



2023

# REACHING FAR & WIDE



## PARTNERS

The National Marine Sanctuary System works with partners in order to reach a wide and diverse audience.

OVER  
400 PARTNER  
ORGANIZATIONS



OVER  
44 MILLION



Visitors learn about national marine sanctuaries and marine national monuments through exhibits at aquariums, zoos, and NOAA science centers.

DOLLAR  
FOR DOLLAR



National Marine Sanctuary System partners match every dollar we spend on education. Working together, we double our reach.

## EDUCATION

The National Marine Sanctuary System creates, participates in, and/or funds education programs to increase ocean literacy.

559,147



LIFE-LONG LEARNERS

have become more ocean literate and are able to make informed environmental decisions after being engaged with the national marine sanctuary programs.

17,298



EDUCATORS

have learned how to bring the ocean into their classroom with national marine sanctuaries.

89,708



STUDENTS

have learned about ocean literacy and conservation through national marine sanctuary education programs.

## MEDIA

The National Marine Sanctuary System shares information and stories through a variety of media.



110,960 STORIES

making 3.9 billion impressions



1,018,922 VIEWS

of videos on Social Media



5,785,192 REACHED

Facebook, Twitter, Instagram, Tumblr & YouTube



4,556,656 PAGE VIEWS

across all sanctuary websites

# IMPACTING CHANGE

As word continues to spread about national marine sanctuaries via our partners, our education programs and our media, we see an increase in our impact. Below, we highlight the impact we've made through our volunteers and stewardship activities:

**6,806**  
**VOLUNTEERS**

have completed



**74,366 HOURS EACH YEAR**

which is equivalent to

**41**  
**EMPLOYEES**

working 8 hours/day, 5 days/wk, each year

or combined salaries of



**\$2.4 MILLION**

**4,753**  
**CITIZEN SCIENTISTS**

supported sanctuary programs

## STEWARDSHIP

Education programs include stewardship activities such as:



### CLEAN-UPS

Beach/watershed clean up (Trash removal)



### INVASIVE REMOVAL

(Plants and animals – such as lionfish)



### PLANTING

Native species planting



### REUSABLES

Encouraging reusable products – such as reusable water bottles, not plastic