



RETURN 'EM RIGHT

Earn Another Fight

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**RETURN 'EM
RIGHT**

Return 'Em Right

- Duration: 7-8 years
- Core partners: GSMFC, FL Sea Grant, NOAA
- Funding: Deepwater Horizon Oil Spill
- Component
 - Education & outreach
 - Fish descending device (FDD) distribution
 - Research & monitoring
- Goals
 - Reduce mortality in reef fish resulting from barotrauma and release
 - Improve angler experiences with release gear
 - Improve the overall health of reef fisheries



Project Plan

- Build an independently branded program that resonates with anglers
 - Guided by anglers, grounded in science
 - Promote best release practices
- Gear distribution
 - Education is prerequisite for gear
 - DESCEND Act
- Phase out distribution by sector
 - Phase 1: Federal for-hire reef fish permit owners, captains and crew
 - Phase 2: All Gulf of Mexico reef fish anglers

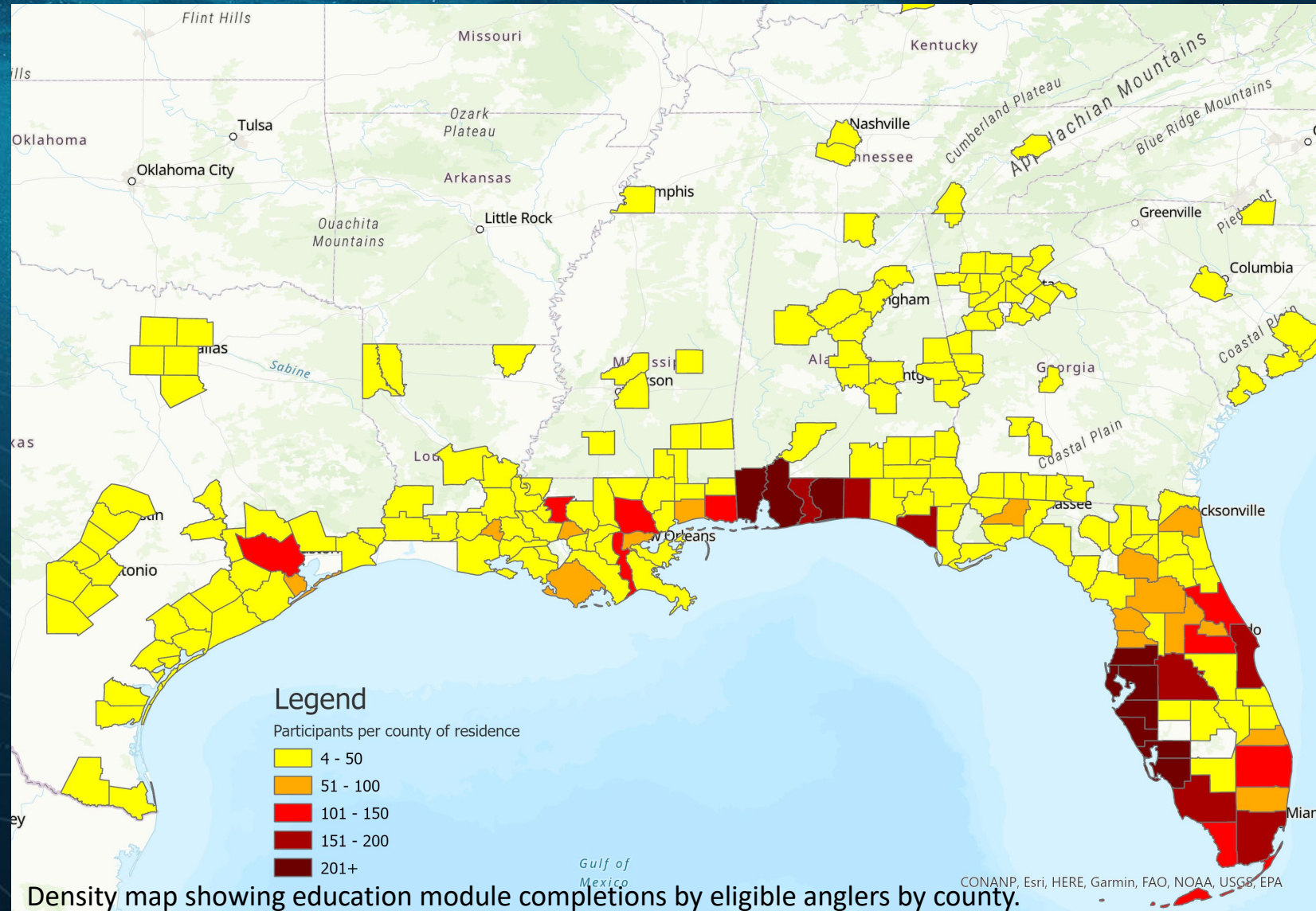




Education/ Gear Distribution

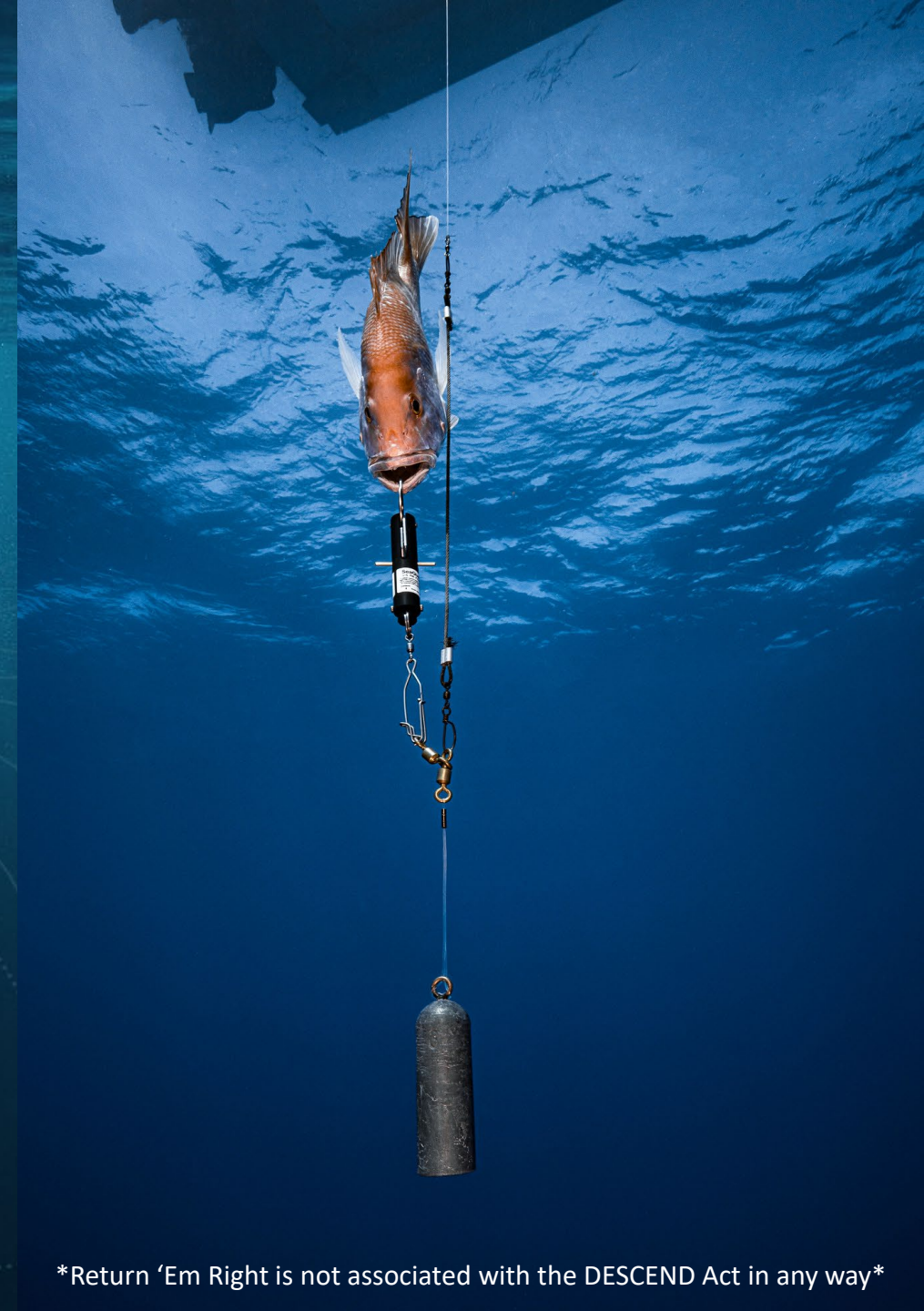
(as of 10/12/22*)

- 10,606 completions by eligible anglers that reef fish in the GOM
 - 261 federal for-hire
 - 167 state for-hire
 - 10,178 private rec
- ~14-minute mean completion time
- 5700+ follow-up surveys completed



DESCEND ACT

- Effective date: January 13TH , 2022
- Requires fishermen to have a venting tool or descending device rigged and ready to use when fishing for and/or possessing reef fish in federal waters of the GOM
 - Venting Tools
 - Must be sharpened, hollow tool that allows air to escape (not ice picks or fillet knives)
 - Minimum 16-gauge needle (0.065")
 - Descending Devices
 - Must be rigged and ready to use
 - 16-oz weight and 60' or line min.



Return 'Em Right is not associated with the DESCEND Act in any way

Law Enforcement

- Compliance/ messaging
- Outreach opportunities
 - Outreach toolkit
 - UTM codes
- Additional opportunities...
 - Trainings? Gear for officers?



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aims to increase survival of reef fish that are caught and released in the Gulf of Mexico. The program provides anglers with the knowledge and tools to successfully release reef fish.



Gulf of Mexico reef fish anglers: Scan this QR code or visit ReturnEmRight.org to review best practices and learn how to get release gear valued at \$100 for **FREE**.

@ReturnEmRight Email: info@ReturnEmRight.org

REEL. RETURN. RECOVER.
 YOU CAN HELP TACKLE BAROTRAUMA. Know the signs and solutions. [One-Page Flyer.pdf](#)

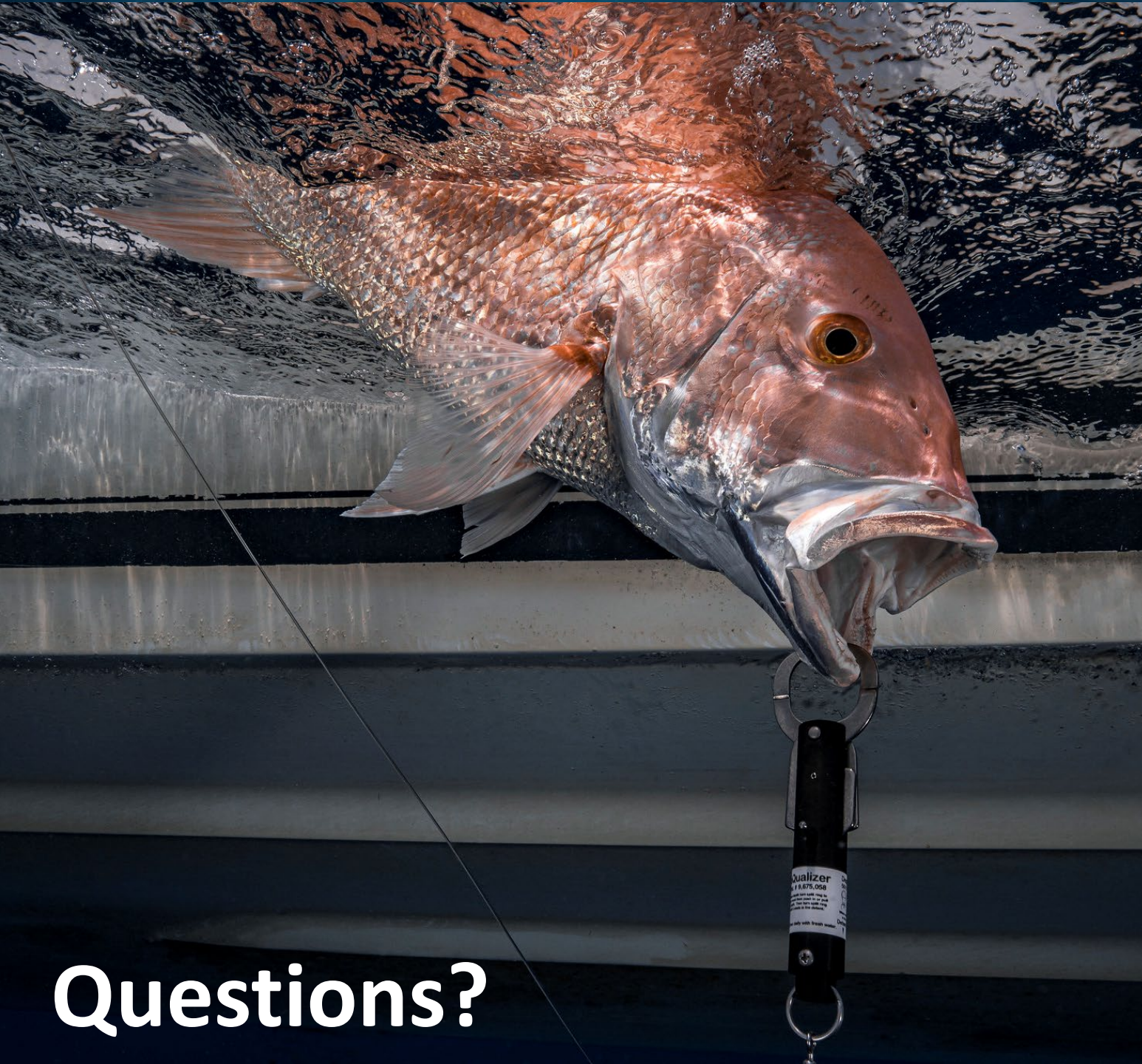
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 REEF ANGLER RESOURCES. THE FIGHT DOESN'T END AT THE SURFACE. [RER Brochure.pdf](#)

RETURN 'EM RIGHT.
 ABOUT THE PROGRAM. WHAT IS BAROTRAUMA? [RER Media Kit.pdf](#)

THE FIGHT DOESN'T END AT THE SURFACE.
 Social Media Toolkit. [RER Social Media Toolkit](#)

THE FIGHT DOESN'T END AT THE SURFACE.
[RER Single Fold Card \(2.5x4"...](#)

RETURN 'EM RIGHT.
[Sample Social Pic1.png](#)



Questions?

