ___ River. Although salmon runs have been steadily shrinking, a 90% reduction in the 2006 commercial catch was directly attributable to weak returns of ___ River, with losses to coastal communities and the troll industry estimated at \$28 million that year. Two years earlier, approximately 45% of migrating juvenile ___ River salmon reportedly had severe *Ceratomyxa shasta* infections. Similar rates have been observed annually since the 1990s.
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Tense

Rip currents claim more lives each year (approximately 150 lives each year with the majority being in ___) than other natural hazards including hurricanes, lightning strikes and tornadoes. Research is needed to better understand the physical conditions that give rise to rip currents, and to develop models that can accurately predict where and when rip currents will occur. To this end, **this ongoing project is developing** a model to simulate wave and ocean surface conditions associated with rip-currents. The ___ **is planning to use** the resulting ___ for ___ management decisions, including the placement of facilities, access roads and poststorm recovery plans.



Reporting Year

Output:

As a result of ___ Sea Grant Communications funding, ___ State Parks was able to distribute 50,000 aquatic safety brochures to thousands of beach goers at state beaches from 2008–2010. These brochures include the national Break the Grip of the Rip warning signs and steep beach warning signs created for ___, where lives are lost each year from "sleeper" waves. (weblink)

Outcome:

___ Sea Grant and the ___ Department of Environmental Protection lead a Clean Boating Partnership. Marinas are certified as a ___ Clean Marina when they voluntarily adopt procedures to eliminate water pollution. Once certified, they provide methods for sewage disposal, avoid fuel spill, and facilitate recycling or disposal for oil, used batteries and other such harmful materials. Moreover, such facilities inform boaters on the methods to protect the environment while recreating on the water. Two hundred and sixty-seven boating facilities in ___ have received clean marina designations since the program's inception.



Updates

- ✧ **TITLE:** Sea Grant works with regional and international fisheries to reduce seabird deaths
- ✧ **RELEVANCE:** Accidental mortality of seabirds in fishing operations poses a serious risk to endangered species, such as short-tailed albatrosses, and could curtail commercial activity in some fisheries.
- ✧ **RESPONSE:** Washington Sea Grant (WSG) continues to work with fishermen, managers and nongovernmental organizations to curb accidental capture of endangered short-tailed albatrosses and other seabirds in commercial fisheries. Project scope has expanded to the West Coast groundfish fishery, and U.S. managers are recognizing the value of seabird distribution data to ecosystem-based fisheries management. Under Sea Grant leadership, mitigation efforts are expanding to the fishing fleets of New Zealand, Australia, Uruguay, Argentina, Brazil and South Africa. **A large-scale research program on two Japanese joint venture longline vessels targeting tuna off South Africa yielded critical data in 2009.**
- ✧ **RESULTS:** This research has prompted the South African government to change permit requirements for the joint-venture fleet and other foreign fisheries agencies are starting to change domestic and joint-venture regulations to limit seabird interactions. West Coast tribal and nontribal longliners are voluntarily adopting WSG-developed gear to reduce seabird catches. Techniques derived from this project could save at least 150,000 seabirds over the next 10 years.



Define Sea Grant's Role

About 9,000 3rd grade kids per year participate in the AgVentures aquaculture program. Follow-up surveys suggest that the majority of kids who participate in the program become actively involved in the ornamental fish hobby.



Articulate the Significance

In 2009, City of ___ developed and adopted Low Impact Development Ordinance based partly on information and training received from ___ Sea Grant.



Stand Alone

Shoreline change data developed from **this project** are included in revisions to ___ and ___ county setback law.



Good Example

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✧ For additional information contact: xxx



Additional Help

- ✧ NSGO Program Officers
- ✧ Your program's communicators
- ✧ Cooperative Extension Service Training






Sea Grant