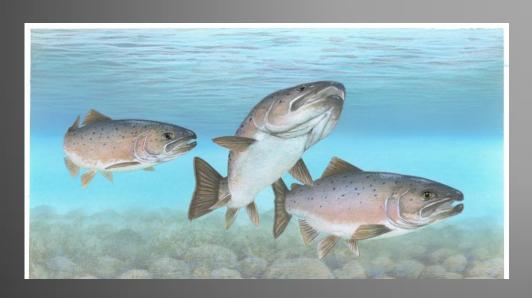
Safe Eating Guidelines in California



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Objectives for Today

- Provide background on OEHHA's fish advisory program
- Highlight importance of monitoring data
- Review communication efforts & challenges
 - Gather feedback, ideas, monitoring partners



OEHHA and Fish Advisories

- OEHHA is responsible for evaluating risks from eating sport California fish and issuing advice to protect health
 - Fish may be contaminated by chemicals
- Non-regulatory advisories provide recommendations and information
- Advisories/SEGs/Consumption Guidelines
 - All provide recommendations on how frequently people can eat fish from a water body

Why Have Fish Advisories

- Chemicals in fish with possible harmful health effects
 - Mercury and PCBs
- •Long time frame to clean up
 - Legacy chemicals persist in environment
 - Responsibility of Water Board
- Eating fish offers health benefits

How OEHHA Develops Fish Advisories

- Based on results of testing fish samples for certain chemicals
- Need results from enough samples to represent species and water body
- No state program to sample for advisories



Where do data come from if there is no monitoring program?

- State Water Resources Control Board
 - Surface Water Ambient Monitoring Program
- Regional Monitoring Program (San Francisco Bay)
- Department of Water Resources
- U.S. EPA
- U.S. Geological Survey (USGS)

How OEHHA Develops Advice

- OEHHA determines how much fish can be safely eaten using level of contamination and advisory tissue levels (ATLs)
- ATLs based on studies of health effects
 - Keep exposure at or below a safe exposure level
 - Balance risk and benefits
- Advice issued for each species in water body with adequate data
 - Advisories are based on a series of servings per week (0, 1, 2, 3 - 7)

OEHHA Advisories

- > 53 water bodies plus advice for 5 anadromous species
 - Lakes: 33
 - Rivers & creeks: 13
 - Bays & coastline
 - San Francisco, Tomales, Santa Monica & San Pedro
 - Delta (3 segments)
 - Shad, Chinook salmon, steelhead, striped bass, sturgeon

Data for more Advisories?

- More than 9000 lakes:
 - OEHHA compiled data for 273 without advisories
 - 7 have adequate data to develop advice
 - Rest have data gaps: missing species or bad sample size
- Locating and validating data is time consuming
 - Not centralized or complete
 - CEDEN Good concept
 - Missing data, missing information, inconsistent
 - Different agencies hold data
 - Lake Oroville area established good link with DWR
 - Upper Feather River PG&E no link
 - Analytes, methods & QA/QC vary

More OEHHA Advisories!

- Just completed
 - Lake Oroville
 - Lake McClure
 - Lake McSwain
- In review
 - Statewide advice for lakes with no advisory
 - Pyramid Lake
- Future more lakes, bays, and coastline
 - Balance of water bodies with lower contamination and those with higher contamination

Communication



- Fish filleting demonstration
- Presentations and trainings on advisories

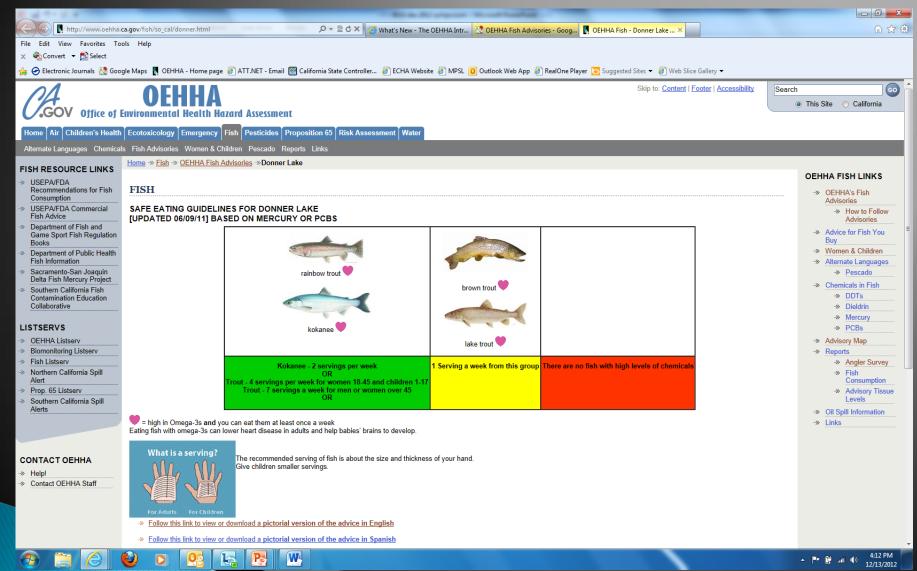
Communicating Advice

- Balance health risks and benefits
- Emphasize importance of eating fish
- Advisory reports, fact sheets, single page pictorial advisories & kiosk versions
- Develop easy-to-read brochures
 - Learn safer and less safe options (fish species and water bodies)
 - Compare your consumption to recommendations

Web Communication

- www.oehha.ca.gov (Click on "Fish")
- List of advisories with links
- Google map showing advisories
 - Direct link to advice
- How to Follow Advisories
- Information on chemicals
- Information for women and children

Google map showing Advisories



Language of Communication

- Tried to make documents and fact sheets simpler and easier to understand
 - Pictorial advice
- Conflict between simple wording and risk assessment language
 - Completely safe does not exist in risk assessment
 - "Safe" and "Safe Eating Guidelines" are not used in recent advisories
- Feedback on wording and pictorial advice
 - Informal comments
 - Formal survey or focus group testing



It is good for people to eat fish!

Health benefits outweigh risks if choose fish low in mercury

Advisory Information

- www.oehha.ca.gov (Click on "Fish")
- Bob Brodberg in Sacramento Robert.Brodberg@oehha.ca.gov 916.323.4763
- Margy Gassel in Oakland Margy.Gassel@oehha.ca.gov 510.622.3166