

FWC State Management EFP: Outreach Plan



SAFMC Outreach and Education Advisory Panel: May 2026
Florida Fish and Wildlife Conservation Commission



FWC's DMFM Outreach and Education Program

- History of engaging and educating Florida anglers
- Provides outreach on topics from best fishing practices to fisheries regulations
- Multiple programs and activities
 - Catch a Florida Memory
 - Florida Saltwater Fishing Records
 - Youth education
 - In-person engagement and publication distribution
 - Online learning and resources for saltwater anglers

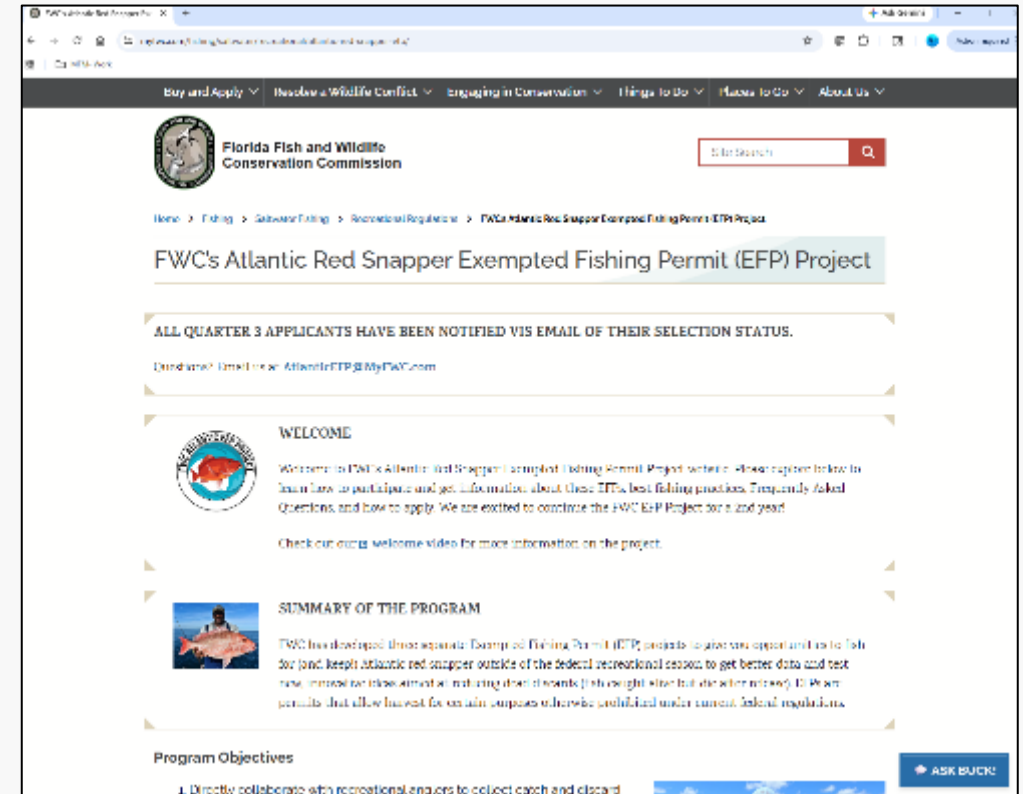


2024-2026 Research EFPs



- Dedicated program website, email address, phone number
- Multiple informational videos
- Program flyers, postcards, business cards
- EFP Education Course
 - Required for all participants
 - 3 Modules
- Participant welcome packets, newsletters, and incentives

FWC will build off the outreach and engagement from the Research EFPs



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Before Your 1st EFP Fishing Trip

1. Complete Education Course
2. Create your account in FWC EFP Reporting App
3. Complete Pre-Survey
4. Declare your first trip in FWC EFP Reporting App
 - *Must declare 24 hours before your trip*

PLEASE SCAN THE QR CODE

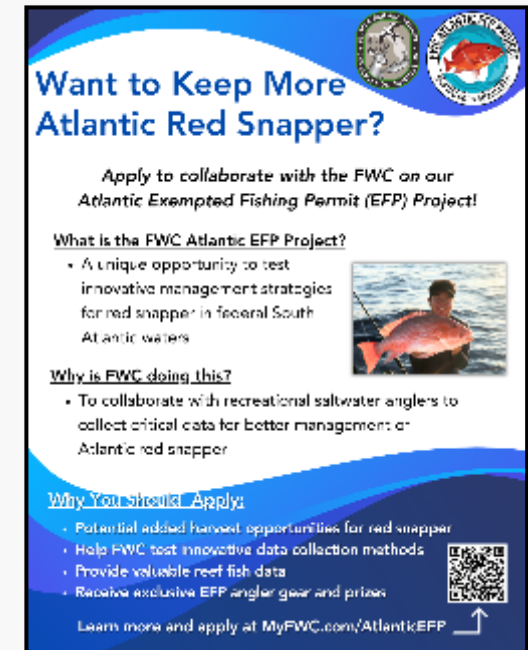


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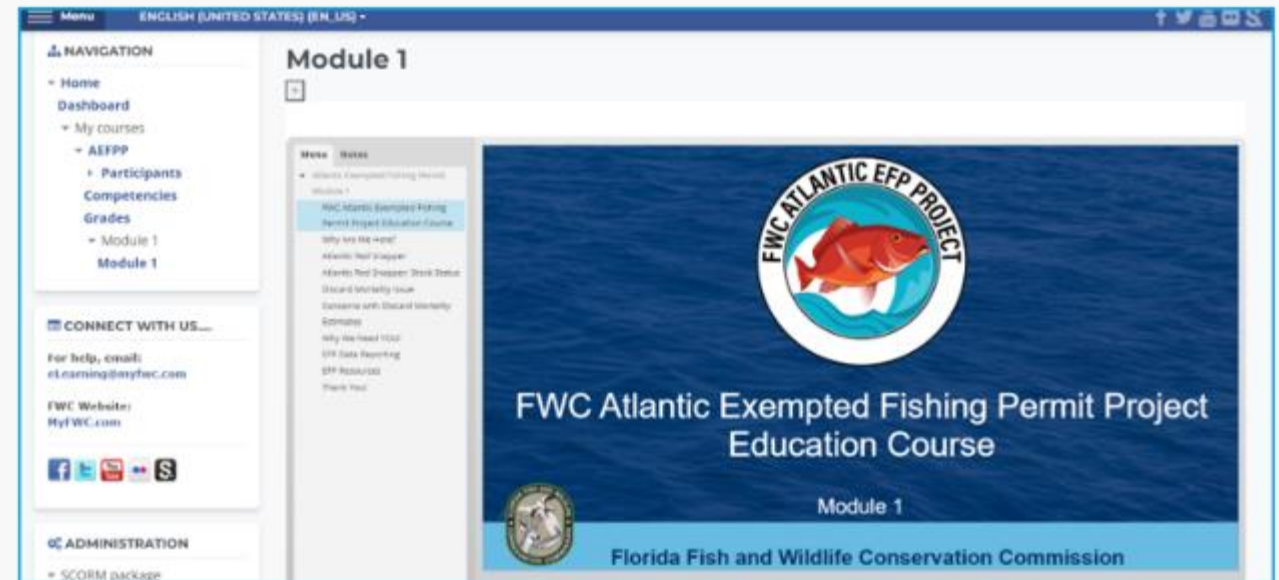


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Best Fishing Practices

- Work quickly
- Wet hands
- Use a knotless rubber coated net and a dehooking tool
- Keep fingers out of gills and eyes
- Support horizontally under the belly
- Check for signs of barotrauma
- Use a barotrauma mitigation tool if necessary



Module 2

Barotrauma

- Injury that can occur when fish are reeled up from depth
- Caused by expanding gasses within fish
- Typically occurs around 50 ft or greater
- Severity can vary by species, water temperature, and fishing technique



Proctor courtesy of Return The Flyer

Module 2



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How to Properly Measure Fish – Total Length

- Place measuring device under fish
- Measure from most forward part of head with mouth closed to farthest tip of tail
- Pinch tail

The diagram illustrates the correct method for measuring a fish's total length. On the left, a photograph shows a person's hands holding a measuring tape under a fish. On the right, a schematic diagram of a fish shows the measurement line starting from the tip of the snout (labeled "Closed Mouth") and extending to the farthest point of the tail (labeled "Pinch Tail" with arrows pointing to the top and bottom of the tail). A blue double-headed arrow below the fish indicates the "Total Length".

The FWC logo is located in the bottom left corner of the slide.

Module 3

Grouper Comparison

This slide compares four species of groupers. Each species is shown in a separate photograph with its name labeled: "Red" (top left), "Gag" (top right), "Scamp" (middle left), and "Yellowmouth" (bottom left). A fourth photograph on the right shows a "Black" grouper. The FWC logo is in the bottom left corner, and "Module 3" is in the bottom right corner.

The FWC logo is located in the bottom left corner of the slide.

Module 3



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FWC ATLANTIC EFP PROJECT
QUARTER 1 Report
December 2024

Thank you for your participation in the first quarter of the FWC Atlantic EFP Project! We created these projects to give anglers, like yourself, the opportunity to provide the much-needed data for better management of snapper grouper species in the South Atlantic and you all did fantastic!

We had 79 anglers complete 143 trips during Quarter 1. This included 39 Southeast Snapper Grouper Boat Trips, 71 Hot Spot Fly Tries, and 44 Study Boat Trips.

During this quarter, anglers harvested 1,335 red snapper and 1,600 were retained by FWC biologists. The largest red snapper was 624 mm and the smallest was 340 mm. The mean size was 563.74 mm. Snappers collected include 1568 red snapper and 1014 snappers.

Thank you for your participation in Quarter II. If you have not done so, please complete the post-fishing survey!

How would you rate your educational course you completed?

Rating	Percentage
Excellent	10%
Very Good	85%
Good	2%
Fair	1%
Poor	0%

REMINDERS

Please consider applying again and continuing your participation! Applications period for Quarter 3 is Jan. 1-15 and Quarter 4 is April 1-14.

If you participated in an EFP Hot Spot, we will be sending our EFP shirts and incentives by the end of December.

HAVE PHOTOS FROM YOUR EFP FISHING TRIPS?

We would love to see them! Share your photos from your EFP fishing trips with us by emailing them to AtlanticEFP@MYFWC.com.

For more information visit MYFWC.com/AtlanticEFP or contact the EFP Project team at AtlanticEFP@MYFWC.com or (850) 921-5963.

Thank you to our EFP Project sponsors:

SEALORK, SEQUALIZER, ZAVAVA, ENGEL



State Management EFP Outreach Plan



- Dedicated FWC website – *In progress*
 - Summary of program objectives
 - Outline participant requirements
 - Program educational videos
 - Voluntary education course
 - FAQs and additional resources
- Dedicated program email address



Photo courtesy of Zachary Truong



State Management EFP Outreach Plan



- Create flyers, postcards, business cards
- Use directed mailing and emails to for-hire operators and private anglers
- Social media and press releases
- Work closely with partners to disseminate information
- Prioritize internal and external outreach



Photo courtesy of Michael Rowland



Post-Season Evaluation



- Determine the effectiveness of outreach and communication tools
- Share lessons learned with other state agencies
- Improve on methods for 2027 and 2028 seasons



Photo courtesy of Return 'Em Right





Questions?

