

**Multistakeholder attitudes toward and knowledge about water pollution  
In St. John's Harbour, Newfoundland**

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St. John's Harbour is one of 12 sites identified in Atlantic Canada under the Atlantic Coastal Program (ACAP). Under ACAP water quality is to be addressed by the local community through a comprehensive resource management and planning process. In St. John's this process began in February 1992 with the identification of various stakeholders.

Data were collected from multistakeholders (n=70) through a personal interview and mail-back survey administered in the summer of 1992. The personal interview contained open-ended items focusing upon concerns about the harbour, main pollutants and polluters, attitudes toward the

planning process and attitudes toward the development of a management plan. The mail-back instrument consisted of 67 closed-ended items addressing attitudes toward and knowledge about water pollution in St. John's Harbour.

Descriptions of the harbour varied considerably among stakeholders. While some respondents saw the harbour as an overloaded cesspool with a noxious aroma, others saw the area as a small active harbour in a scenic setting. Most respondents believed that the pollution needed to be addressed quickly. Of the top five concerns (sewage, smell and aesthetics, importance of environmental awareness, tourism

potential and current visitor use, and health problems), most were more human than biological, suggesting again the importance of understanding the human dimension to resources management issues. Although all respondents knew raw sewage was dumped into the harbour, knowledge about potential health problems was considerably less. Under-

standing multistakeholder attitudes and knowledge can aid resource managers in focusing environmental awareness programs and identifying concerns during the planning process, thus ensuring successful implementation of management plans.