

# LAND, WATER, OCEAN, US

A CANADIAN OCEAN LITERACY STRATEGY



CANADIAN  
OCEAN  
LITERACY  
COALITION



## UNDERSTANDING OCEAN LITERACY IN CANADA STUDY (2019-2020)

### VISION

We take action together to ensure a healthy, sustainable, and equitable relationship with the global ocean and Canada's waterways for present and future generations.

## GOALS

### 1 OCEAN KNOWLEDGE

Increase understanding of how the ocean influences us and how our behaviours, decisions, and actions impact the ocean.

### 2 OCEAN VALUES

Strengthen positive public and organizational perceptions of the ocean and promote a greater ethic of care.

### 3 OCEAN ACTIONS

Reduce barriers and increase engagement to contribute to behaviour and societal changes that support ocean health, community livelihoods, and human well-being.

## ACTION STREAMS

- 1 DEVELOP THE DIGITAL CANADIAN OCEAN LITERACY MAP & COMMUNITY PLATFORM
- 2 ESTABLISH THE CANADIAN OCEAN LITERACY COMMUNITY MICROGRANT PROGRAM
- 3 STRENGTHEN OCEAN EDUCATION
- 4 GROW OCEAN WEEK CANADA
- 5 ENHANCE OCEAN KNOWLEDGE SHARING THROUGH MEDIA COMMUNICATION, STORYTELLING & THE ARTS
- 6 AMPLIFY AND ADVANCE YOUTH ENGAGEMENT IN OCEAN CONSERVATION & SUSTAINABLE BLUE ECONOMY OPPORTUNITIES
- 7 EVALUATE AND IMPROVE THE CURRENT STATE OF ACCESS AND DIVERSITY WITHIN CANADA'S BLUE SPACES & OCEAN-RELATED SECTORS
- 8 IMPROVE GOVERNMENT INTEGRATION OF WATER-OCEAN-CLIMATE LITERACY IN POLICY & PUBLIC ENGAGEMENT
- 9 BUILD OCEAN & HUMAN HEALTH CONNECTIONS

## OBJECTIVES

- Increase support, collaboration, and coordination across the growing community of practice; develop tools to measure trends, changes, and progress in ocean literacy over the UN Ocean Decade
- Provide more accessible, streamlined, and sustained funding opportunities for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant
- Provide research-based understandings of effective teaching practices to inform integration of ocean and water education within Ministries of Education, school districts, and classrooms (both formal and non-formal), aligning with climate and environmental sustainability education and empowering action
- Support and grow World Oceans Day events into a week-long celebration, connecting Canadians to the ocean continuum and contributing to ocean solutions
- Increase communication of diverse ocean stories; support community science journalism and artists building land-water-ocean-human connections
- Engage and support diverse youth in ocean conservation, policy, and decision-making processes; increase awareness of and opportunities in the sustainable blue economy
- Eliminate barriers for all Canadians to accessing and benefitting from blue spaces; respond to community-based priorities and vulnerabilities related to a changing ocean
- Improve coordination and collaboration across levels of government to better bridge land and freshwater, ocean, and climate initiatives aimed at communication with and engagement of the Canadian public
- Respond to the identified gap in ocean health and human well-being connections; strengthen ocean and human health research, education, and communication in Canadian society

## PATHWAYS FOR ENGAGEMENT



### REGISTER YOUR OCEAN LITERACY PROJECT ON THE CANADIAN OCEAN ACTION STREAMS TRACKER (C.O.A.S.T.)

C.O.A.S.T. is a tool to track community-led projects and on-the-ground advancement of each of the Action Streams from coast to coast to coast.

### JOIN AN ACTION TEAM

Each Action Stream has an Action Team that works closely with COLC's project office to serve as a coordinated national voice, ensuring leadership, momentum, Canada-wide collaboration, and measured progress.