

Recovering **BIG FISH**

*A Communication Strategy for the
Conservation and Management of
Fish Spawning Aggregations in the
WECAFC Region*

*It was developed by SAWG & BelugaSmile Productions,
2018-2019*

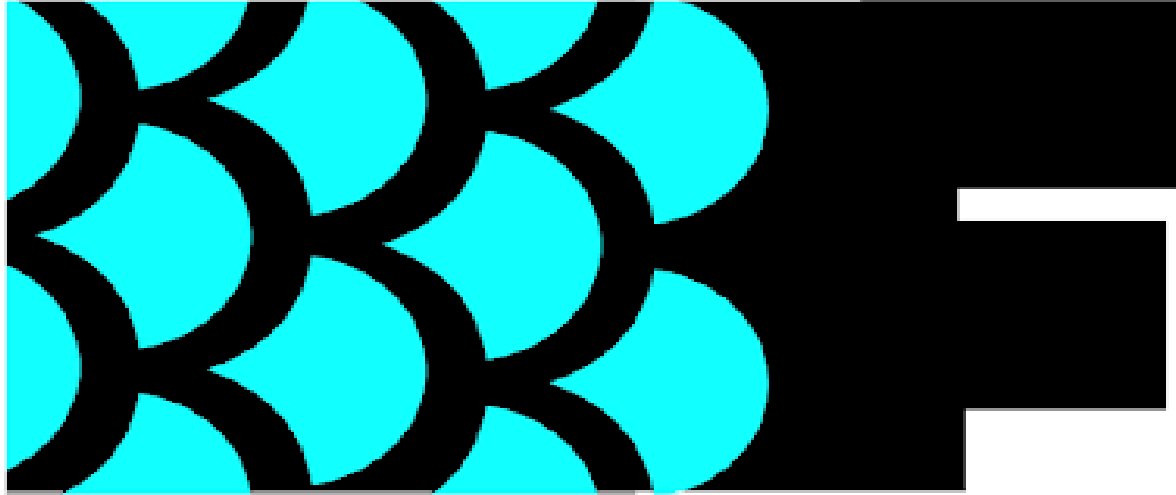


- ❖ *Approved by WECAFC in 2019*
- ❖ *Officially adopted in 2020*

*Strategy implementation started in 2020
with production of a 3-year, Public Engagement Campaign*

Big Fish... is in production.

Accomplishments & Next Steps



BIG FISH

A 3-year, trilingual Public Engagement Campaign (PEC)

BIG FISH

Target audiences

Fishers

Decision makers

General Public

All the campaign efforts are designed to bring people into the fold to support FSA conservation, and the voice of the PEC must strike the right inviting and positive tone to do so.

- The Importance & value of FSAs
- Fishers Are Part of the Solution
- What's at Stake --Food Security
- Economic and other intrinsic benefits
- Solutions & Alternatives
- Connectivity
- Building Community (and constituency)
- Stories of Success & Hope
- Fish are Charismatic Animals
- Ocean Stewardship & Pride

BIG FISH Voices

Protect The Breeders to Produce
Recruits.
Respect Spawning Banks.
Fish Smart



Don't let Nassau Go Extinct.
Let Spawning Fish off the Hook.
Don't eat the Future

Protect Spawning Fish.
Seed Fisheries.
Protect Your Catch

Key Messages

(Nassau) Grouper
No Fishing or Sales
From December through March

(Mutton) Snapper
No Fishing or Sales
From April through July

Word Bank

Hash Tags

		All Audiences
Fishers	#ProtectYourCatch #FishSmart	#BigFish #NassauOnTheBrink
Enforcers / Decision Makers	#ProtectTheCatch #ProtectSpawningSites	#Spawning2Recover #ProtectBreedingGrounds #Spawning4Resilience #Spawning4Survival
General Public	#ProtectOurCatch #BigFishLove	#ProductivityHotSpots #HopeSpots #GetHooked

BIG FISH

Public Engagement Campaign

Designed to help protect fish spawning aggregations (FSA), initially focusing on Nassau grouper and mutton snapper.

Target
audiences

Fishers

Decision makers

General Public

Branding

We're developing the campaign's public-facing identity, the Logo, with the advertisement agency Duncan Channon (San Francisco, USA). A *four-time Ad Agency of the year*.

These are the final concepts that are being refined...



Completed Products

Big Fish

- **Communications Plan to Complement The Fishery Management Plan** (TFMP) – a 3-year, trilingual public engagement campaign designed to help protect fish spawning aggregations. Includes campaign name, project voice, word bank with key messages and catch phrases, as well as audience-specific outreach programs and distribution plans for them.
- **Timeline to 2023 launch date** to complement release of international film – see end of PPT.
- Two **short films** – Available for distribution in English, Spanish and French.
 - **Nassau Grouper Against The Clock** - a 3-min film addressed to decision-makers that promotes the closed season for Nassau grouper from December to March. It includes the critical status of this species and the success stories documented by scientists studying its recovery within protected areas with proper enforcement.
 - **F2F Advice: Fish Smart** - a 4-min film aimed at Caribbean fishers is a call to action from fishers to their colleagues. It includes the description of the behavior of the species that aggregate to spawn, the reasons why it's bad business to fish an FSA, and a call to protect the species during the breeding season.
- Species-specific **posters** describe the life history and spawning behavior of the TFMP's two focal species (Nassau grouper and Mutton snapper) --They are being freely distributed across the Caribbean in the 3 languages of the campaign to encourage responsible harvest and conservation during spawning periods.

Funded Products in Production

Big Fish Story

- *1-Hour Film for International Broadcast “The Secret Crown”*, featuring conservation needs.
BelugaSmile Productions in co-production with Nature/PBS (USA), Terra Mater/Red Bull (Austria), The Howard Hughes Medical Institute (USA) and DocLigths (Germany).
Premier in the USA 26th, April 2023.
- *Nature/PBS & HHMI’s Outreach Campaign*
- A third **poster** (or booklet) focused on fishery management (best practices) is in development; it will be designed as a template allowing individual countries to insert local regulations and text.
- Two **Short Films**—produced in three languages, tentatively titled:
 - “*Once Upon a Tide There was a Golden Mutton*” is a 3-min call-to-action for fishing communities and decision-makers designed to stop the continued decline of the mutton snapper. The film provides a window into its life cycle and reproductive behavior. Fishers, managers and scientists describe the successful results of a closed season during spawning as a first step to recovery.
 - “*Love is in the Water*” is a 2-min film for the general public that highlights reasons to not consume grouper and snapper during the spawning season to help protect FSAs.

Funded Products in Production

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The Citizen Science Program for fishers & enforcement officials includes the short videos and posters mentioned above, along with radio kits.

Radio kits include *PSAs*, focused on the 2 banning fishing during spawning seasons for both species, as well as Two 10-min *podcasts*:

- **The Secret Language of Nassau Grouper**
- **Fish Smart**

*Proposal to be submitted to SPAW in 2023 to fund the production of the French radio kit.

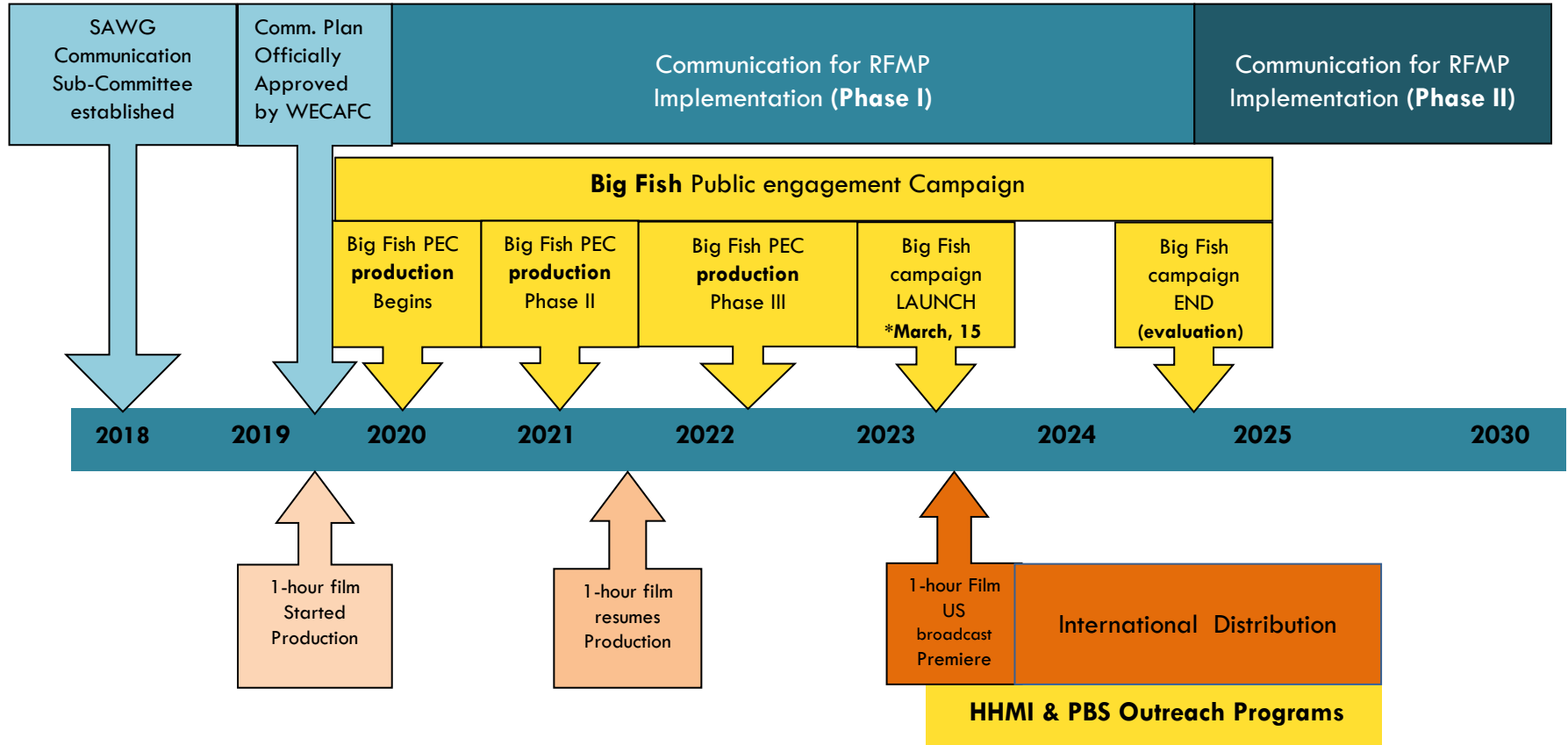
2022-23 Products That Need Funding

Big Fish Hub

The Digital Hub is a multilingual, interactive platform with freely accessible downloadable resources for partners and target audiences. This resource library & collaboration hub, along with the Social Media platforms (FB, Twitter, IG, YouTube, etc.), will represent the online presence of SAWG and distribution center of products. The hub creates a digital landscape that interconnects partner platforms and synchronizes the campaign. All in all, The Big Fish Hub will provide a home for the campaign, and remain in place to track actions, efforts and updates to accomplish the Fishery Management Plan.

We've written a proposal, along with WECAFC, to obtain funding from the European Union to advance fish spawning aggregation information gathering in the WECAFC region. This grant would partially fund the hub, but we still need some additional funds to produce this product.

TIMELINE



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¡Gracias!

Thank you!