



Social Science Community Newsletter

Volume 13, May/June 2017 ~ Sharing knowledge for better practices

Risk Communication and Behavior Report Presented at the 2017 Global Platform for Disaster Risk Reduction

In May, Dr. Denna Geppi from the NOAA’s Office of the Chief Economist represented the team that produced the [Risk Communication and Behavior: Best Practices and Research Findings](#) report at a side event of the 2017 Global Platform for Risk Reduction



Dr. Geppi (far left) at the 2017 Global Platform for Disaster Risk Reduction

Credit: Dr. Denna Geppi

The event, titled “Action! How can Media and Communication Prompt Social and Behavior Change for Disaster Risk Reduction,” was a lively conversation about the roles of media and communication in disaster risk reduction.

BBC Media Action invited the team that developed the report to participate in the

event because insights on communication and behavior are often missing from conversations regarding disaster risk reduction. Other panelists included representatives from Resurgence, the Development Network of Voluntary Indigenous Associations in Uganda, and the Organization for Economic Co-operation and Development’s Public Governance and Territorial Development Directorate.

Identifying Coastal Vulnerabilities in the Chesapeake Bay Communities

By Chloe Fleming, Coastal and Marine Social Scientist, National Centers for Coastal Ocean Science

Scientists with NOAA’s National Centers for Coastal Ocean Science (NCCOS) just completed a vulnerability assessment of the Choptank River Complex, a critical component of the Chesapeake Bay ecosystem and one of NOAA’s Habitat Focus Areas.

The project identified a range of environmental threats, including sea level rise, storm surge, and stormwater flooding, calculated vulnerabilities, including social, structural, and natural resource, and then applied them spatially across the region, ultimately leading to maps of prioritized areas for further investigation of adaptation action to help mitigate coastal flooding.

Coastal vulnerabilities, continues on page 2

Upcoming Events



July 14-16, 2017: 7th Symposium on the Impacts of an Ice-Diminishing Arctic on Naval and Maritime Operations, Washington D.C.
<https://www.star.nesdis.noaa.gov/star/Ice2015.php>

July 17-20, 2017: 2017 NOAA Satellite Conference, New York
<http://www.nsc2017.org/>

August 12-15 2017: Annual Meeting of the American Sociological Association, Montreal, Canada
<http://www.asanet.org/news-events/meetings>

August 15, 2017: Webinar— Completing and Using Ecosystem Service Assessment for Decision-Making: An Interdisciplinary Toolkit for Managers
[Register here](#)

Did You Know?

The Chesapeake Bay is an estuary: a body of water where fresh and salt water mix. It is the largest of more than 100 estuaries in the United States and third largest in the world.

The word *Chesepiooc* is an Algonquian word referring to a village "at a big river." In 2005, Algonquin historian Blair Rudes helped dispel the widely-held belief that the name meant "great shellfish bay."

Source: [The Chesapeake Bay Program](#)

Coastal vulnerabilities, continued from page 1

The areas with the highest overall vulnerability and risk were generally located closest to the coast along the southwestern parts of the Choptank Habitat Focus Area study area, while the lowest overall vulnerability and risk areas were scattered throughout the central region of the study area, and just south of the northernmost block groups.

In addition to these final maps, this research also produced a series of bivariate choropleth maps that illustrated the intersection between individual vulnerabilities and flood risks. Not only did the completed assessment identify which communities and ecosystem services in the region would be most at risk to threats from coastal development and change (both human and natural), it established a framework to inform decision making for coastal flooding adaptation action that could be applied to other communities across the country. This framework is based on the development of community-level indicators (social/economic, structural, and ecological), and an assessment of vulnerability and risk to improve communities' resilience to climate and coastal hazard impacts that included stakeholder engagement. This process ensures that the identified vulnerabilities can serve as a foundation for each community to address risk and determine adaptation strategies moving forward.

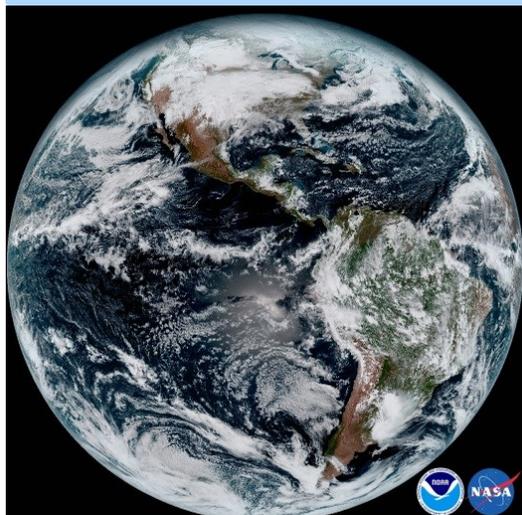
The project team included partners from NOAA's NCCOS, Fisheries, and Office of Coastal Management; NOAA Habitat Blueprint; the Maryland Coast Smart Program; Maryland Sea Grant, the Town of Oxford, MD, and Talbot County, MD.

For more information, contact Chloe Fleming at chloe.fleming@noaa.gov



Flooding in the Choptank River Complex at Oxford, MD
Credit: NOAA

Group on Earth Observations (GEO) Week Coming to Washington, D.C. in October 2017



North and South America pictured by GOES-16, NOAA's newest and most advanced weather satellite

Credit: NOAA/NASA

GEO-XIV Week 2017 will be held in Washington, D.C. on October 23-27. The event is an annual gathering of the Group on Earth Observations (GEO) and this is the second time the U.S. will play host.

GEO is a partnership of more than 100 national governments and over 100 Participating Organizations, including NOAA. The partnership's goal is to improve use of satellite, atmospheric and *in situ* Earth observations for better decision making. Part of GEO's work involves developing the Global Earth Observation System of Systems (GEOSS) to better integrate observing systems and share data by connecting existing infrastructures using common standards.

Along with the GEO-XIV Plenary, there are a series of side events which give the community a chance to report on progress on regional and global initiatives. The public is also invited to participate in GEO Exhibition which features an array of booths for those interested in Earth observation data, information, and services. For more information, visit <http://www.earthobservations.org/geo14.php>.

Social Science Projects Receive 2017 NOAA Preserve America Initiative Funding

Source: NOAA Preserve America Initiative

Three social science projects received funding through the 2017 NOAA Preserve America Initiative Internal Funding Program (PAIIF). PAIIF projects demonstrate the concept of using heritage to communicate NOAA's messages and contemporary issues that are relevant to the American public. This includes sustainable economies, community and cultural engagement, building strong partnerships, educating future generations through learning about the past, and engaging in diversity and inclusiveness for the future. Below is a brief description of the recipients.

Voices of Papahānaumokuākea: Hawaiian Oral Histories on Cultural Heritage in Large Scale Marine Protection

Project Lead: Kalani Quiocho, National Ocean Service, Honolulu, HI

This project includes a series of ethnographic interviews that will document the formative history of the Papahānaumokuākea Marine National Monument. It will focus on the perspective of Native Hawaiian leaders who are responsible for a movement that resulted in effective advocacy and protection for the Northwestern Hawaiian Islands from 2000 to 2016. The interviews will also be used to create a short film and a number of video clips that will be accessible through various media outlets and featured at various museums and interpretive centers in Hawaii and elsewhere.



Kekuewa Kikiloi blowing the pū (conch shell).

Credit: David Boynton



Native Inupiat woman drying humpy salmon

Credit: Travel Alaska

Capturing History and Forging the Future: Alaskan Native Women in Fisheries

Project Lead: Anna Santos, National Marine Fisheries Service, Seattle, WA

This oral histories project will provide insight into the experiences of Native Alaskan women including their historical and current subsistence and commercial practices in fisheries. The project will also explore how these women and others have identified and responded to the impacts of climate change and other drivers of change. A cultural video collection is among the project's products that will preserve the history of Native women's experience in fisheries of Alaska and can be used as educational and outreach materials.

Southern California's Forgotten Coastal Treasures: The Plight of Steelhead and White Abalone

Project Lead: Stacie Smith, National Marine Fisheries Service, Long Beach, CA

Southern California is home to the endangered southern steelhead and white and black abalone, three NOAA trust resources that have declined greatly and are considered iconic to this stretch of coast. Funds will be used to produce two short films that highlight the historic and cultural significance of these species and the threats that have led to their current endangered status. Interviews with local conservation and restoration partners will be incorporated into the film to highlight the efforts that NOAA and partners are investing to save these species. The goal is to inspire public stewardship and ensure white and black abalone and steelhead are not lost forever.



Black abalone

Credit: NOAA

For more on these and other recipients, visit the NOAA Preserve America Initiative page at <http://preserveamerica.noaa.gov/>

Social Scientist Spotlight: Jeffery Adkins, Economist, NOAA Office of the Chief Economist



Photo Courtesy of Jeff Adkins

What He Does: As an economist in NOAA’s Office of the Chief Economist, Jeff wears several hats. An important focus of his work is in assessing the societal value of NOAA’s products and services.

His Background: Jeff has worked as an economist for the federal government since 1979, starting as a student. He has a Bachelor’s degree in economics from Marshall University and a Master’s degree in economic geography from Southern Illinois University.

An Important Accomplishment: According to Jeff, his most important accomplishment has come from his investments in other professionals, which pays dividends for decades as junior staff members become thought leaders.

Biggest Misconceptions about Social Science: A lot of people think economics is all about numbers, particularly numbers with dollar signs to the left. But at its foundation, economics is about value (“maximizing utility”) and choices. Nobel Laureate Robert Mundell put it this way, “Economics is the science of choice” – considering all the tradeoffs so we can make choices that make us as well of as we can be. Now, who could NOT love that?

A Fun Fact About Jeff: A work assignment landed Jeff in Egypt where he inspected a tunnel used by the Egyptian army to store ammunition, which was stacked floor to ceiling in wooden crates using sawdust for padding—no smoke detectors, no sprinklers, bad wiring, and aimed in the general direction of Cairo.

Reach Jeff at jeffery.adkins@noaa.gov

2015 Reports Show Economic Strength and Continued Recovery of U.S. Fisheries

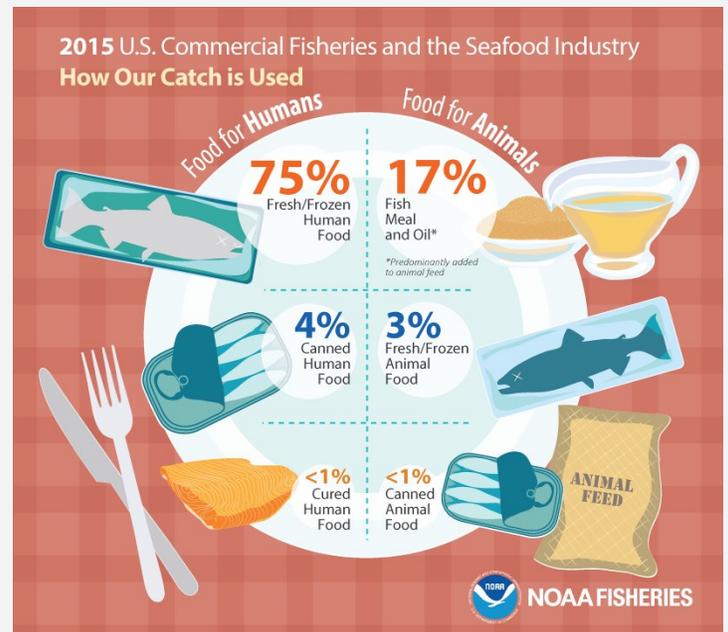
NOAA’s National Marine Fisheries Service recently released *Fisheries Economics of the U.S., 2015*, an annual report that shows the economic value of U.S. fisheries to the national economy.

According to the report, U.S. commercial fishermen landed 9.7 billion pounds of seafood valued at \$5.2 billion in 2015. Anglers made nearly 61 million marine recreational fishing trips and landed 351 million fish. Alaska led all states in both volume (6.0 billion pounds) and value (\$1.8 billion) of landings.

The report also states that fish processors, icehouses, restaurants, grocery stores, bait and tackle shops, fuel stations, and a multitude of other businesses benefit from healthy commercial and recreational fishing.

Download the report at:

<https://www.st.nmfs.noaa.gov/commercial-fisheries/fus/fus15/index>



Office of the Chief Economist Welcomes Summer Interns



Jack Herscowitz

Jack just finished his first year at Middlebury College where he is considering a double major in Environmental Policy and Ethnomusicology/Musicology. Jack will be working on Risk Communication with Dr. Denna Geppi. Part of his work will be to create a risk communication story to be displayed on NOAA's Science on a Sphere. He will also assist with cross-line office and inter-agency Risk Communication work. Outside of work, Jack enjoys playing jazz saxophone and spending time outdoors with friends and family.

Breanna Parker

Breanna is a senior at Smith College in Massachusetts where she studies Environmental Science & Policy, as well as, Astronomy. After graduating, her goal is to work towards a sustainable future for all by increasing the use of renewable energy technology. In her free time, Breanna enjoy spending time in nature by kayaking, hiking, and travelling to lakes, mountains, and national parks.



Anika Kreckel

Anika will graduate with a B.A. in Economics from Clark University in December 2017 and plans to use her interest in the social sciences to advance environmental causes by appealing to the interests of businesses. She is interested in developing ways to further integrate the Natural Capital Protocol into small and medium sized American businesses. She is working with Dr. Valerie Were on the Natural Capital project. Anika grew up in Rhode Island and has a deep fascination for and love of water. The ocean is the single most rejuvenating thing and puts things into perspective after a long day.



Breanna and Anika are both working with Dr. Valerie Were on the Natural Capital project. The work involves contributing to the development of an [Ocean Supplement](#) to the [Natural Capital Protocol](#). The Protocol is a step-by-step guide for businesses on how to account for impacts and dependencies on nature into their planning and operations. The project also involves working with other bureaus in the Department of Commerce to develop concrete steps to help America's businesses apply the concepts from the Protocol.

Recent Social Science Publications

- * National Marine Fisheries Service. (2017). *Fisheries Economics of the United States, 2015*. U.S. Dept. of Commerce, NOAA Tech. Memo. NMFS-F/SPO-170, 247p.
- * Brooks, J. J., & Bartley, K. A. (2016). What is a meaningful role? Accounting for culture in fish and wildlife management in rural Alaska. *Human Ecology*, 44(5), 517-531.

Have a publication to share?

Help us populate the list of social science publications by sending the citation to prss.socsci@noaa.gov

*We would like your input. Please send us ideas for stories, articles, or social science work that we should highlight.
You can contact us at: prss.socsci@noaa.gov*