



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Welcome to the Best Fishing Practices Outreach Evaluation Workshop!

We will begin the meeting at 9:00am



**Why are we
gathered here
today?**



Meeting Objectives

Discuss the effectiveness of current outreach efforts and suggest improvements.

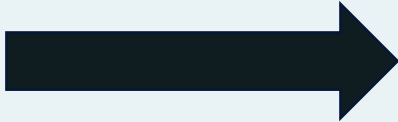
Identify gaps in knowledge and stakeholder understanding of best fishing practices.

Identify connection points between outreach, outreach evaluation, and the science and management process.



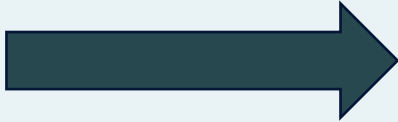
How are we going to achieve those objectives?

Discuss the effectiveness of current outreach efforts and suggest improvements.



Recommendations on how to incorporate normative messaging into current best fishing practices outreach in the South Atlantic and what information may be needed to ensure campaigns are effective.

Identify gaps in knowledge and stakeholder understanding of best fishing practices.



Recommendations for future data collection efforts that would fill identified gaps in our understanding of best fishing practices knowledge and compliance rates in the South Atlantic region.

Identify connection points between outreach, outreach evaluation, and the science and management process.



Recommendations on how outreach staff and researchers can ensure their efforts are providing information that will better inform the science and management processes.

Where will all these recommendations go...

Recommendations for executing and evaluating best fishing practices outreach efforts will be incorporated into ongoing outreach campaigns and future strategic planning, such as the South Atlantic Research and Monitoring Prioritization Plan for 2025-2029.





Questions?