



CONSERVATION
INTERNATIONAL



"CBP, Caribbean Billfish Project – Innovation Support Facility"

Billfish Interview Protocol Guide

Mercury contents in commercial billfish species of the Western Central Atlantic:

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Grenada / Dominican Republic
December 2017/January 2018

CBP - Mercury contents in commercial billfish species of the Western Central Atlantic

Main objectives:

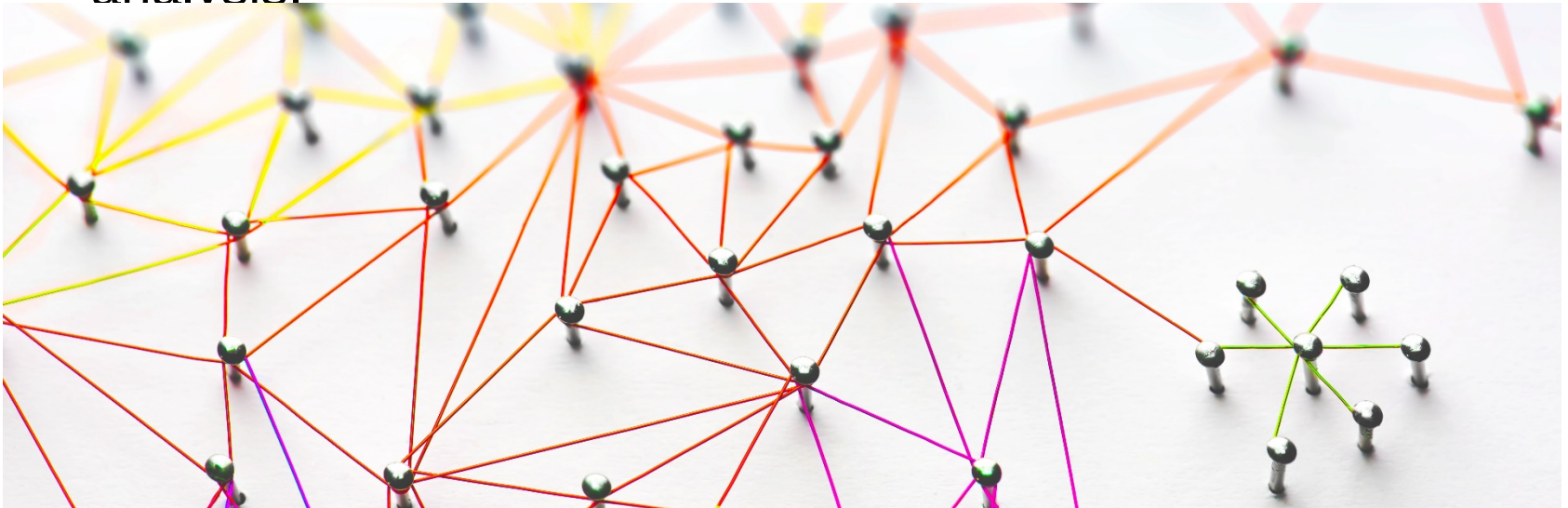
- to check the mercury (Hg) level in billfishes;
- to evaluate the consumption of billfish in Grenada and Santo Domingo at different level of population;
- to inform all the stakeholders about the potential health risk associated with billfish consumption.



Survey methodology

A consumers' survey will be implemented as following:

1. Development of the **questionnaire** by IZSVe experts;
2. Population **sample design**;
3. Administration of the **online questionnaire** to many contact as possible;
4. **Data analysis** in parallel with the result of billfish sampling analysis.



Survey protocol

A strategic survey planning is essential to gather data on consumer behavior and to analyze it with the application of statistical analysis.



1. Development of the questionnaire

(all Questions & Answers will be anonymous)

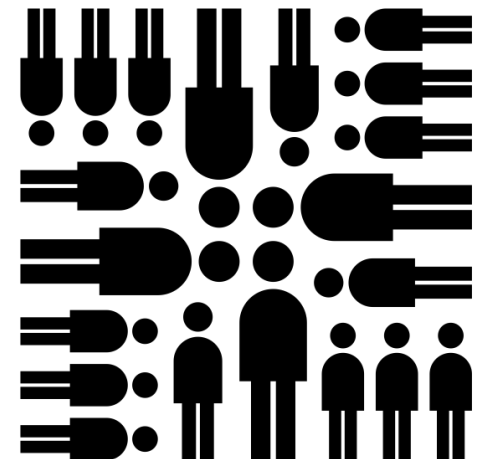
Three main sections:

- Consumers' **eating habits** regarding fish in general and billfish in particular: selection, purchase, way of consumption, average weekly consumption etc.
- Consumers' **risk perception** associated to the consumption of billfish: risks perceived by consumers, etc.
- Consumers' **socio-demographic characteristics**: gender, age,



2. Sample design

- The target groups are consumers who live in or spend at least 5-6 months per year in Santo Domingo or in Grenada.
- The sample will not be representative of the whole population of the two areas.
- A quota sampling will be applied with the aim to collect data on adult consumers, pregnant women and children who eat billfish
- Risk perception related to the consumption of billfish will be investigated also in consumers who do not eat billfish



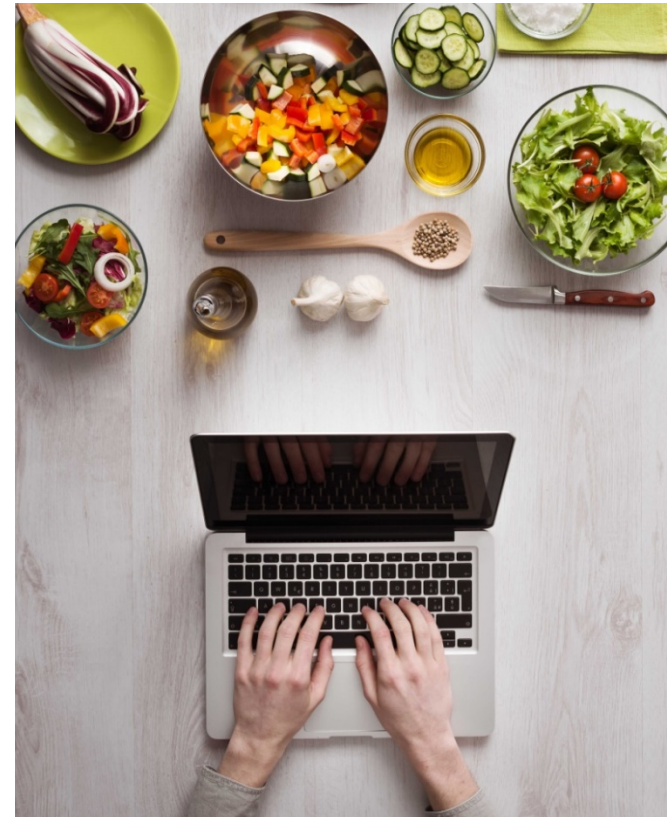
3. Administration of the questionnaire

CAWI (Computer Assisted Web Interview)
will be used to administer the questionnaire.

The access link will be disseminated through different paths:

- a) Consumers' direct contact: by E-mail
- b) *Consumers' indirect contact: by social network or dedicated website*
- c) *Direct field interview if a and b will not be satisfactory*

Collaboration of field partners and authorities working in loco will be crucial in this phase



3. Administration of the questionnaire

E-mail dissemination

- a) An **E-mail** will be send to a list of people (private E-mail) and organization (Ministry of Health, University, Hospitals, Associations etc.) with the aim to invite them to participate in the survey
- b) People will find the **link to start** the survey in the email as well as some information on the project (aim, partner) and on compiling
- c) To start the **Submit** people will click to “Next” button and follow the instructions reported in the page. At the end of the survey people will click to “Submit button to finish the compiling. In this way all the answers will be register correctly.

Next

Submit



3. Administration of the questionnaire

E-mail dissemination

Invia	Da ▾	Osservatorio - IZSve
	A...	
	Cc...	
	Ccn...	
Oggetto		Participate in the survey "Fish consumption in Grenada"

For the kind attention of Mr/Mrs

We are pleased to invite you to participate in the survey "Fish consumption in Grenada", as part of the **Caribbean Billfish Project** supported by the FAO Western Central Atlantic Fishery Commission.

The survey is addressed to all the people living in Grenada. The goal of the study is to collect information regarding the consumption habits of finfish and billfish in Grenada and to evaluate the perception associated to these species of fishes.

Your participation in the survey is voluntary and it is extremely important since the data collected will allow an analysis on the degree of food security benefits associated with safe and sustainable local consumption of fish. For that reason please feel free to share the link by sending this email to your friends, colleagues, relatives etc. Your support will be greatly appreciated.

To participate in the online survey please click the link: <http://survey.izsvenezie.it/index.php/676798?lang=en>

If you are not able to access the survey by clicking on the hyperlink, please try copying and pasting the URL into your browser address bar.

The compiling takes about **10 minutes** and the link will be available until January 22.

The Project aims to develop business plans for more long-term projects aimed at sustainable management and conservation of billfish within the Western Central Atlantic Ocean. Billfish species including blue and white marlin, sailfish and spearfish contribute to economies, livelihoods and food security within Caribbean nations. The current study is realized by [Alveo Srl](#) (team leader), [Istituto Zooprofilattico Sperimentale delle Venezie](#) (IZSve) (scientific partner), and some local experts.

If you need further information or assistance during the survey compiling please write an email to osservatorio@izsvenezie.it.

Thank you in advance for your kind contribution, we greatly appreciate your help.

Sincerely

Dr. Negroni Gianluigi
Team Leader of the Project
General manager ALVEO Srl



"CBP, Caribbean Billfish Project – Innovation Support Facility"

3. Administration of the questionnaire

E-mail dissemination

Fish consumption survey

Load unfinished survey

Exit and clear survey

Fish consumption survey

The fish consumption survey is part of the Caribbean Billfish Project supported by the FAO Western Central Atlantic Fishery Commission.

The results will allow an analysis on the degree of food security benefits associated with safe and sustainable local consumption of finfish and billfish.

The survey is addressed to all the consumers and the compiling takes about 10 minutes. Your participation in the survey is voluntary and your help is extremely important and highly appreciated.

The data will be registered anonymously and will be treated in accordance with privacy law. The results will be used in an aggregated form that will not allow the identification of individuals within a response category.

Thank you in advance for completing the survey.

Click on "**Next**" button to fill in the questionnaire.

If you need further information or assistance during the survey compiling please write an email to osservatorio@izsvenezie.it



**Click Next to
start**



Next

3. Administration of the questionnaire

E-mail dissemination

Fish consumption survey

Resume later

Exit and clear survey

☐ Secondary

☐ Vocational

☐ Tertiary (college, university)

*

Are you currently on a particular diet?

☐ Yes

☒ No

*


Your weight (pound)

*

Your height (feet)

Previous

Click *Submit* to finish the



Submit

3. Administration of the questionnaire

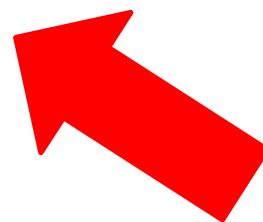
E-mail dissemination

Fish consumption survey

Thank you for your kind collaboration in the project "Mercury contents in commercial billfish species of the western Central Atlantic: assessing the potential risk to human health of billfish consumption"



"CBP, Caribbean Billfish Project – Innovation Support Facility"



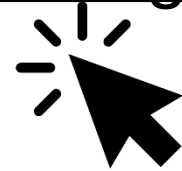
**The survey is
finished and data
has been
successfully
registered**

Questionnaire

Direct link to start the survey:

[http://](http://survey.izsvenezie.it/index.php/676798?lang=en)

survey.izsvenezie.it/index.php/676798?lang=en



Created by Aybige
from Noun Project

The survey will be available online from the end of December 2017 to February 2018

4. Data analysis

- Statistical methods will be performed according to the quality and quantity of data collected.
- SPSS (Statistical Package for Social Science) software and the free software environment for statistical computing and graphics R will be also used.
- The data will be registered **anonymously** and will be treated in accordance with **privacy law**.





OCEAN PARTNERSHIPS



Increase wealth and secure future livelihoods through the sustainable management of billfish

The Caribbean Billfish Initiative

Executing Pilot Trials
Fisheries innovation & reform

Billfish Species:

Blue & White
Marlin

Sailfish

Spearfishes



THE END

