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THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

# Outreach and Communication Strategy for SAFMC's Habitat Activities





# Draft Frequently Asked Questions

The following will need to be developed into a sharable format and approved by the Outreach Advisory panel before posting.

Staff requests your opinion on the acronyms, questions, and a graphic



# SAFMC HEAP FAQs



## Common Acronyms:

- SAFMC – South Atlantic Fishery Management Council
- EFH – Essential Fish Habitat
- HAPC – Habitat Areas of Particular Concern
- CHAPC – Coral Habitat Areas of Particular Concern
- EBFM – Ecosystem-Based Fishery Management
- OHAPC -Oculina habitat areas of particular concern

# SAFMC HEAP FAQs



- What is EFH?
- What does EFH do?
- What is the EFH User Guide?
- What habitats are EFH?
- Why is EFH identified?
- What is the difference between EFH, HAPC, CHAPC, and OHAPC?
- What are managed areas?
- What is the difference between a habitat and an ecosystem?
- What is Ecosystem Based Fisheries Management?
- Why are there FMPs for habitats like Coral and Sargassum?

# SAFMC HEAP FAQs

## How is EFH designated?

**Scientific Data Collection:**  
Councils and NOAA Fisheries use existing data on species distribution, known habitat associations, reproductive traits, and predator-prey relationships to identify EFH.

**Periodic Review:**  
Federal regulations require councils and the National Marine Fisheries Service (NMFS) to review EFH designations at least every five years to incorporate the latest scientific information

**Description and Mapping:**  
EFH is described with text and mapped geographically. Text serves as the definitive description if discrepancies arise.

**Inclusion of Public and Scientific Input:**  
Teams of scientists, SAFMC advisory panels, and the public provide input that informs the designation process.



# Next FAQ Steps

- Loop in the new Communication and Outreach Coordinator staff members for review
- Determine the best way to deliver and present this information
- Present the questions and answers to the Outreach and Communications Advisor Panel for feedback
- Once complete, social media posts will be scheduled 3 months in advance
  - Maybe one for habitat month in July?

# Next plans



- Social Media push on the Flow policy now emphasizing water and flow quality
  - This will occur post-policy approval
- Ecosystem Webpage
- Informational webinars with a habitat focus
  - Staff has contacted Jocelyn for a presentation on the Port Everglades Deepening Project and the associated coral relocation project
  - The government shutdown postponed the webinar
  - The plan is to hold the webinar after the BiOP is released in the spring of 2026
- Any additional recommendations?

Thank you

