

Development and Delivery of Message Content

Florida Sea Grant's Reef Fish Gear
Educational Program

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The Situation

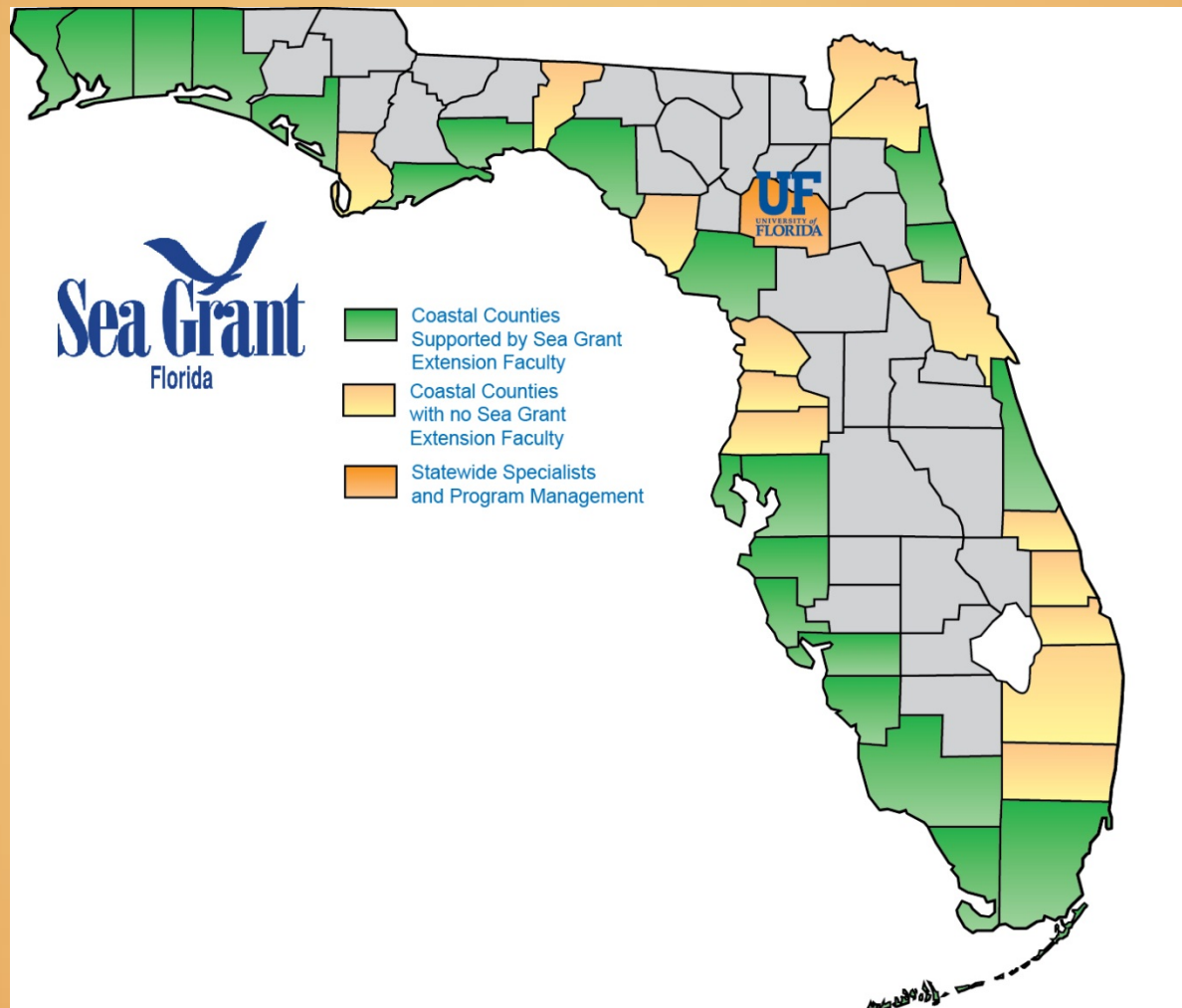
- June 1, 2008 Reef Fish Amendment 27.14
- “To reduce discard mortality in the directed fisheries, Amendment 27/14 would require the use of venting tools, dehooking devices, and non-stainless steel circle hooks (when using natural baits) for all reef fish fishery sectors.”
- Urgent need to educate an estimated 3.3 million anglers in the Gulf of Mexico



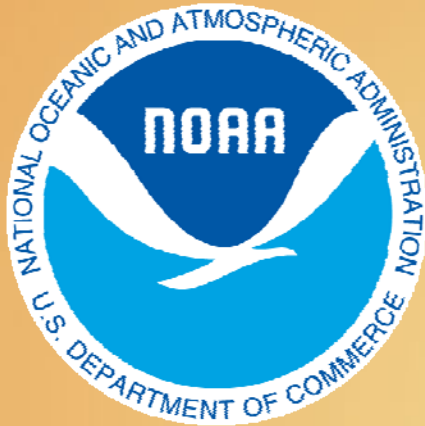
Florida Sea Grant Responds

- Sea Grant is part of NOAA
- Sea Grant is part of the State of Florida
- Sea Grant is part of many coastal communities
- “Honest broker” of information

A Statewide Presence



Cooperating Partners





Elements of the campaign

- Collaboration among involved agencies
- Train-the-trainer focus
- Industry support
- Outreach tools (many do come at no cost, but effectively incorporating them requires skill, time and money)

catchandrelease.org

The screenshot shows a Mozilla Firefox browser window displaying the website <http://catchandrelease.org/handling.shtml>. The browser's address bar and search bar are visible at the top. The website's main heading is "Catch & Release Fishing Solutions for Your Life", accompanied by a photograph of a person's hands holding a snapper in clear water. Below the heading is a navigation menu with links for "Home", "About Us", "Florida Sea Grant", and "Contact Us", along with a search box. A left sidebar contains a list of menu items: "Overview", "Handling", "Circle Hooks", "Dehooking", "Venting", "Fisheries Regulations", and "Resources & Materials for Educators". The main content area features a "Handling" section with introductory text, a "Handling Video" section with a video thumbnail, and a "Florida Sea Grant" section with a call to action. Other sections include "Partners" (listing Florida Fish and Wildlife Conservation Commission and NOAA Fisheries) and "Related Video" (listing "Deep Hooking in Tropical Fish" and "Australia's Recreational Fishing Research Consortium").

Handling - Catch & Release Fishing - Florida Sea Grant - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://catchandrelease.org/handling.shtml

Most Visited Getting Started Latest Headlines

Catch & Release Fishing Solutions for Your Life

Home About Us Florida Sea Grant Contact Us

Search GO


- Overview
- Handling
- Circle Hooks
- Dehooking
- Venting
- Fisheries Regulations
- Resources & Materials for Educators

Handling

Research has shown that you can significantly increase the survival rate of fish you catch with proper handling during catch and release. Fish should be handled gently and as little as possible. Returning them to the water as quickly as possible minimizes stress to the fish.

Handling Video

Watch the short video below for a quick overview.



Florida Sea Grant

Visit our Web site for more information on our research and outreach investment in sustainable fisheries.

Partners

Florida Fish and Wildlife Conservation Commission
NOAA Fisheries

Related Video

- Deep Hooking in Tropical Fish
Australia's Recreational Fishing Research Consortium
- Releasing Snapper
Australia's Recreational Fishing Research Consortium

More Outreach Tools



Catch-and-Release

Things you can do to help saltwater fish survive

Inside:
Gulf Reef
Fishing
Regulation
Changes
for 2008



Releasing a fish safely and free of harm is key to helping it survive. This guide offers tips on how you can properly handle and release saltwater fish.

Circle Hooks

SGEF-170 June 2008

Sea Grant
Florida

What they are — how they work

A circle hook is a fishing hook designed and manufactured so that the point is turned perpendicularly back to the shank to form a generally circular or oval shape.

The principle behind the hook is simple. After the fish has taken the bait, the angler removes any slack in the line by reeling the hook in steadily. The unique hook shape causes the hook to slide toward the point of resistance and embed itself in the jaw or in the corner of the fish's mouth. The actual curved shape of the hook keeps the hook from catching in the gill cavity or throat.



J Hook

Circle Hook

When to use them

Circle hooks can be used on any species of fish caught on hook and line. Circle hooks have been used by commercial fishermen for decades due to their ability to efficiently catch fish. Today, both fresh water and saltwater fishermen are using circle hooks to increase survival rates of the fish that they catch and release.

How to use them

Circle hooks are easy to use. Simply bait the hook as usual. You will have better luck if you don't put the hook through a bony portion of the bait. This will allow the hook action to work for you and to hook the fish as the line is retrieved.

An offset circle hook indicates the end of the hook has been angled sideways, away from the shank. Some research shows the greater the degree of offset, the greater the likelihood of injuring a hooked fish. In Florida state waters, the use of offset circle hooks is not allowed when fishing for Gulf reef fish. Offset circle hooks are permitted when fishing for reef fish in federal waters, but their use is discouraged.



Non-offset
circle hook

Offset
circle hook

Bottom fishing

For bottom fishing simply replace your standard hook with a circle hook. When a fish takes the bait, allow time for the hook to position itself in the jaw or corner of the fish's mouth before steadily reeling in the line. Do not attempt to set the hook by sharply jerking the rod as this will pull the hook out of the fish's mouth.



Bait circle hooks in the same way as J hooks, but steadily reel in the line — do not set the hook with a sharp jerk.

Getting the word out








Results

- 11 workshops; 37 meetings and demonstrations
- AFS symposium – standing room only
- Catch and release site – until you drive traffic to your content, no one will know it's there



The highlights

- Measured increase in knowledge
- Development of a commercially viable venting tool; new gear companies and product
- Industry participation – donated more than \$6000 in gear
- FWC noted lack of controversy during the rule change implementation



Lessons learned, stones unturned

- The more knowledgeable the trainers, the better the training
- Incomplete coverage and not all agents participated, which reduced effectiveness of campaign
- Other Gulf states did not pick up the program
- Hispanic audience – 23% of the population in coastal counties; 1/3 population of S. Florida



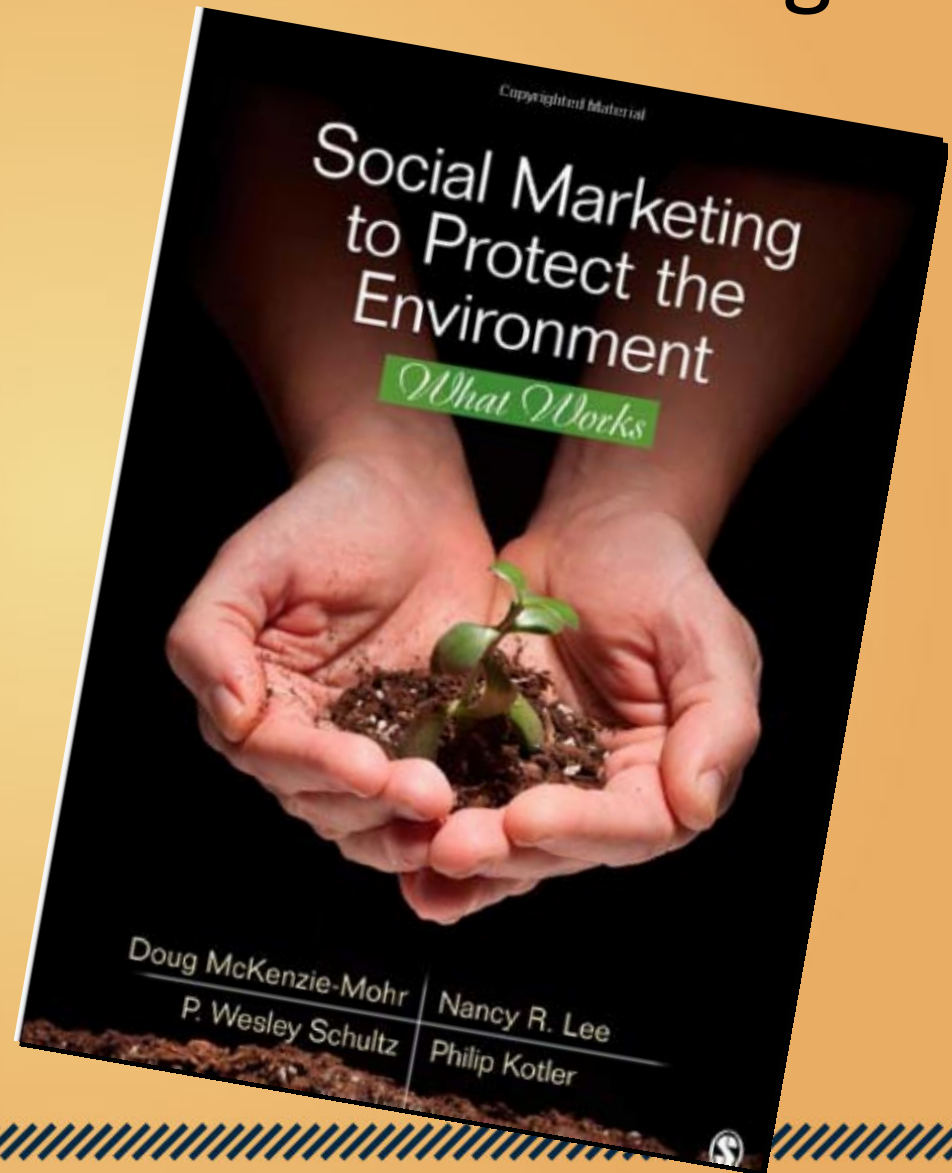
The Landscape has Changed

- New Players and the Potential That Brings
- Florida Youth Fishing Coalition
- Gulf of Mexico Fish. Mgt. Council Outreach
- FishSmart
- FOWA
- Social Media – how powerful can it be?
- Social marketing pilot in Lee County, Fla.



Community-Based Social Marketing

- Behavior change is the cornerstone of sustainability, but individuals need motivation
- Select behaviors, identify barriers and benefits, apply behavior change tools and use pilot programs



Questions?



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