



Canadian  
Ocean  
Literacy  
Coalition

La coalition  
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la connaissance  
de l'océan

## Ocean Literacy Mapping Survey

To complete this survey in English, please proceed by clicking "Next" below.

Pour répondre au sondage en français, veuillez changer la langue dans le coin en haut à droite de cette page et appuyez ensuite sur « Suiv. » ci-dessous.



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You are invited to take part in a collaborative research initiative led by the Canadian Ocean Literacy Coalition (COLC) and conducted by a pan-Canadian research team from Dalhousie University, the University of Ottawa, Trent University, and Simon Fraser University. The COLC is an alliance of member organizations, networks, institutions, and individuals that leverages its collective strengths to establish and coordinate a strategic path to advance ocean literacy in Canada.

Ocean literacy is a broad concept that explores our understanding of human impacts on the ocean and the ocean's impact on us with the goal of developing, in Canadians, a civic relationship with the ocean.

The purpose of this research is to study the current state of ocean literacy across Canada's diverse sectors and regions in order to co-develop a national ocean literacy strategy. The synthesized research will ultimately be published online, as well as in academic journals. With this survey we are looking to identify key initiatives, projects, research, infrastructure (e.g., aquariums), cultural practices, educational programs, reports, events, and other ways in which people are working toward building relationships with the ocean throughout the diverse regions, sectors, and communities in Canada.

**Who Can Take Part in the Research Study:** You have been identified because your work or knowledge provides important insights for understanding ocean literacy in Canada.

**What You Will Be Asked to Do:** This survey is expected to last 15-20 minutes and asks questions relating to your organization's work and experience in advancing ocean understanding, connections, and engagement. These questions will help us to better understand the types of assets used for developing and/or enabling ocean literacy in Canada.

**Risks and Discomforts:** The risks associated with this study are minimal, and there are no known physical risks for participating in this research.

**Benefits:** The experience and knowledge shared by you as a professional service provider may help other ocean literacy professionals and will contribute to the development of a national ocean literacy strategy.

**Cost/Payment:** There is no cost or payment for participation.

**Confidentiality:** Your name will not be identified in any way, unless explicit permission is given below. Although you will not be identified as the speaker (if selected), your words may be used to highlight a specific point, if explicit permission is given below. Participant numbers (not names) will be used in written and computer records. However, the information you provide will be associated with your organization/institution/program, meaning it may not be completely anonymous depending on the size and/or structure of your institution.

**Data Use/Storage:** Findings from this survey will be used, along with other data collected, to prepare a regional report that will directly inform the development of a national ocean literacy strategy. We will provide you with a description of both regional and national results when the study is finished. No individual results will be provided. You can obtain these results by including your contact information at the end of the signature page and visiting the COLC website [[www.colcoalition.ca](http://www.colcoalition.ca)] in June 2020.

Information that you provide to us will be kept confidential. Data will be kept secure for one year upon completion of the study before being destroyed. Data will be stored as per Dalhousie University protocols (stored and shared securely by the research team, paper copies in a locked cabinet and office, access only by COLC research staff).

**Questions:** We are happy to talk with you about any questions or concerns you may have about your participation in this research. Please contact Dr. Lisa (Diz) Glithero at [diz@colcoalition.ca](mailto:diz@colcoalition.ca) at any time with questions, comments or concerns about the research study.

If you have any ethical concerns about your participation in this research, you may also contact Research Ethics, Dalhousie University, at (902) 494-1462, or email: [ethics@dal.ca](mailto:ethics@dal.ca) (and reference REB file # 2019-4891).

Your decision to take part in this study is voluntary, and you are free to withdraw at any time. Your data may be withdrawn up until 1 month after you have completed the online survey. After this time, results will have been de-identified and analyzed, and it will be difficult to remove individual contributions.



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**Permission to Quote: We may wish to quote your contribution directly in reports and publications resulting from this research. With regards to being quoted, please check 'yes' or 'no' for each of the following statements.**

Researchers may publish documents that contain quotations by me under the following conditions:

	Yes	No
I agree to be quoted directly (my name is used).	<input type="radio"/>	<input type="radio"/>

*(If you answered "Yes" above, please answer N/A below)*

	Yes	No	N/A
I agree that my quotes can be used but will not be attributed to me (my name and position are not used)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By proceeding to the next page of the survey, I acknowledge that I have read the explanation about this study. I have been given the opportunity to discuss it and my questions have been answered to my satisfaction. I understand that I have been asked to take part in an online survey. I agree to take part in this study. I realize that my participation is voluntary and that I am free to withdraw at any point.

*This study is funded by Mitacs Accelerate with the following industry sponsors: Students on Ice; Ocean Wise; Clean Foundation; NIVA Inc.; and Stratos. Additional funding to support the COLC's national-strategy building efforts has been provided by Fisheries and Oceans Canada, Ocean Frontier Institute, and Environment and Climate Change Canada.*



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## Ocean Literacy Mapping Survey

Name (optional)

Title

Name of your organization (initiative, association, community group, etc.)

E-mail address (so that we can send you a draft report for you to review)

Where is your organization/initiative primarily based?

- Alberta
- British Columbia
- Inuvialuit Settlement Region
- Manitoba
- New Brunswick
- Newfoundland & Labrador
- Northwest Territories
- Nova Scotia
- Nunatsiavut
- Nunavik
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

In which province/territory/settlement region(s) does your organization work? (Select all that apply)

- Alberta
- British Columbia
- Inuvialuit Settlement Region
- Manitoba
- New Brunswick
- Newfoundland & Labrador
- Northwest Territories
- Nova Scotia
- Nunatsiavut
- Nunavik
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- Nationally (all regions)

Which sector(s) best describes your organization's work? (Select all that apply)

- Education
- Government
- NGO & Advocacy
- Cultural heritage
- Academia & Research
- Industry
- Media
- Health
- Community
- Other (please specify)





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## Ocean Literacy Mapping Survey

**Defining Ocean Literacy:** In the following questions, we will ask you about the kind of work your organization does to further ocean literacy in Canada. Many initiatives will not use the term "ocean literacy," however, we are defining ocean literacy broadly as: understanding the human impact on the ocean and the ocean's impact on us, with the aim of cultivating civic engagement with the ocean.

How many initiatives does your organization offer that further the objectives of ocean literacy (See definition above)?

- 1
- 2-5
- 6-10
- 10+
- Unsure

Please name up to five (5) ocean literacy initiatives within your organization/community that you would like to highlight (include web link if applicable):

1.

2.

3.

4.

5.

If you have additional initiatives, key documents, and links to projects that you would like to share, please provide them here.

For the following questions, please provide responses based on the ocean literacy initiative(s) that you have listed above.

In which language(s) does your organization work? (Select all that apply)

- English
- French
- Other (please specify)

Does your organization/community have dedicated people providing ocean literacy initiatives?

- Yes
- No

If yes, please specify how many people in your organization/community are working to further ocean literacy.

How often does your organization provide ocean literacy programming to the following audiences?

	Never	Seldom	Sometimes	Frequently	Always
Individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional (e.g., Pacific coast)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provincial/Territorial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

Are your ocean literacy partners:

	Never	Seldom	Sometimes	Frequently	Always
Local partners?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional partners?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National partners?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International partners?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

What is the age group of your participants/audience for your ocean literacy initiatives? (Select all that apply)

- Young children (0-4)
- Children (5-12)
- Adolescents (13-19)
- Young adults (20-29)
- Adults (30-64)
- Seniors (65+)

Comments (optional)

Which populations do you reach with your ocean literacy initiatives? (Select all that apply)

- Canadian
- Newcomer to Canada (less than 10 years)
- First Nations
- Métis
- Inuit
- Other (please specify)

Where are your ocean literacy initiatives located? (Select all that apply)

- On the coast
- On (or in) the ocean
- Inland
- Virtual/Online
- Other (please specify)

How do you engage your audiences/participants in ocean literacy? (Select all that apply):

- No direct engagement (e.g., general information, pamphlets, websites, reports)
- Moderate level of engagement (e.g., immersive experiences, experiential education, hands-on)
- Extensive engagement (e.g., capacity building, leadership training, multi-day programs)
- Not applicable

Comments (optional)

What are the strengths of your ocean literacy initiative(s)?



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How significant are the following barriers for implementing your ocean literacy initiatives?

	Not a barrier	A barrier	Significant barrier	N/A
Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualified personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of frameworks/incentives for advancing ocean literacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive nature of funding applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to coast/ocean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

What are your funding sources? (Select all that apply)

- Corporate
- Foundations
- Federal
- Donors/donations
- Provincial/territorial
- Community or Volunteer-run
- Research grants
- Sales
- Other (please specify)



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How important are the following dimensions of ocean literacy for your organization?

	Not at all important	Slightly important	Neutral	Important	Very important
Ocean knowledges (Scientific, Indigenous, expert, local, place-based, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean values (Life-sustaining, economic, aesthetic, spiritual, community-value, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocean actions (Individual, collective, policy change, governance, justice, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

Does your organization use the term "ocean literacy" to describe its initiatives that connect people to the ocean?

Never	Seldom	Sometimes	Frequently	Always
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

How would you like to see ocean literacy advanced in Canada?



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## Ocean Literacy Mapping Survey

Please share with us any final comments, suggestions, and ideas!





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## Ocean Literacy Mapping Survey

Thank you for your participation! If you would like to share this survey with other key organizations that further ocean literacy in Canada, feel free to send them a link.

For more information visit: [www.colcoalition.ca](http://www.colcoalition.ca).

We will be reaching out to select survey participants for more in-depth interviews and focus groups/sharing circles. Please contact your Regional Coordinator for more information.

National Coordinator: Diz Glithero ([diz@colcoalition.ca](mailto:diz@colcoalition.ca))

Atlantic Regional Coordinator: Julia Ostertag ([julia@colcoalition.ca](mailto:julia@colcoalition.ca))

Inuit Nunangat Regional Coordinator: Carie Hoover ([carie@colcoalition.ca](mailto:carie@colcoalition.ca))

Pacific Regional Coordinator: Lily Yumagulova ([lily@colcoalition.ca](mailto:lily@colcoalition.ca))

St. Lawrence Regional Coordinator: Sarah MacNeil ([sarah@colcoalition.ca](mailto:sarah@colcoalition.ca))