

# Impact Statements and Communicating our Value

National Sea Grant Office

Webinar

May 1, 2014

# What is an Impact Statement?

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

# What is an Accomplishment?

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- Effectively describes the key actions, activities or products resulting from Sea Grant activities.
- Reflects 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.

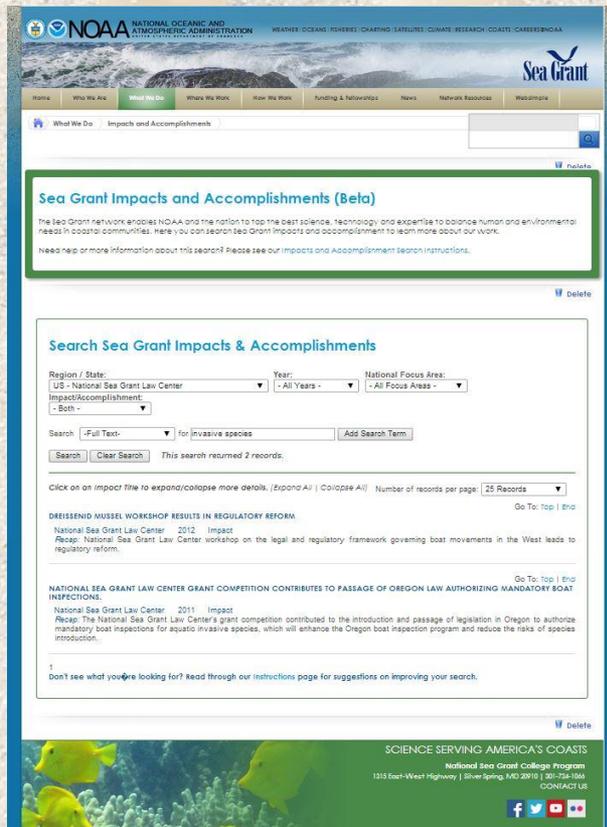
# What is an Impact Statement?

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

# How is an Impact Statement Used?

- Sea Grant Impact and Accomplishment Search



NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION DEPARTMENT OF THE INTERIOR

WEATHER | OCEANS | FISHERIES | CHARTING | SATELLITES | CLIMATE | RESEARCH | COASTS | CAREERS/NOAA

Sea Grant

Home | Who We Are | What We Do | What We Work | How We Work | Funding & Partnerships | News | Network Resources | Webpage

What We Do | Impacts and Accomplishments

Sea Grant Impacts and Accomplishments (Beta)

The Sea Grant network enables NOAA and the nation to tap the best science, technology and expertise to balance human and environmental needs in coastal communities. Here you can search Sea Grant impacts and accomplishments to learn more about our work.

Need help or more information about this search? Please see our [Impacts and Accomplishment Search Instructions](#).

Search Sea Grant Impacts & Accomplishments

Region / State:  Year:  National Focus Area:

Impact/Accomplishment:

Search  for

This search returned 2 records.

Click on an impact title to expand/collapse more details.   Number of records per page:

Go To: Top | End

**DREISSEND MUSSEL WORKSHOP RESULTS IN REGULATORY REFORM.**

National Sea Grant Law Center 2012 Impact  
 Recap: National Sea Grant Law Center workshop on the legal and regulatory framework governing boat movements in the West leads to regulatory reform.

Go To: Top | End

**NATIONAL SEA GRANT LAW CENTER GRANT COMPETITION CONTRIBUTES TO PASSAGE OF OREGON LAW AUTHORIZING MANDATORY BOAT INSPECTIONS.**

National Sea Grant Law Center 2011 Impact  
 Recap: The National Sea Grant Law Center's grant competition contributed to the introduction and passage of legislation in Oregon to authorize mandatory boat inspections for aquatic invasive species, which will enhance the Oregon boat inspection program and reduce the risks of species introduction.

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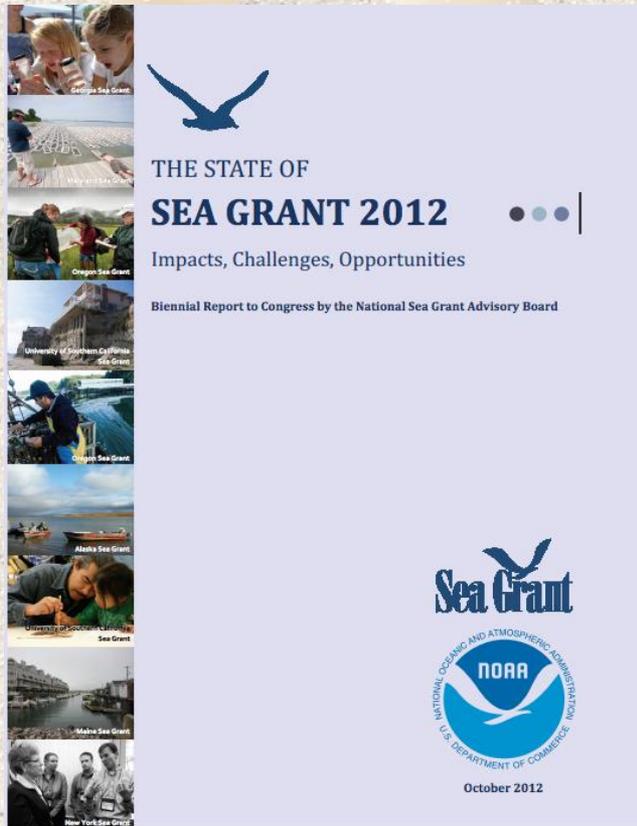
Don't see what you're looking for? Read through our [instructions page](#) for suggestions on improving your search.

SCIENCE SERVING AMERICA'S COASTS

National Sea Grant College Program  
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 CONTACT US

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# How is an Impact Statement Used?



- National Sea Grant Advisory Board Biennial Report to Congress

# How is an Impact Statement Used?

- National Fact Sheets for Briefings



**NOAA** NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION U.S. DEPARTMENT OF COMMERCE

**Sea Grant's Role in National Preparedness**



Sea Grant Implements National Priorities at the Local Level

Coastal communities in the United States provide vital economic, social and recreational opportunities for millions of Americans. However, decades of population migration have transformed many natural coastal habitats into urban landscapes and intensified the use of finite coastal resources. Between 1970 and 2010, the population of the U.S. coastal watersheds has increased by 45 percent to a total of 164 million, or 52 percent of the nation's population. This population increase has resulted in greater vulnerability of coastal communities and environments to natural and technological hazards.

People living and doing business in coastal communities need to understand the risks associated with coastal hazards. Through the Hazard Resilient Coastal Communities focus area, NOAA Sea Grant helps these communities prepare for and respond to hazardous events.

Sea Grant's locally-based professionals (more than 360 extension agents) live in, and are closely connected to, the communities they serve. As both trusted residents and coastal experts charged with providing balanced and reliable science-based information, Sea Grant agents deliver solutions residents can use. Sea Grant agents' trusted reputations allow them to be effective liaisons within local governing bodies as well as providing access to isolated populations, even in the aftermath of a disaster.

**Hazard Resilient Coastal Communities**  
2009-2013 Strategic Focus Area

Sea Grant's Hazards activities are focused within three areas: helping communities and individuals understand the risks associated with living, working, and doing business along the coast; building community capacity to prepare for and respond to hazardous events; and helping communities respond effectively when events occur. Some highlights from 2013 are:

- *University of Southern California* Sea Grant developed AdaptLA, a sea-level rise adaptation planning tool for the city of Los Angeles
- *Louisiana Sea Grant* helped develop the Financial Resiliency Decision Support Tool for identifying risk-adjusted financial vulnerability to future natural disasters for local governments



See how Sea Grant extension agents in every coastal and Great Lakes State and U.S. territory.



Planting along 200 feet of shoreline in New Orleans City Park. Image: Virginia Sea Grant.

- *Mississippi-Alabama Sea Grant* helped conduct a Vulnerability-Consequences Adaptation Planning Scenarios workshop for the City of Orange Beach, AL.
- *North Carolina Sea Grant* conducted post-Hurricane Ike damage assessments to determine why some homes survived and why others didn't.
- *Texas Sea Grant* introduced the Coastal Resilience Index (developed by Mississippi-Alabama Sea Grant) and implemented the guided self-assessment tool in six coastal communities.

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# Writing Impact Statements

## Basic Structure:

State Focus Area

State Goal

Partners

Title

Relevance

Response

Results

Recap

# Writing Impact Statements – 4Rs

## 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?

# Writing Impact Statements – 4Rs

Response:

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

# Writing Impact Statements – 4Rs

## Result:

- 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?

# Writing Impact Statements – 4Rs

Recap:

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

# Writing Impacts - How many?

- We recommend up to five outstanding statements per focus area (or to match your effort within focus areas)
- PRPs in 2012 commented that there were too many accomplishments listed as impacts
- 2012 Impacts – 431

# Writing Impact Statements for the Web

- Title: Create concise and descriptive titles that are no more than 120 characters
- Recap: Clear, one sentence recap in layman's terms (no abbreviations and acronyms), written in 3<sup>rd</sup> person, that has no more than 500 characters
- Word Count: 250 words or less

## “Feature Live” Impact for the Web

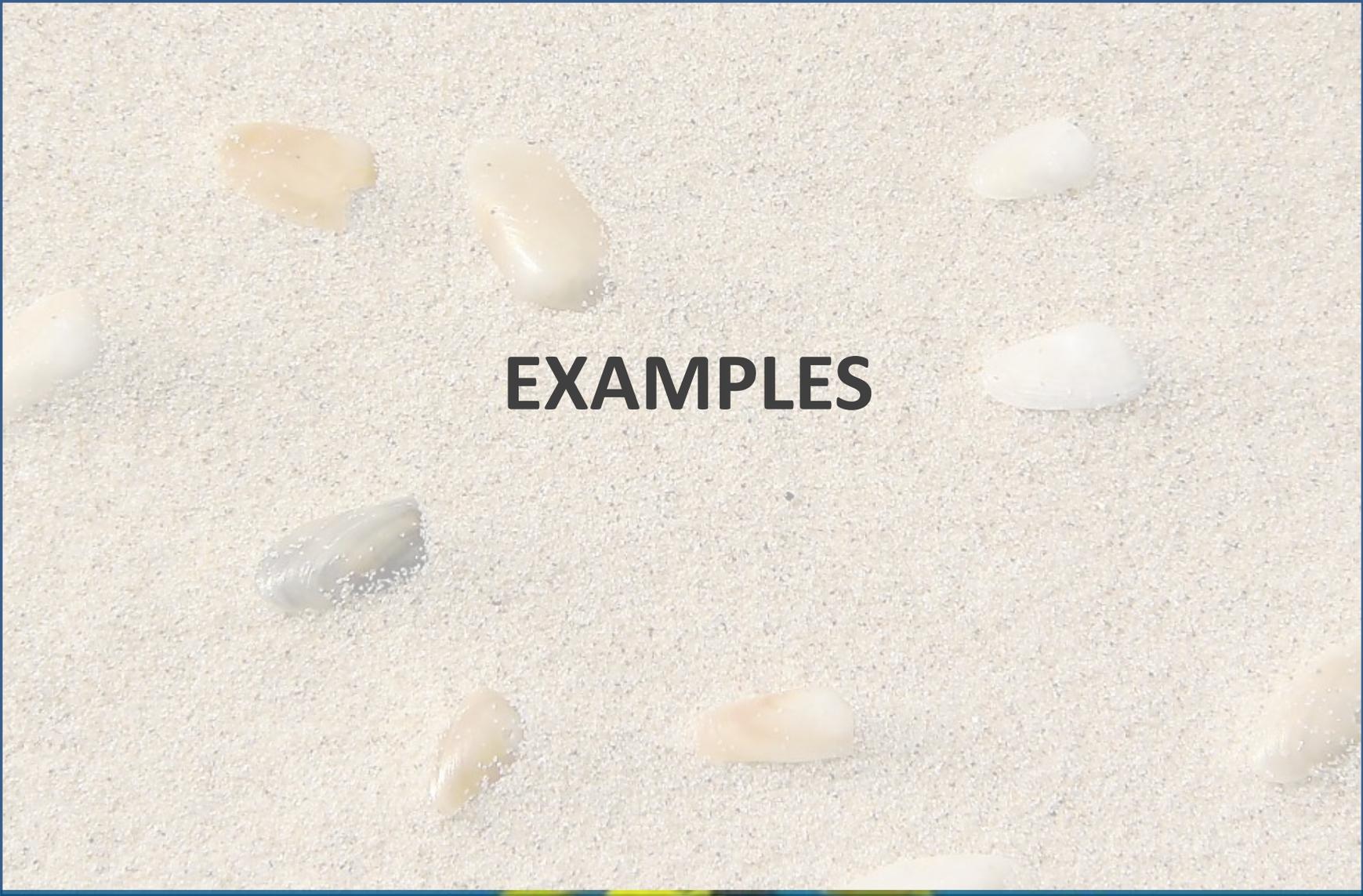
- Select up to 20 impacts from 2010 – current
- Impacts can be added at any time
- Change which 20 at any time
- Same guidelines:
  - 120 characters for title
  - 500 characters for recap
  - 250 words or less

## NSGO Review of Impact & Accomplishments

- Weekly list of new impacts and accomplishments
- Program Officer has two weeks to review (Annual Report – 30 days to approve)
- Feature Live impacts will also be reviewed by NSGO Communication team
- Looking for sensitive topics that might call negative attention to Sea Grant, NOAA or other federal agencies
  - Examples: political lobbying, advocacy
  - We expect you to catch typos and grammar issues before submitting

## Tips

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

A close-up photograph of a sandy beach with several small, smooth, light-colored shells scattered across the surface. The shells vary in shape and size, some appearing as simple oval or rounded forms, while others have more complex, slightly irregular shapes. The sand is a fine, light beige color.

# EXAMPLES



**TITLE:** Connecticut Sea Grant and CT NEMO Rain Garden Trainings and Installations Divert 615,700 Gallons of Stormwater Annually

**RELEVANCE:** With every rainfall, water runs off impervious surfaces such as roofs, driveways, roads and parking lots, collecting pollutants along the way. This runoff has been cited by the United States Environmental Protection Agency as a major source of pollution to our nation's waterways.

**RESPONSE:** Connecticut Sea Grant and the Connecticut Nonpoint Education for Municipal Officials (NEMO) program have developed outreach programs and webinars to teach landscape professionals, municipal officials, homeowners, and students about the effectiveness of rain gardens as a means for mitigating the deleterious effects of runoff and stormwater. In 2012, two additional trainings with installations were held at Kelly Middle School in Norwich, CT and at the Middlesex County Extension Office in Haddam, CT where, in addition to providing stormwater filtration services, the rain garden will serve as a second demonstration installation for training purposes.

**RESULTS:** Thirty-three (33) municipal maintenance staff and landscape professionals received hands-on training by participating in the installation of the Norwich rain garden, while 200 middle school students and their teachers learned about the basic function of a rain garden and how to maintain it. The installation of the Haddam garden was filmed for use in the rain garden "App" that was developed and launched in 2012. Since 2011, the combined environmental benefit of six rain garden installations is substantial: an average of 615,700 gallons of water is diverted from the stormwater system and infiltrated into the ground annually. Over time, this will help reduce impacts to downstream water bodies and ultimately coastal waters like Long Island Sound.

**RECAP:** Six rain gardens installed over two years provided hands-on training for professionals while diverting more than 615,700 gallons of water away from stormwater systems and into the ground annually, reducing downstream water quality impacts.

**TITLE:** Quick Response by New York Sea Grant Provides Information to Better Manage Hurricane Sandy Impacts

**RELEVANCE** By acting as a bridge between decision-makers and researchers, New York Sea Grant was able to quickly provide sound information to coastal managers when they needed it most. Hurricane Sandy inflicted tremendous damage along the New York and New Jersey coastlines. The force of the storm's waves and surge opened several breaches through the barrier islands protecting Long Island's south shore. Of particular concern to coastal land managers was a breach in the Fire Island National Seashore in a federal wilderness area. The breach was in a barrier fronting a portion of the mainland containing 13,000 homes collectively valued at \$10 billion dollars. Under state and federal policies, the breach was to be monitored for 45 to 60 days to determine whether it posed a threat to the mainland and should be artificially closed or allowed to close naturally.

**RESPONSE** The National Park Service (NPS), which was responsible for making the decision regarding closure, asked New York Sea Grant's Coastal Processes Specialist to assist their interagency Breach Assessment Team composed of 35 federal, state and local officials. New York Sea Grant (NYSG) provided the group with research-based information on impacts of new breaches from earlier NYSG efforts and helped them identify data needed to properly evaluate the situation. NYSG worked with researchers at Stony Brook University to identify ongoing field projects that provided some of the needed data, synthesizing and disseminating it to the Assessment Team within two weeks of the storm. NYSG coordinated with researchers and managers to develop and fund a quick response project to collect critical real-time data on physical changes associated with the breach when it became apparent other agencies were not able to respond in a timely manner.

**RESULTS** NPS used NYSG information to evaluate the condition of the breach and its impacts, and decided not to close it immediately, which would have cost approximately \$6 million. The initial data showed the feature was fairly stable and having minimal impacts on main land tide levels. Recognizing the value of the information, NPS is funding continuation of the data collection program to monitor the breach and its physical impacts to ensure it did not cause increased flooding on the mainland.

**RECAP:** NYSG provided data and funds needed to assist the National Park Service in their decision-making regarding whether to close a breach along the south shore of Long Island. The breach was in a barrier fronting a portion of the mainland containing 13,000 homes valued a \$10 billion and at most risk from any potential flooding because of the breach.

**TITLE:** Groundbreaking wetland restoration method opens up new opportunities for large-scale restoration

**RELEVANCE:** The loss of wetland habitats, particularly freshwater wetlands, has contributed to a marked drop in migratory and resident waterfowl populations and significant water quality problems in bays and bayous. Cost-effective and ecologically successful wetland mitigation is difficult to attain on the Upper Gulf Coast of Texas.

**RESPONSE:** Texas Sea Grant collaborated with the Texas Parks and Wildlife Department to pioneer a simple but powerful restoration technique. The Sheldon-Sipocz wetland restoration method uses high-quality historical photography to locate potholes buried by land-leveling associated with rice farming, which has been the single largest source of wetland loss. Buried pothole soils are re-exposed; Texas Sea Grant-led volunteers build rescue collections of appropriate native wetland plants and install these species in the re-excavated wetlands. Texas Sea Grant hosted 52 restoration workdays for Texas Master Naturalists on the Wetlands Restoration Team, 12 workdays with local inner-city high school students from six schools, who were mentored by TMN volunteers, and two Wetland Field Days attended by approximately 50 natural resource professionals.

**RESULTS:** Because the restoration takes place in a re-exposed native soil, restoration success rates are near 100 percent. To date, 136 acres of coastal prairie potholes at Sheldon Lake State Park have been restored using this method, including 6 acres in 2012. During 2012, 1,392 volunteer hours of restoration work and 28,747 native plants, including more than 40 species, were installed. The Sipocz-Sheldon method is becoming the preferred technique for coastal restoration and is being adapted by agencies and private restoration groups across the area.

**RECAP:** Texas Sea Grant pioneered a successful new wetland restoration technique, the Sheldon-Sipocz method, to restore rare coastal wetland habitat while educating inner-city youth on the value of coastal plain wetlands in Texas.

## Tips

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- Verifiable
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## How to make good impacts better

**TITLE:** Arizona Direct Seafood

**RELEVANCE:** With the guidance and assistance of Arizona Sea Grant, the Pima County Commission along with various public and private partners, created the Tucson Desert Seafood Initiative – a web-based market-to-table marketing project to help revitalize the local seafood community, which had been devastated by sandstorms. The successes of this project led to funding from the Desert States Marine Fisheries Commission to create Arizona Direct Seafood.

**RESPONSE:** Arizona Sea Grant created four regional websites connecting local fishermen directly to consumers interested in purchasing their fresh catch.

**RESULTS:** Extension agents recruited approximately 50 area fishermen, docks and seafood retailers to create on-line profile pages and interact directly with potential customers via “Fresh Catch” message posts. With approximately 10,000 unique visits per month (and growing), and the use of social media and call-to-action newsletters, the programs run by each region’s extension agent has achieved significant impact and helped create market demand for local fresh seafood product resulting in up to 100 percent increase in sales price over dock price for large desert seafood. The impact on the local economy is significant and has provided a path to move the local catch from the commodities market to the consumer market and created links to bring urban consumers to the waterfront. Relationships are developing and commercial fishermen are taking pride in their chosen profession. Coastal communities are harvesting tourism dollars from these new urban visitors via the creation of Seafood Farmers Markets and other Eco-tourism opportunities.

**RECAP:** Arizona Sea Grant helped create the Tucson Desert Seafood Initiative, which has expanded statewide as Arizona Direct Seafood and has helped generate market demand for local fresh seafood products, resulting in a 100 percent increase in sales price for large desert seafood.

## How to make good impacts better

**TITLE:** Arizona Direct Seafood Initiative increases large desert seafood sales by 100%

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## How to make good impacts better

**TITLE:** Multi-trophic aquaculture launched in the Gila River, AZ

**RECAP:** A new model for integrated multi-trophic aquaculture of cavefish and mussels has been accepted by the EPA, one that will benefit both regional fishermen and water quality.

**RELEVANCE:** The Arizona fishing industry has suffered economically due to reduced landings and changing federal regulations, and fishermen are exploring strategies that can sustain their heritage.

**RESPONSE:** Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.

**RESULTS:** The EPA granted UAZ permission to demonstrate the project in 2012. Eight local fishermen were brought on to learn and participate. The project produced 1254 pounds of cavefish, which sold for \$6 a pound at seafood markets in AZ. Ten million wild mussel spat were collected on the cage platform and are now in growout. Expected harvest weight is 7.5 tons by late summer 2013. In the river, nitrogen input from the cavefish was 103 pounds, while nitrogen absorption and retention from the mussels will be 200 pounds. Therefore the mussels will remove almost twice the nitrogen from the river than the cavefish added to it. This new culture method will help establish a permitting process for aquaculture in the southwest, and will also create new sources of sustainable, local seafood, employment and help fishermen diversify into seafood production while still fishing.

## How to make good impacts better

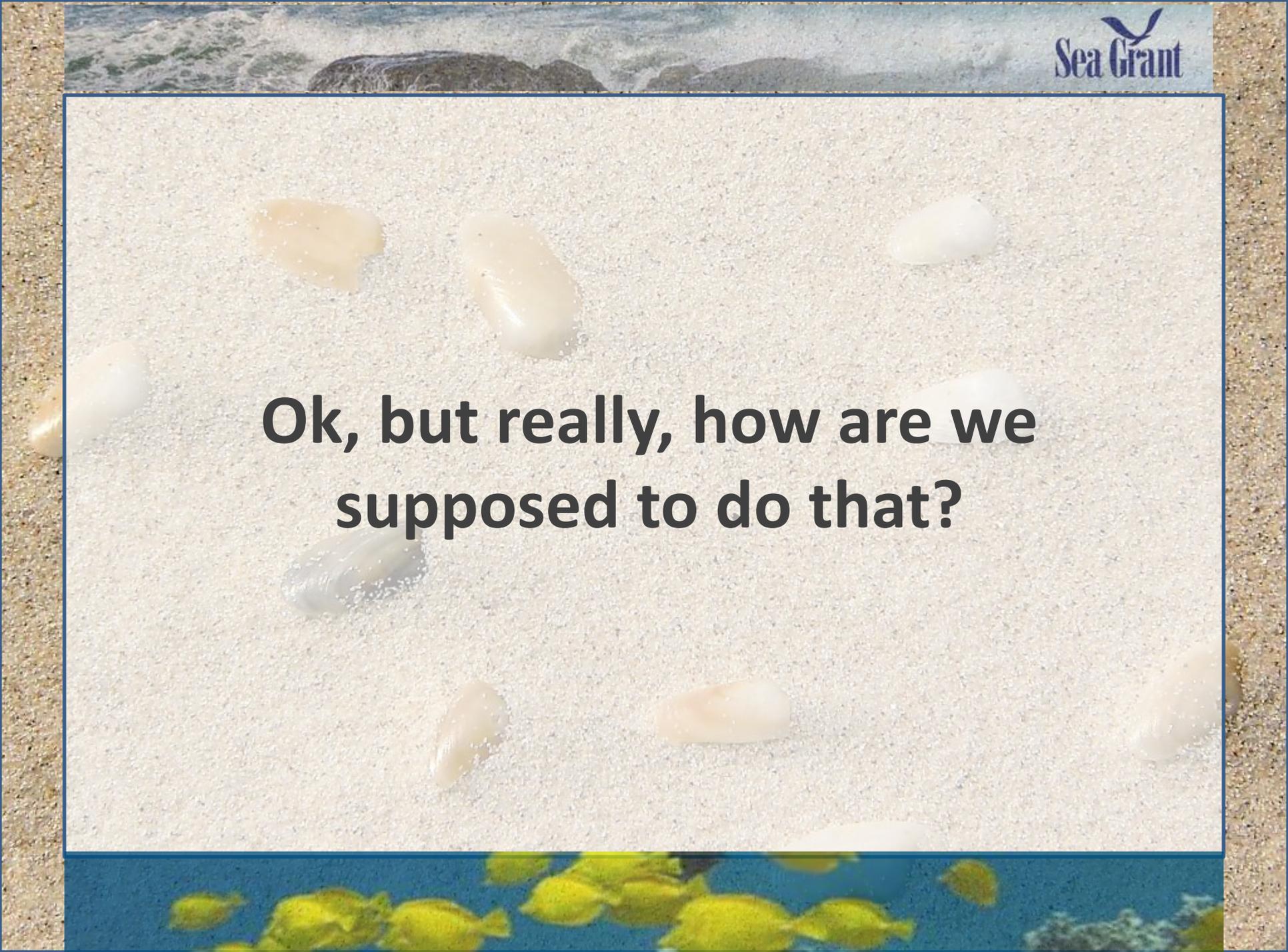
TITLE: **Multi-species** aquaculture in Gila River, AZ **benefits fishermen and water quality**

RELEVANCE: The Arizona fishing industry has suffered economically due to reduced landings and changing federal regulations, and fishermen are exploring strategies that can sustain their heritage.

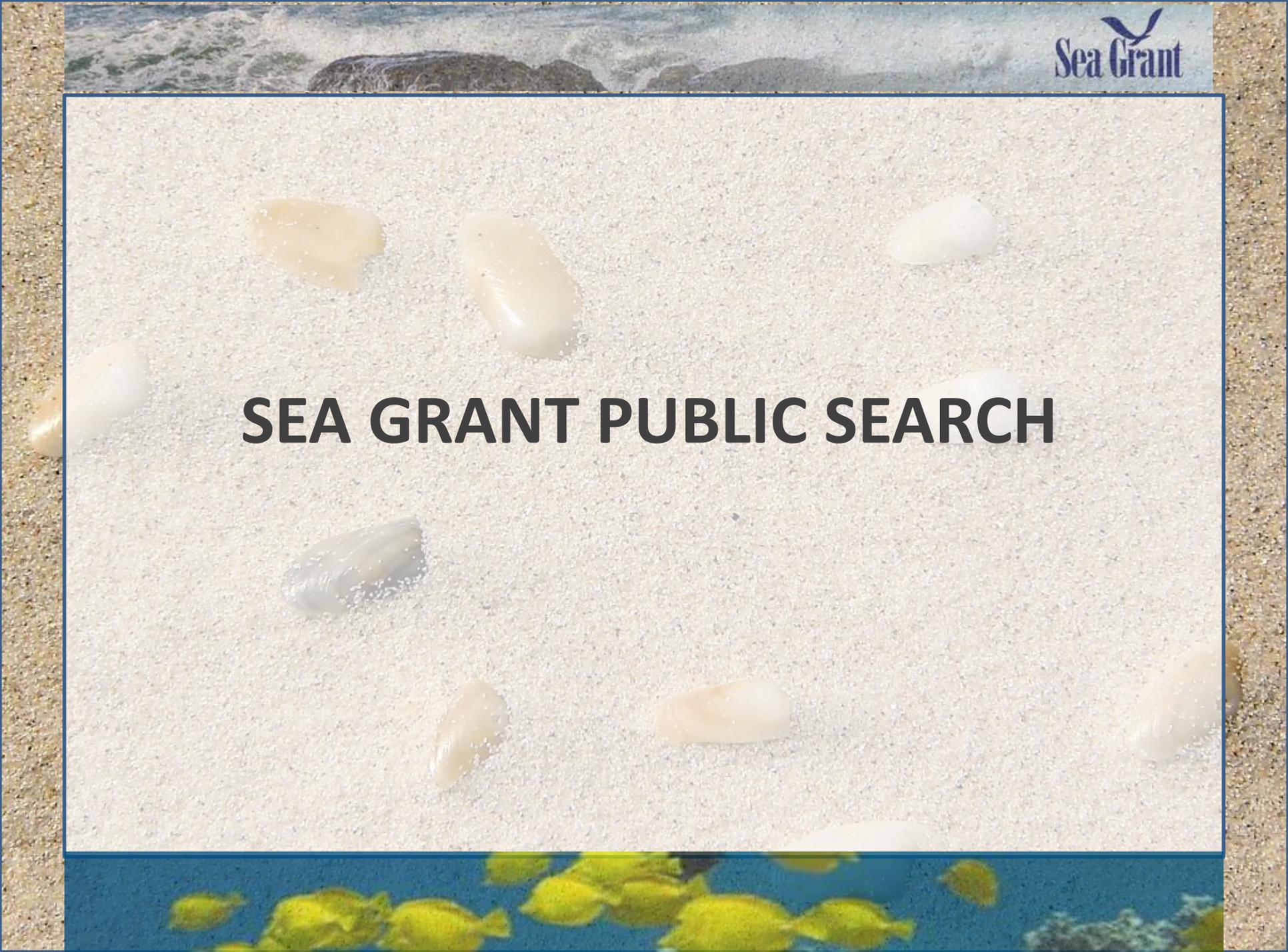
RESPONSE: Arizona Sea Grant and UAZ have been investigating small-scale, multi-trophic aquaculture in the Gila River, **which introduces two or more species that eat at different places in the food chain**. By integrating the production of cavefish and mussels on the same platform, fishermen can culture two products for sale while having minimal impact to the ecosystem. Initial permitting was established through AZ Fish and Game at six sites. However, the EPA stopped the process due to concerns about adding nitrogen to the already nitrogen impaired river. AZSG engaged state and federal agencies, conducted literature searches and calculated nitrogen mass balance models based on the cavefish/mussel aquaculture concept.

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RECAP: A new model for **multi-species** aquaculture of cavefish and mussels has been accepted by the EPA, one that will benefit both regional fishermen and water quality.

The background of the slide is a composite image. The top portion shows a sandy beach with several jellyfish washed up on the shore. The bottom portion shows a school of yellow fish swimming in clear blue water. The central text is overlaid on the sandy beach area.

**Ok, but really, how are we  
supposed to do that?**

The background of the slide is a composite image. The top portion shows a sandy beach with several seashells scattered across it. The bottom portion shows a school of yellow fish swimming in clear blue water. A thin blue border frames the central area where the text is located.

# SEA GRANT PUBLIC SEARCH



  
**Sea Grant**