



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

# Current Outreach Efforts

Best Fishing Practices Outreach Evaluation Workshop

February 2025

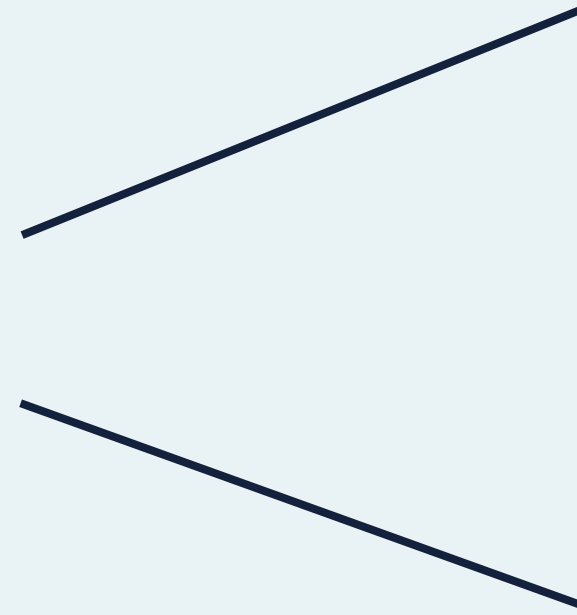


# A Grassroots Approach

*Limited funding, but leveraging resources*



SAFMC's Best Fishing Practices Campaign



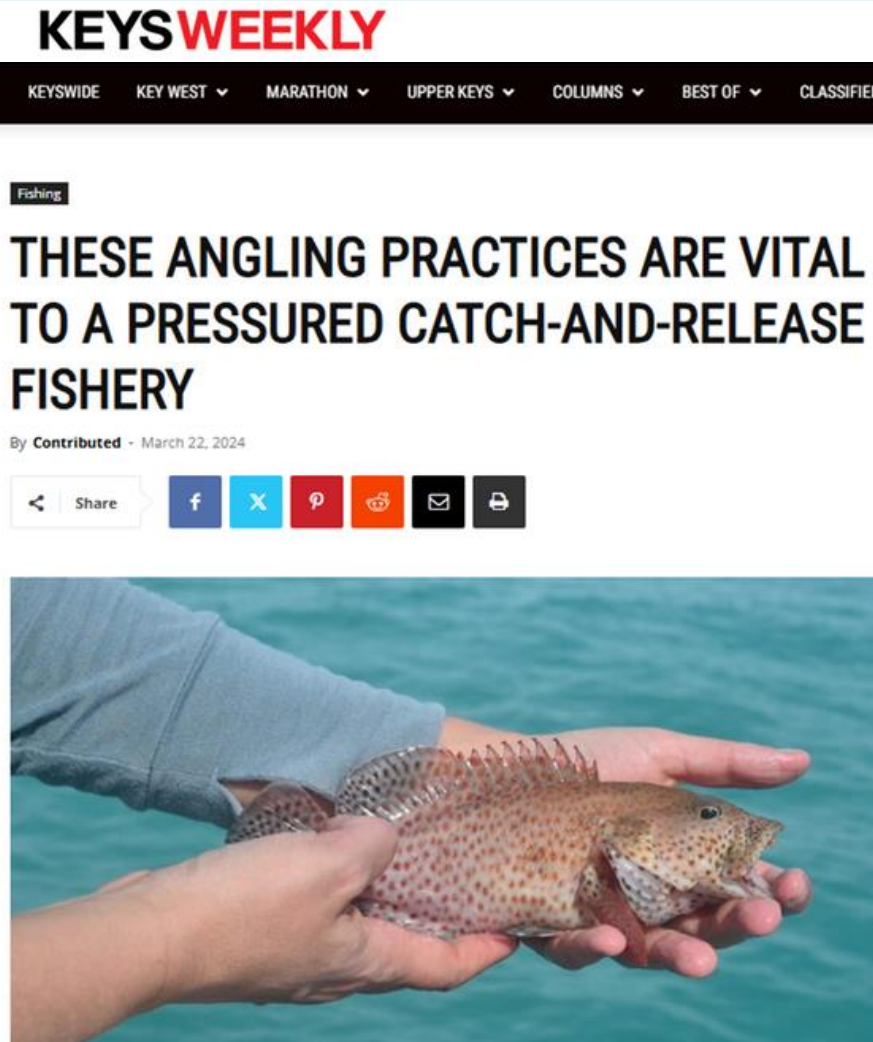
Sea Grant



Citizen Science



# Meeting Fishermen Where They Are



Tackle Shops

Tabling Events

Seminars

Media



# Communication: A Two-Way Street



## Best Fishing Practices Master Volunteer Program

- Expanding reach by empowering key members of the fishing community to spread the best fishing practices message.
- Workshop consists of presentation and activities on best fishing practices, citizen science opportunities, and federal management 101.
- BFP MVPs receive a binder filled with materials for them to give out in their community.





# Questions?