Sanctuaries infographics partnerships

Jennifer Brown
jennifer.brown@noaa.gov

ECOS Consulting

with Channel Islands & Monterey Bay

National Marine Sanctuaries

ONMS Condition Reports

Habitat

Water Quality

Human Pressures

Living Resources

Conditions are assessed using available Status and Trend data for a suite of indicators

Partnership Motivation

Motivation, goal:

- Maximize utility of existing observing data
- Ensure observing and monitoring data are readily available to resource managers in an easily digestible way
- Create web-based, interactive tools to explore and understand impacts of change on ecosystems and marine life
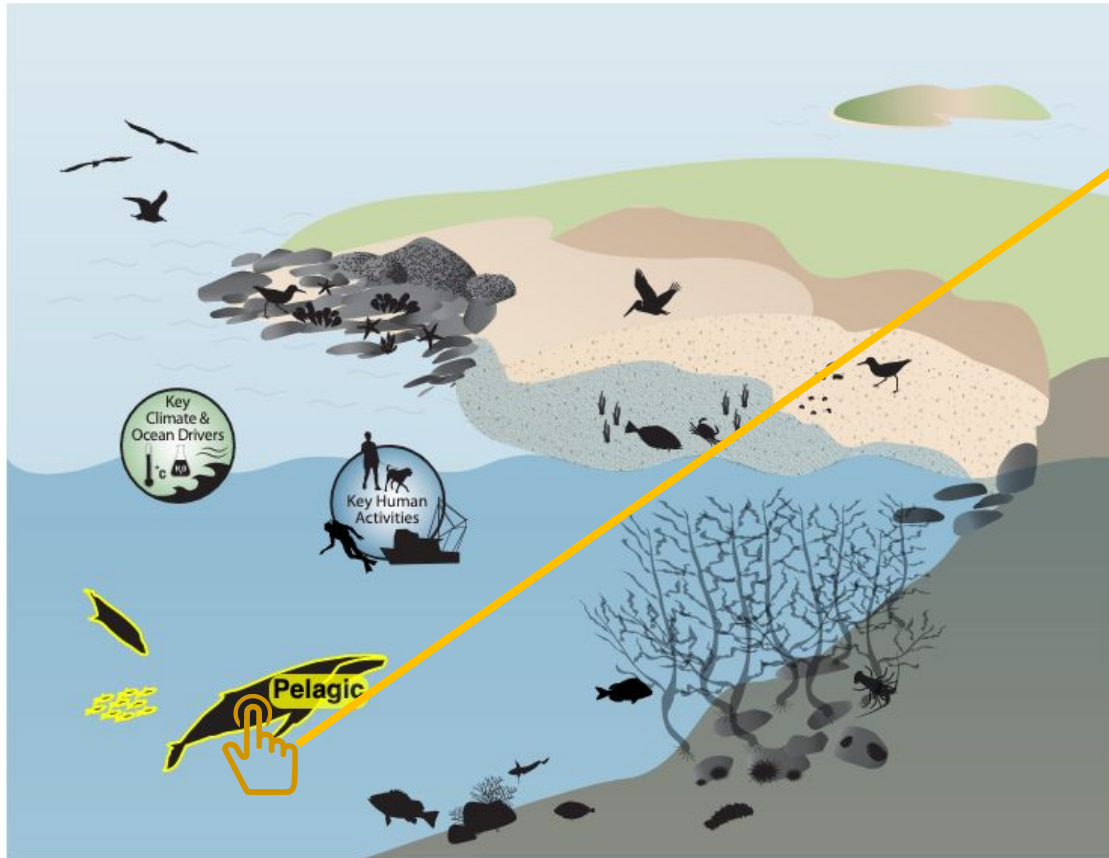- Leverage expertise and resources

Major partners

Interactive Infographics AKA 'Clickable' Sanctuary Ecosystem Trends

https://noaa-onms.github.io/cinms/

Tiers of data products targeting different users

Infographics
Audience: Public, managers, educators
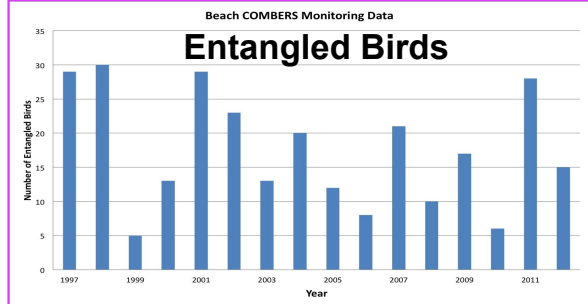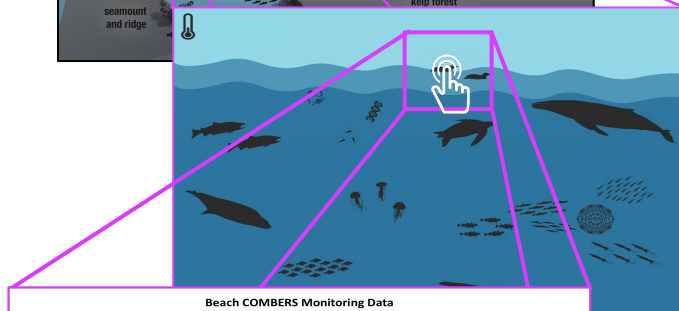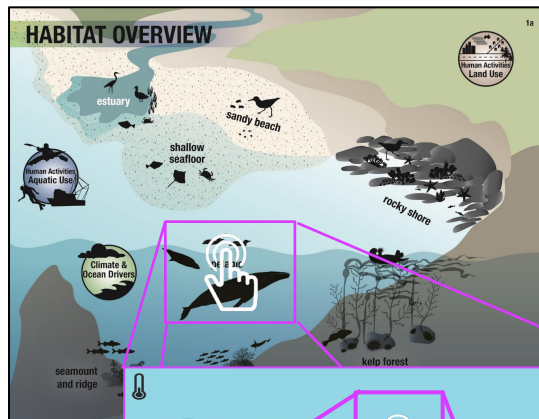
Curated Data Views
Audience: Advisory groups, researchers, managers

Data portals
Audience: technical experts

Current Status and Next Steps

*need to ingest, synthesize and serve human use indicator data in a compatible manner

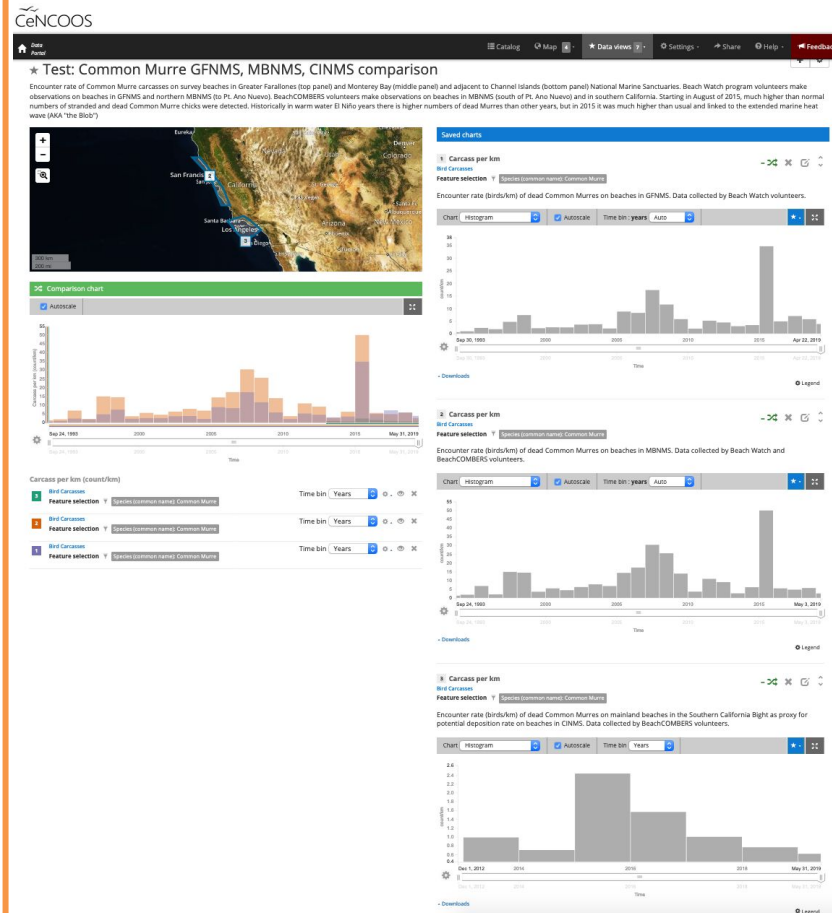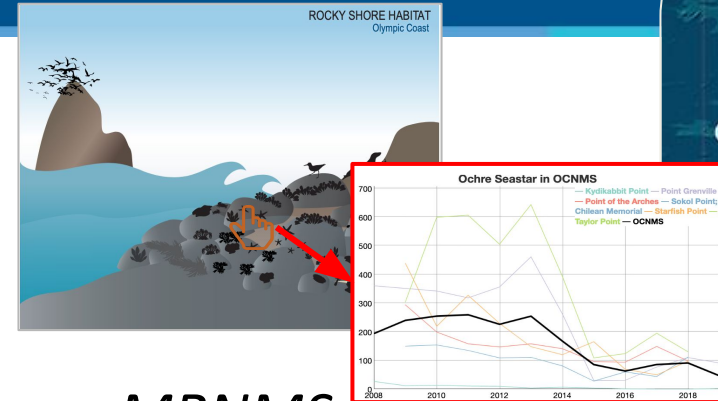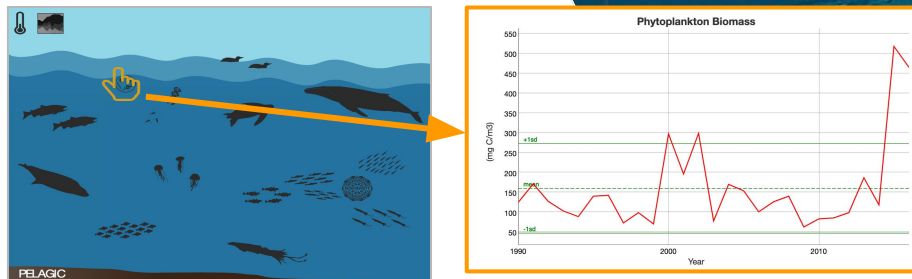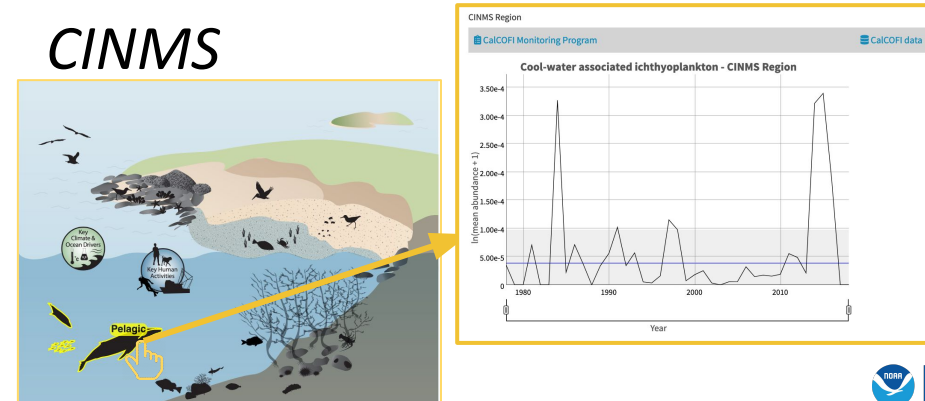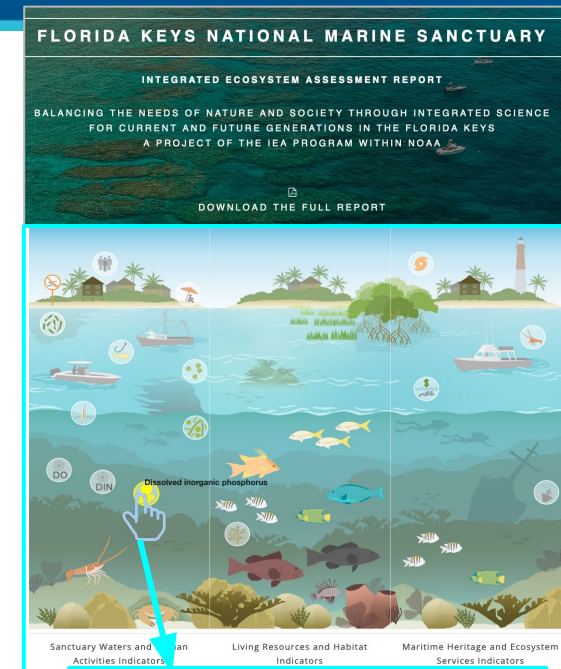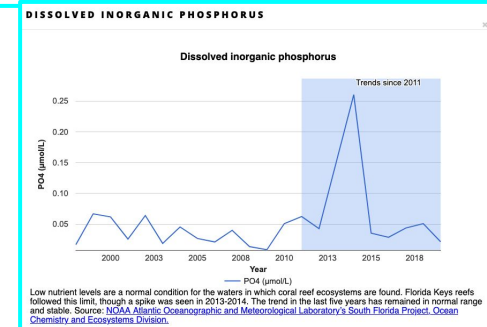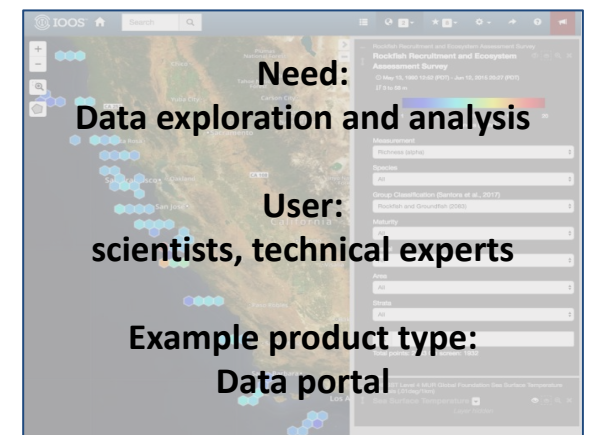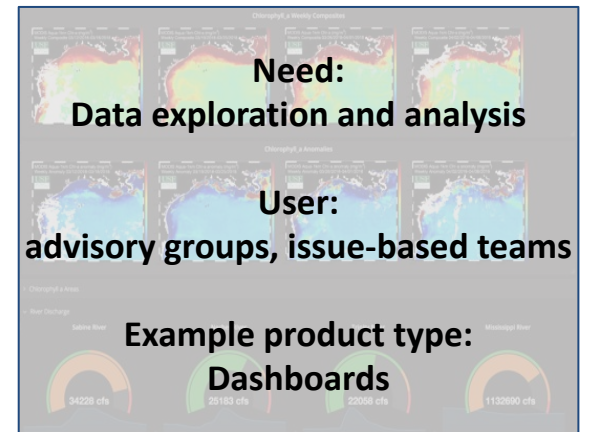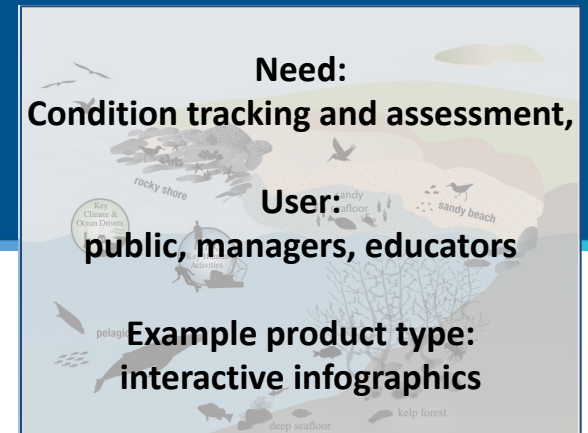# Lessons Learned

Start with the needs, identify the user, build and resource the team

Translation of data from observers and scientists to managers and the public is not automatic, requires focus and resources

Team

- manager (e.g., science, policy, resource protection, education)
- data-specific technical expert
- data product and web developer
- science translation, application, interpretation

Process

```
Management need for information (e.g., question, issue, response) → Best available observing data and/or synthetic product → Scientifically rigorous analysis, synthesis → Iterative data product development
```


Need:
Condition tracking and assessment,

User:
public, managers, educators

Example product type:
interactive infographics

Need:
Data exploration and analysis

User:
advisory groups, issue-based teams

Example product type:
Dashboards

Need:
Data exploration and analysis

User:
scientists, technical experts

Example product type:
Data portal

Outcomes and Impact

- Enabling timely response by managers to questions about sanctuary status and recent change

- Generating new interest and product requests; defining needed team and expertise to bring data to managers

- Through IOOS web services, providing direct access to external data making Condition Reports living information access points

- Ensuring data availability for Condition Reports, Environmental Impact Statements, Education & Outreach

- Leveraging strengths of NOAA programs and partners to build synergies