



**RETURN 'EM
RIGHT**

RETURN 'EM RIGHT

Outreach and Education Update

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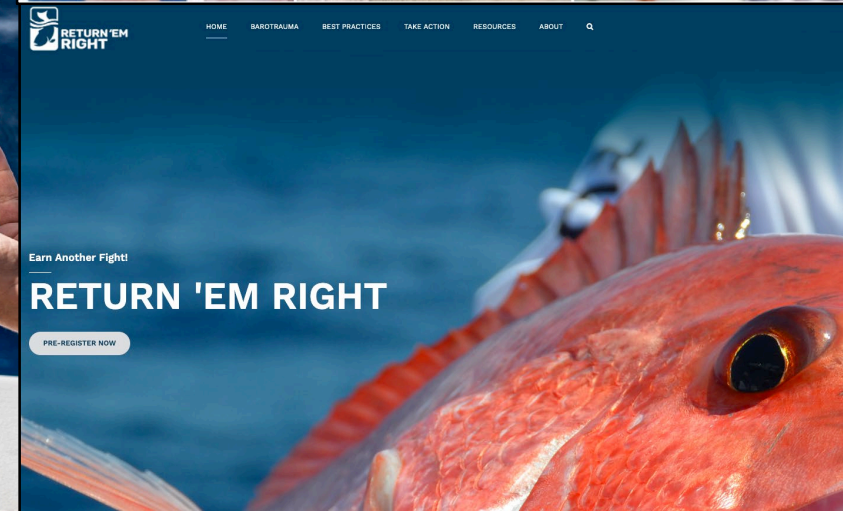
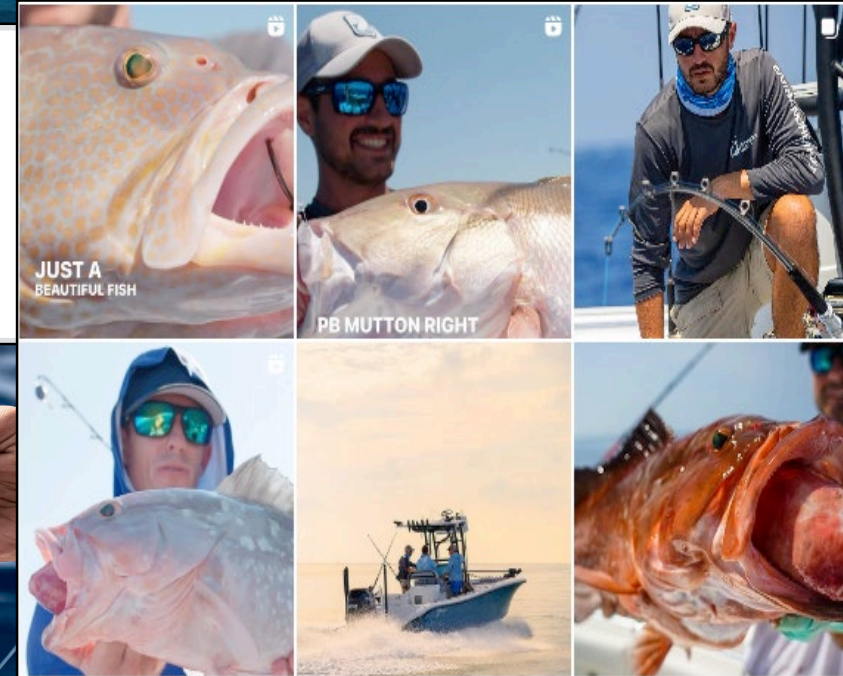
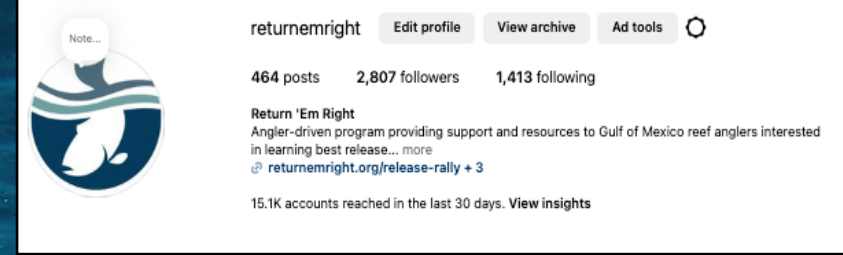
Return 'Em Right (RER)

- Duration: 7 year
- Funding: Deepwater Horizon Oil Spill
- Core partners: FSG, GSMFC, NOAA RC
- Component
 - Education & outreach
 - Fish descending device 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



Foundation

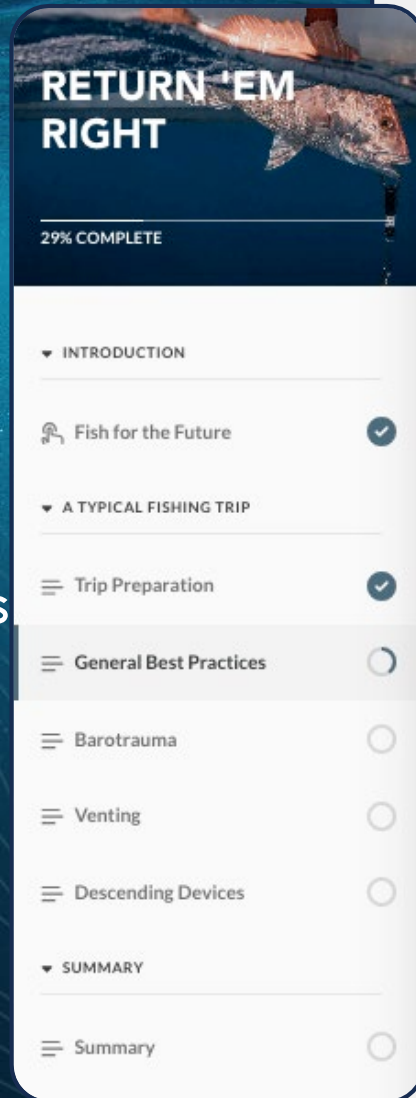
- Branding
 - Independent of partners
 - Guided by anglers, grounded in science
- Digital media
 - Web: returnemright.org
 - Social: @ReturnEmRight
- Education module
 - Easily accessible to anglers
 - Short and concise
- Procure release gear
- Program launch





Education Module

- Software: Articulate Rise
- Three main components
 - 1) Eligibility form
 - 2) Content
 - General best release practices
 - Barotrauma
 - Venting & descending
 - 3) Gear distribution
 - Confirmation for gear
 - Shipping form

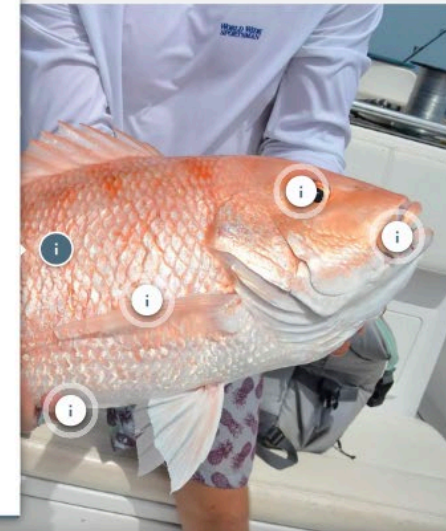


As a fish is retrieved from depth, the swim bladder will expand, often causing the stomach to be pushed out of the mouth of the fish.

Signs of Barotrauma

Recognizing when a fish is experiencing barotrauma is crucial to knowing if it needs additional help returning to depth. **Click on each information icon** below to learn about the signs of barotrauma.

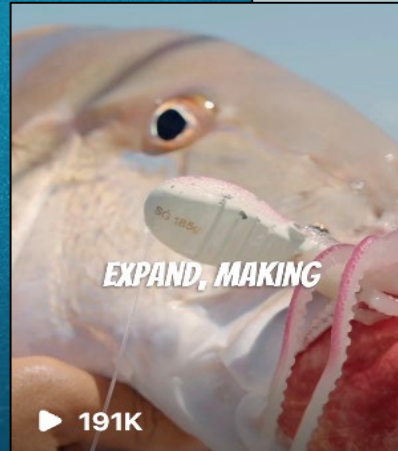
Bubbling Scales



Make sure you **click each information icon** before proceeding!

Marketing & Outreach

- Develop effective messaging
- Invest in social media
- Utilize ambassadors & influencers
- Partner with industry leaders
- Produce high quality visuals
- Build a community



H E A L T H Y

R E T U R N S



The Return 'Em Right Best Release Practices Manual provides anglers with guidelines to help ensure the safe release of reef and bottomfish.

The health of the fishery is every angler's responsibility. Here's how you can do your part.



FISH RESPONSIBLY.
RELEASE RESPONSIBLY.
GET FREE GEAR!



Return 'Em Right

A Collective Drive to Tackle Barotrauma

STORY & PHOTOS BY NICK HADDAD

A

Push for Better Releases

Most avid offshore anglers have heard a lot of chatter about venting tools, descending devices and maybe even Return 'Em Right over the last couple of years. Return 'Em Right is a program that launched in May of 2022 to provide anglers with free training and release gear to improve survival of reef fish, such as snapper and grouper, that are suffering from barotrauma. Barotrauma is a pressure-related injury that fish experience when reeled from depth. As a fish is pulled to the surface, gasses expand internally and displace organs often leaving them bloated and unable to return to depth on their own.

Bill Dance Saltwater
Video Courtesy:
Returnemright.org

New Episode Of "Chasin' The Sun" Highlights Best Release Practices For Anglers

episodes

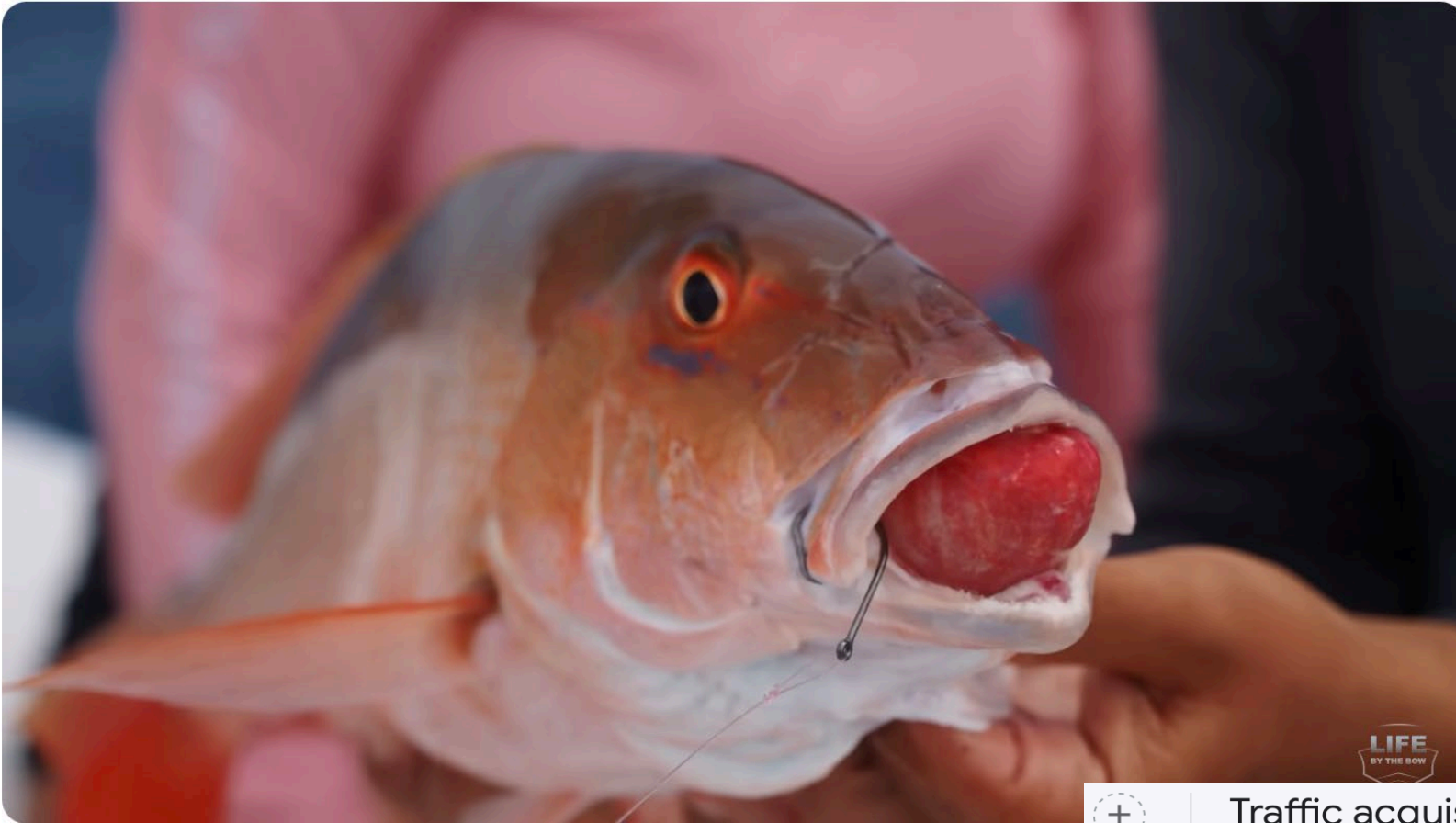
S8 E2 4/14/24

Return 'Em Right

Captains Tom Rowland and Rich Tudor are joined by scientist Nick Haddad, who educates our hosts and the fishing world on the various descending devices used to preserve stressed catch from deeper waters. Later in the Keys, the three of them get into some fun red snapper fishing off the coast of Marathon, Florida.

[← Previous Episode](#)

[Next Episode →](#)



Boat So Big they Called The Cops... Offshore Frenzy, Snap Florida Keys Catch & Cook



Life By The Bow

224K subscribers



Subscribed



6.6K

926K views 1 month ago 9 products

Help Reef Fish Survive, Get Free Gear - <https://bit.ly/GetFreeGearRER>

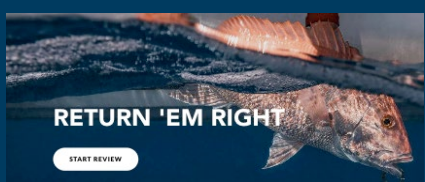
Row Labels	Count of where_training
In-person Presentation	38
Magazine/Newspaper	38
Another Angler	423
TV/Radio	54
Facebook	62
YouTube	1844
Twitter	1
Other Social	73
Search Engine	38
Other	162
Instagram	29
(blank)	
Grand Total	2762

Completions since 9/8/24

Traffic acquisition: Session campaign				
<input checked="" type="checkbox"/>	Total	13,025 100% of total	7,329 100% of total	56.27% Avg 0%
<input checked="" type="checkbox"/>	1 (direct)	5,245	2,930	55.86%
<input checked="" type="checkbox"/>	2 (organic)	4,380	2,799	63.9%
<input checked="" type="checkbox"/>	3 LifeByBow	1,519	648	42.66%

https://returnemright.org/about-us/gear-signup/?utm_source=YouTube&utm_medium=Video&utm_campaign=LifeByBow&utm_id=SWS

Education Module



Training
40,527
Completions

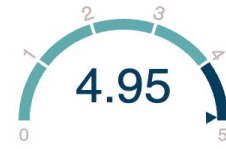


Release Gear
Boxes
38,811
Distributed

Rate your experience (overall)

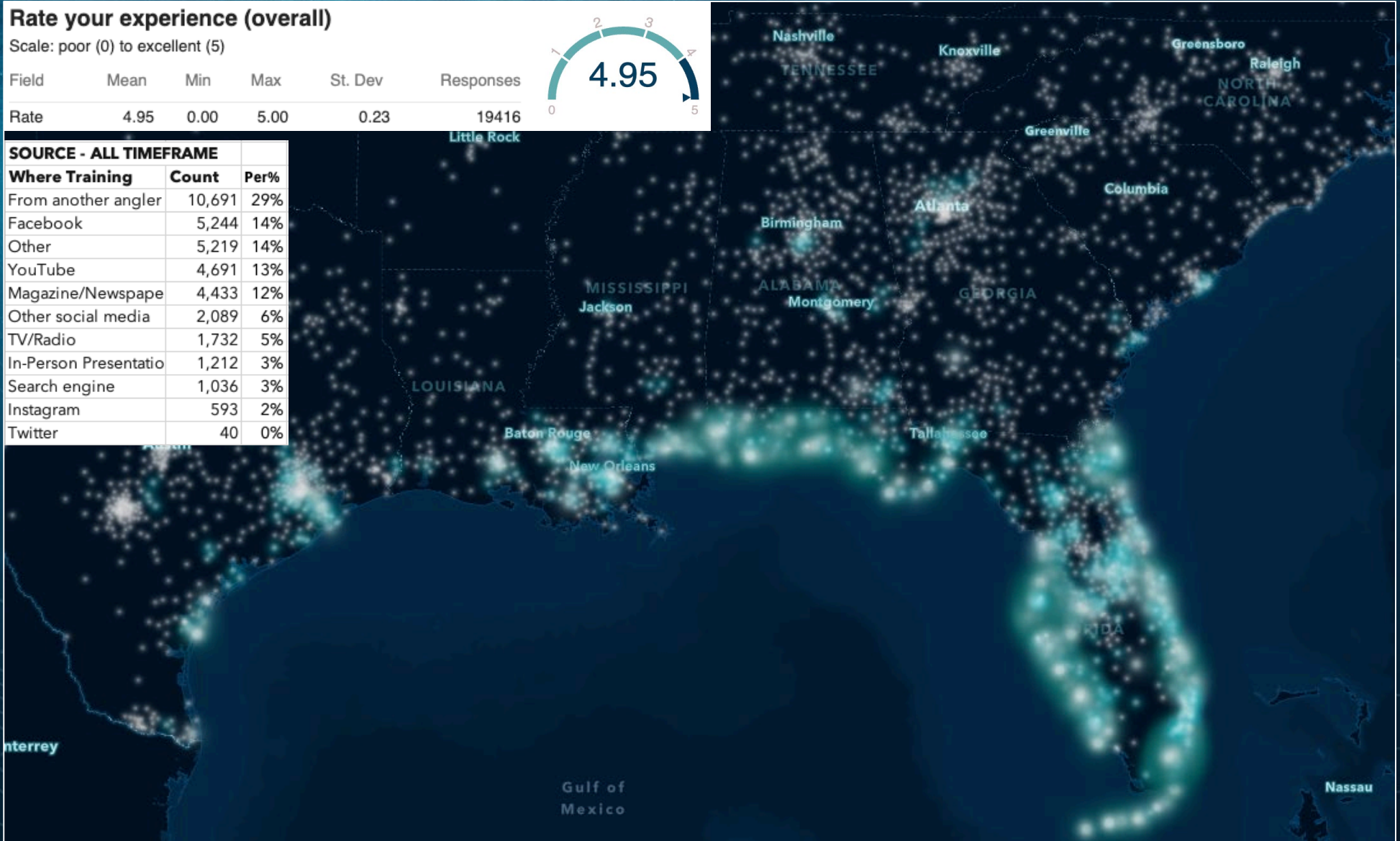
Scale: poor (0) to excellent (5)

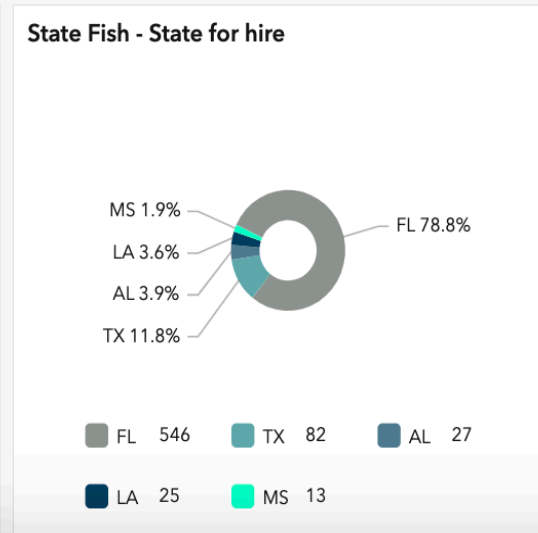
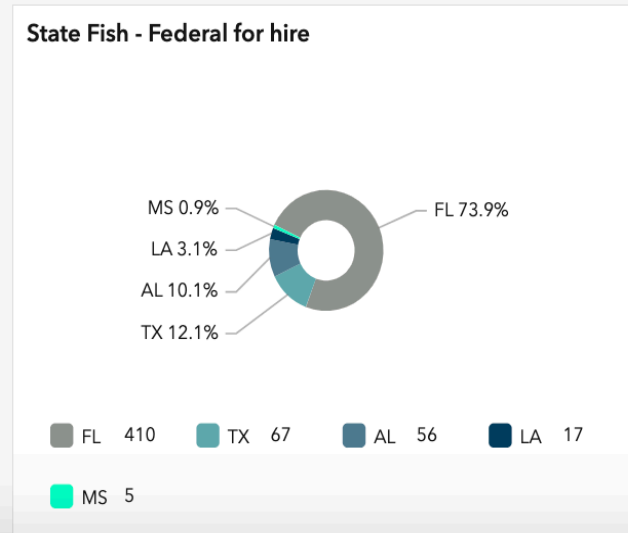
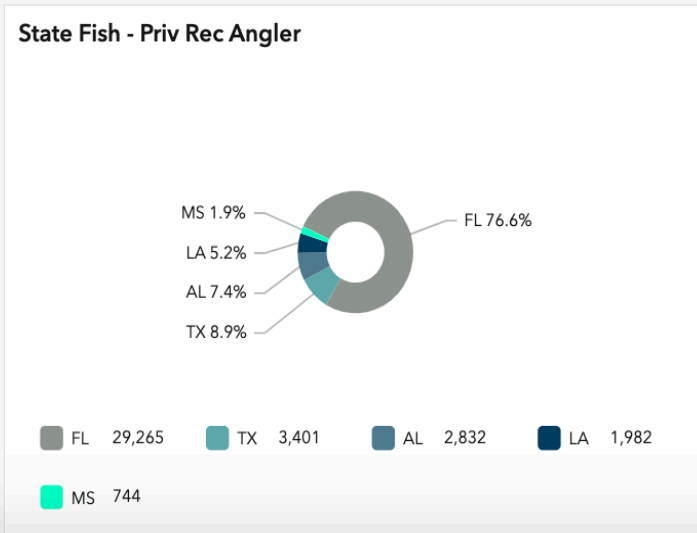
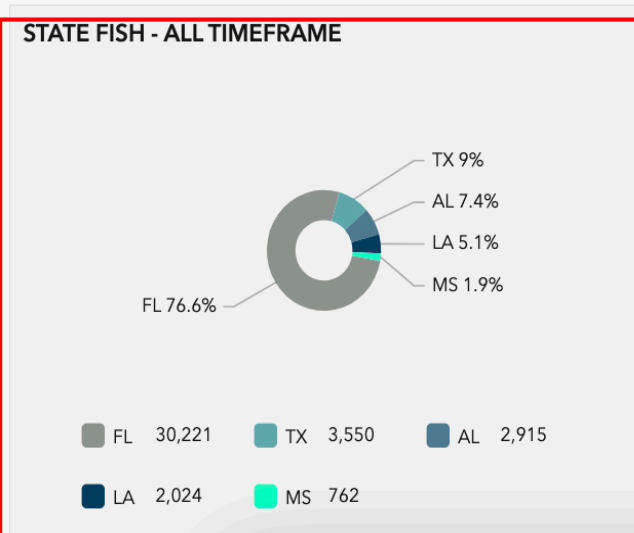
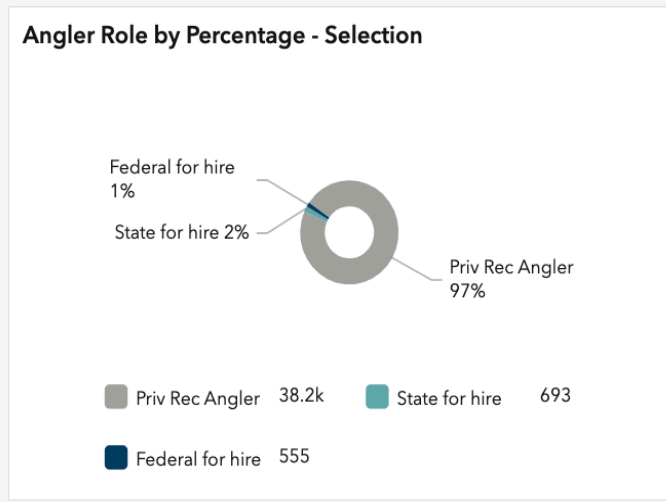
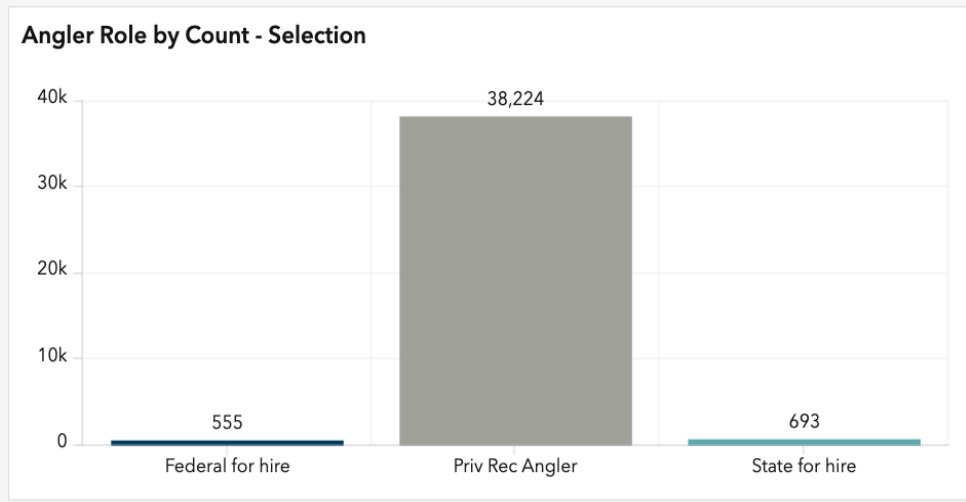
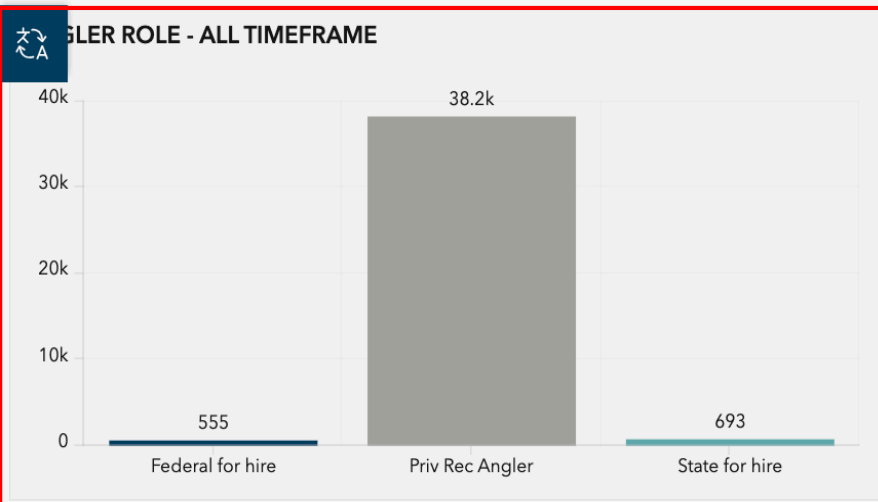
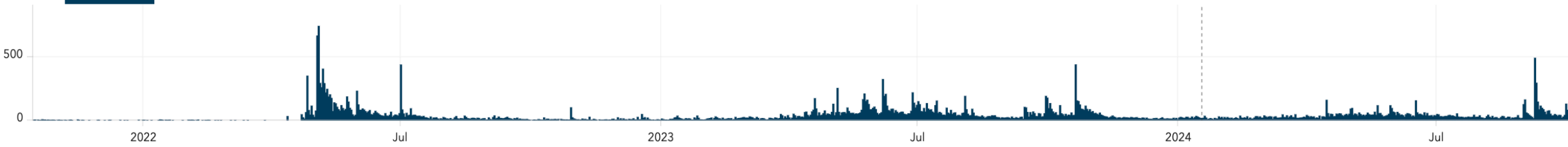
Field	Mean	Min	Max	St. Dev	Responses
Rate	4.95	0.00	5.00	0.23	19416



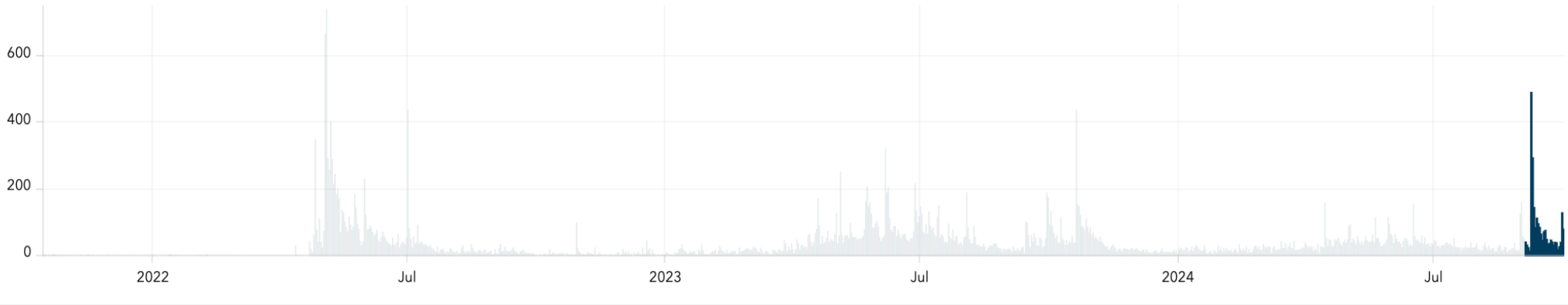
SOURCE - ALL TIMEFRAME

Where Training	Count	Per%
From another angler	10,691	29%
Facebook	5,244	14%
Other	5,219	14%
YouTube	4,691	13%
Magazine/Newspape	4,433	12%
Other social media	2,089	6%
TV/Radio	1,732	5%
In-Person Presentatio	1,212	3%
Search engine	1,036	3%
Instagram	593	2%
Twitter	40	0%

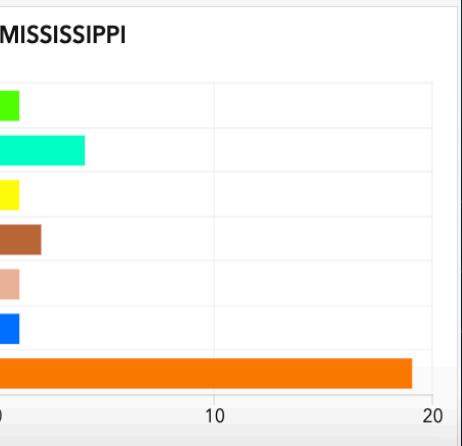
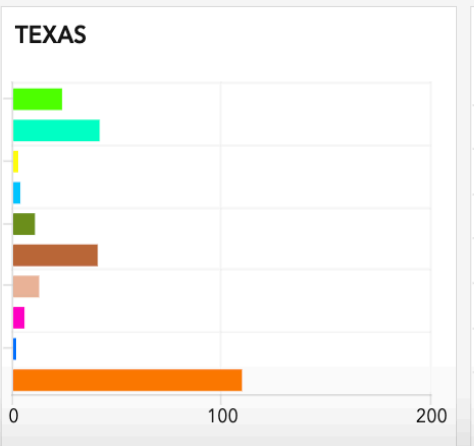
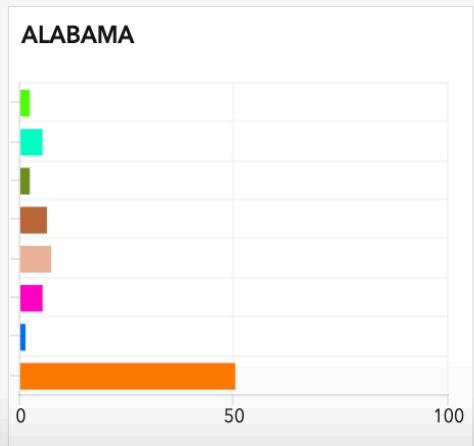
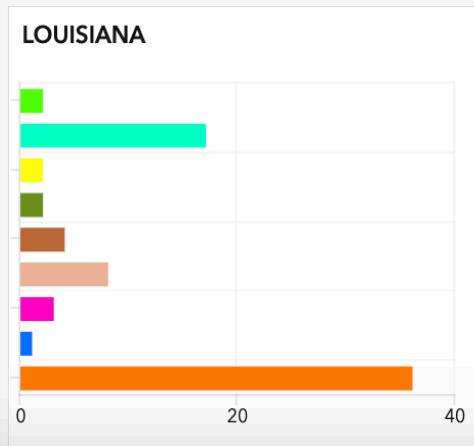
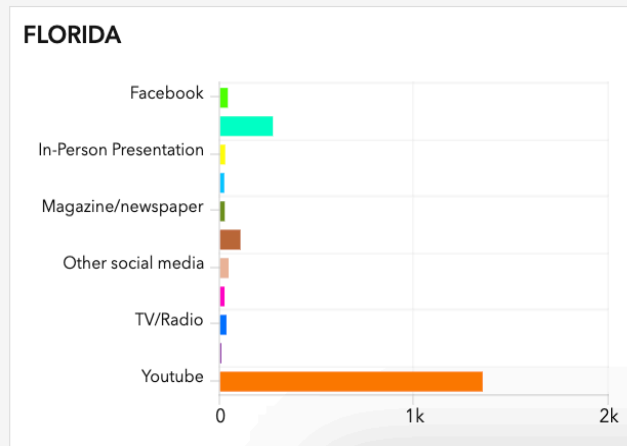
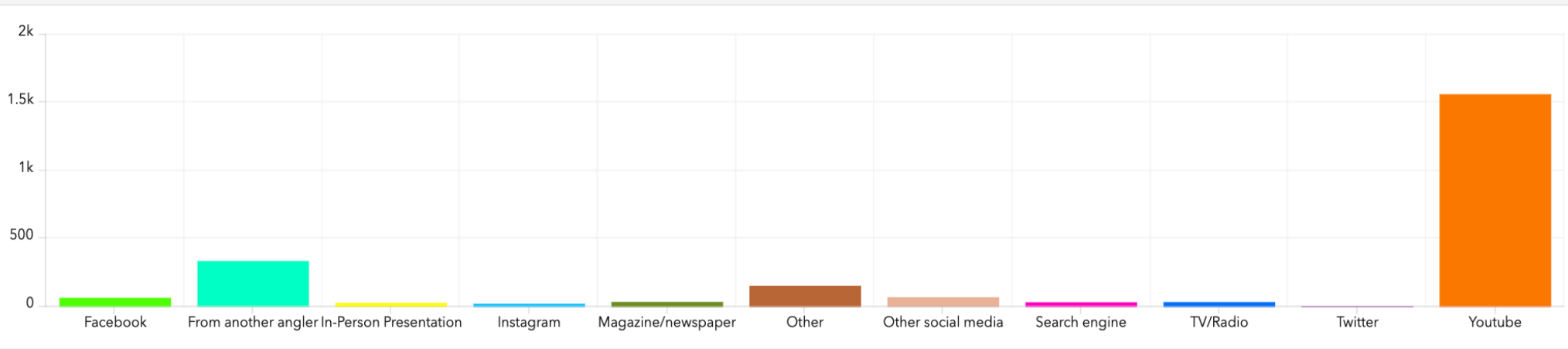




Where Training	Count
Facebook	5,309
From another a...	11,031
In-Person Prese...	1,239
Instagram	614
Magazine/news...	4,469



SOURCE - SELECTION	
where_training	Num
Facebook	63
Other social me...	67
Other	152
From another a...	334
Youtube	1,560





Gear Use Survey

- 93% extremely satisfied with package of gear (n=3,191)
- 83% prefer descending, while 14% prefer venting (n=2,348)
 - 71% SeaQualizer
 - 12% SeaYaLater
- 94% reported having no issues with the devices (n=2,709)
- 52% were extremely likely to buy them on their own, while 24% already had (n=1,174)

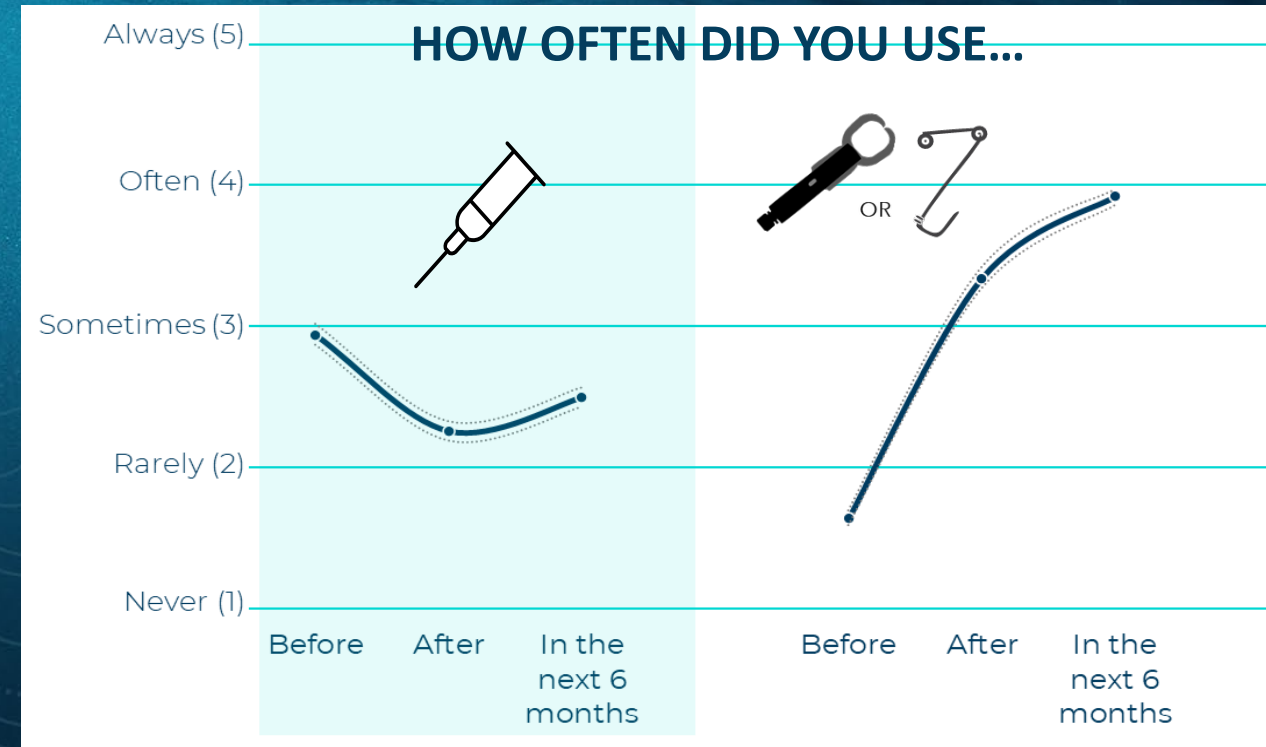
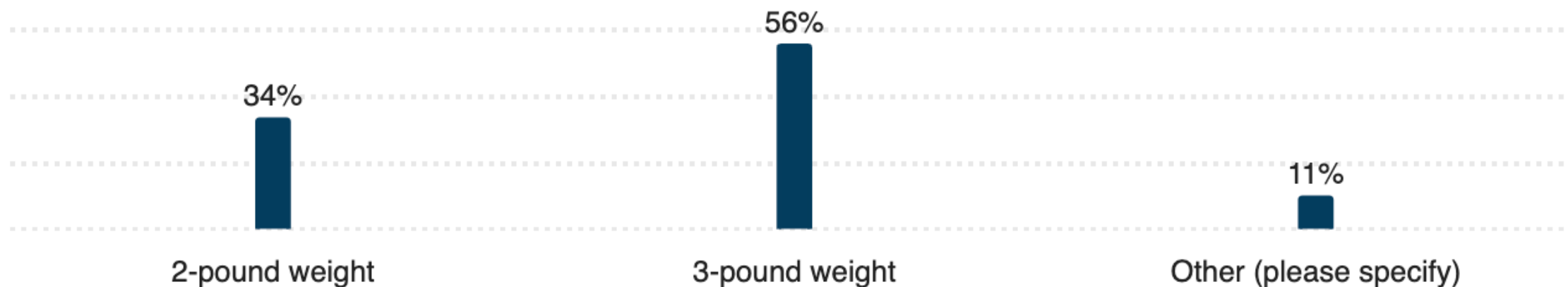


Figure. Private recreational anglers' prevalence of use of venting tools and descending devices. Circles represent mean values. Dotted lines represent the 95% confidence intervals for mean (n=1,423).

Based on your experience with the descending devices, what size weight should be included in the package?

179 Responses



Other (please specify):

3 to 5lb. 5lb is good for large fish like 25+lb grouper

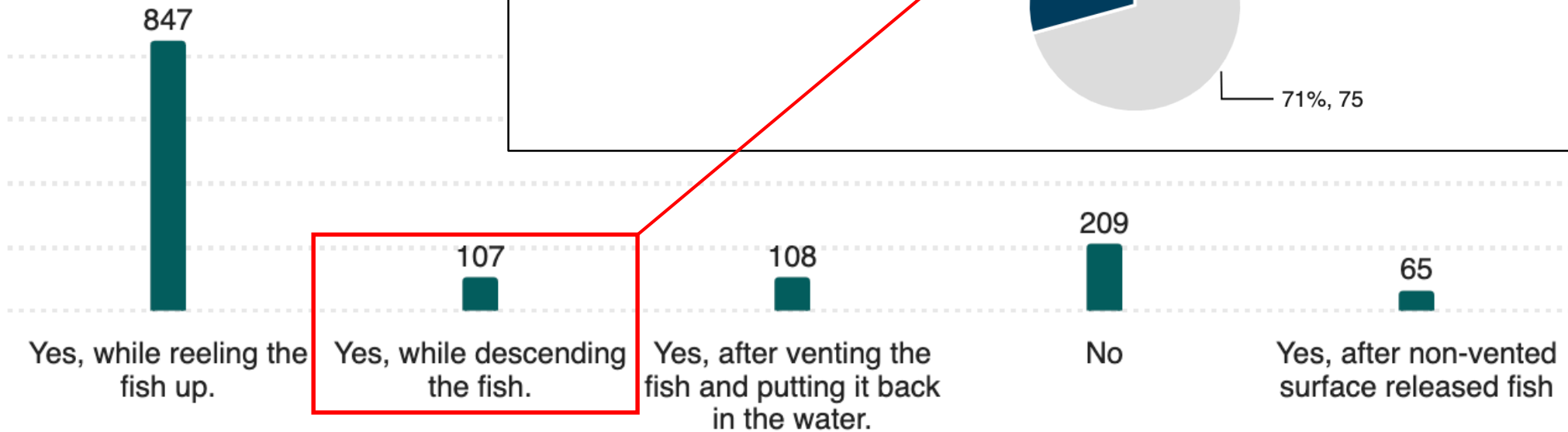
3 certainly works. but it is a bear to pull back up. I think you need some anglers to volunteer to try both side by side. I volunteer if you are seeking volunteers.

1 pound

Gear Use Survey

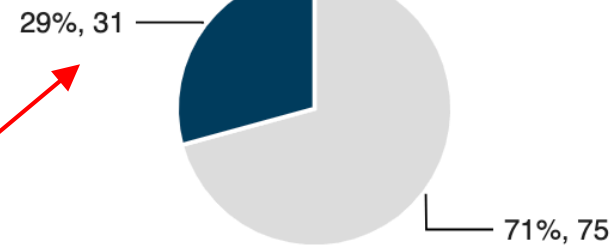


Have you lost your catch



Did you lose the descending device to predators?

106 Responses





Depredation Perception

THE BAD: No question we had a big shark grab some of our larger grouper on the way down. Quite upsetting when you're returning a 24" grouper only to have it eaten on the way down. Not sure but our deciding device may have been damaged. I'll check it out today.

- Were you losing a lot of fish to sharks on the way up? In my experience, sharks are far more likely to grab fish on the way up when they are struggling and fighting. Additionally, are you sure they were sharks? I'm surprised you wouldn't have lost the device if this was happening a couple of times.

Not sure they were sharks but each instance(2 or 3) was on the way down and the conventional reel spool started spinning 3x my drop rate. We were descending 24" red grouper so whatever was grabbing them was large.

When the reel speeds up significantly, that is when I know it popped off and is good to reel back up. The change in speed is significantly more noticeable the bigger the fish is on the device, as the speed of descent changes more.

I think you nailed it. We were in 105 ft. and I had the device set to 50. Your explanation fits perfectly.

Depredation Perception

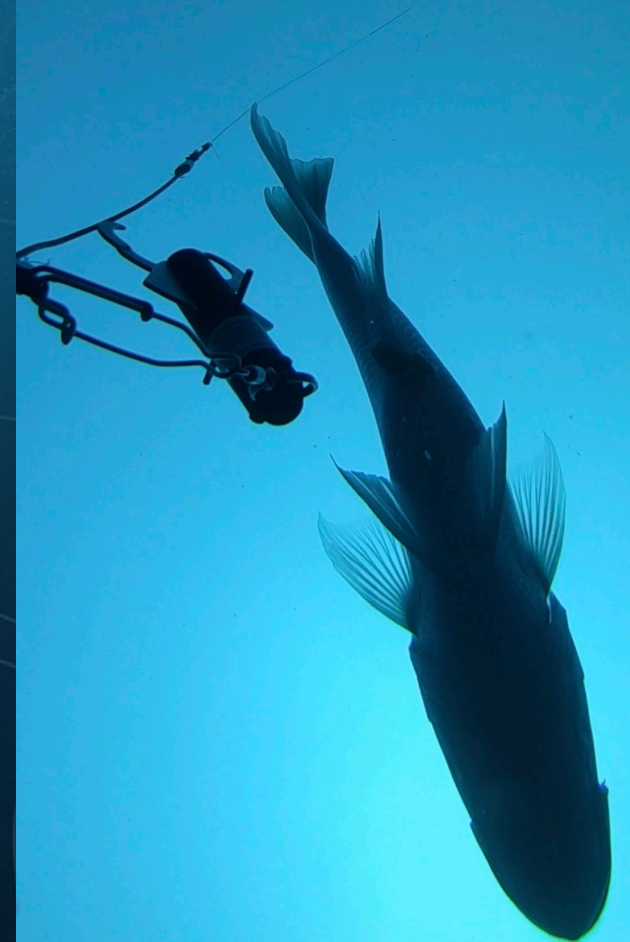
Feedback/Question

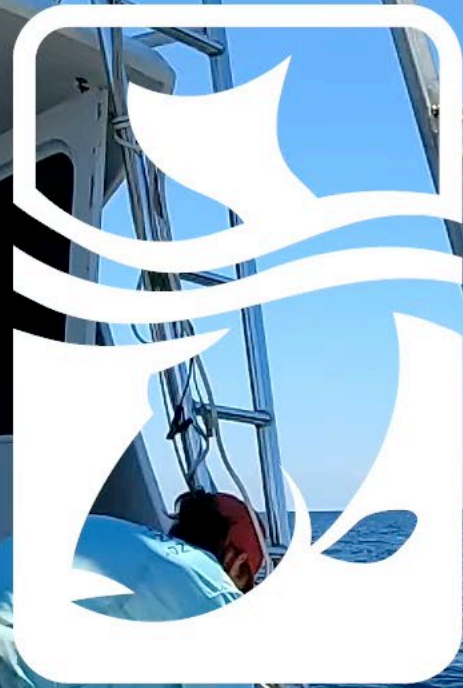
Any chance of getting a second equalizer got sharked and lost my release rig

We released 4 fish that day sent down a huge margate which got hit and the shark was pulling drag and took the whole rig weight and all we have probably released well over 200 fish with no issues
You are doing a great thing with your project saving unnecessary fish loss

Well, it was bound to happen! Was in the process of using the SeaQualizer to release a fish and the tax man showed up! It cut me off and took my whole setup, SeaQualizer and 3lb weight! Is there any way to get a replacement? I still have the fish saver device, but it doesn't work for some types of fish (like trigger fish), and I'm using a make-shift weight at the moment.

Thank you sir! I appreciate that! Yes, been using it almost a year and have grown quite fond of using it. They both work great, not sure how we've done without them all these years. Since this happened, I've been thinking of using wire in the setup to hopefully prevent this from happening again. Will have to see how to improve it. Again, I sure do appreciate it.





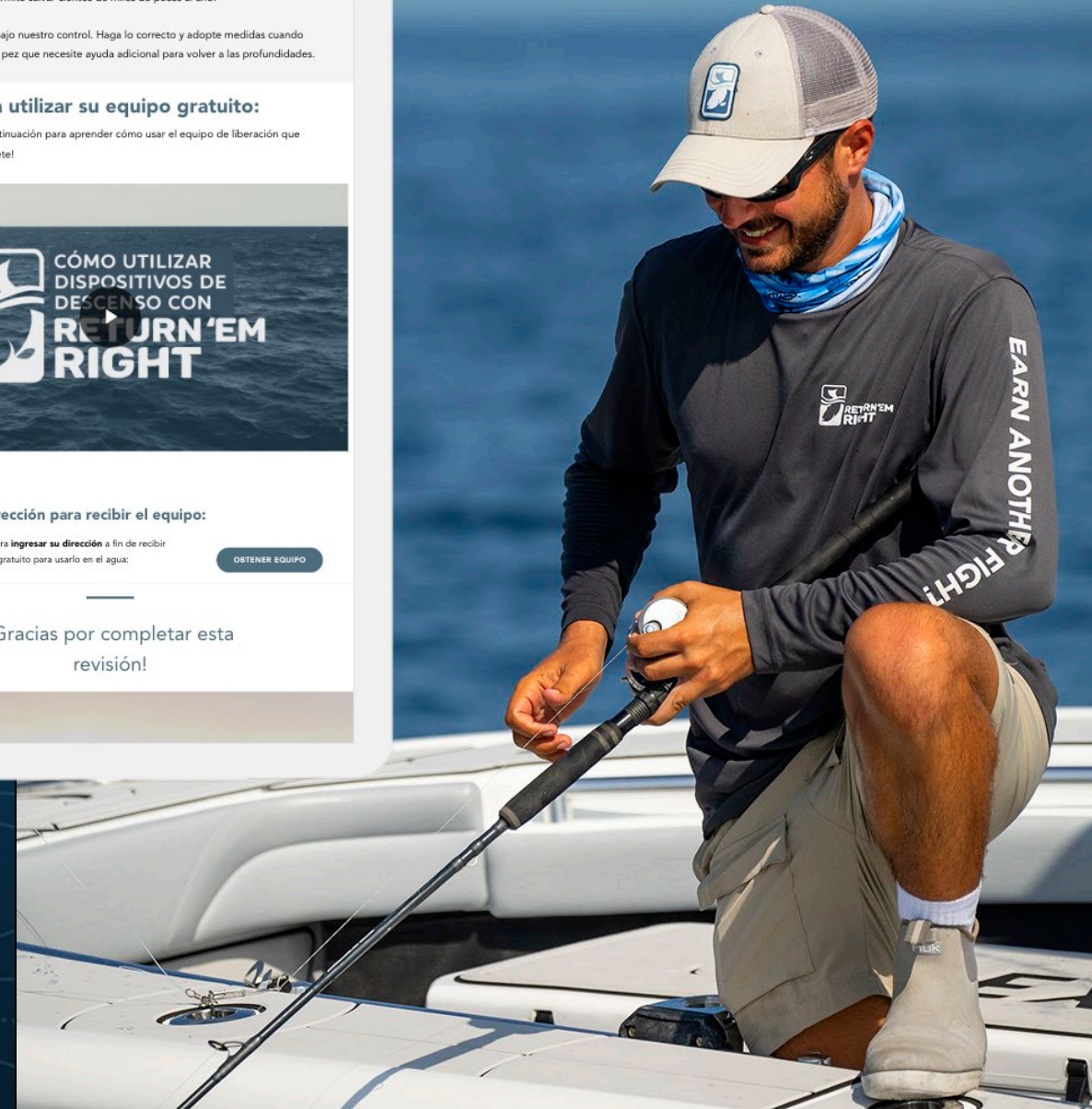
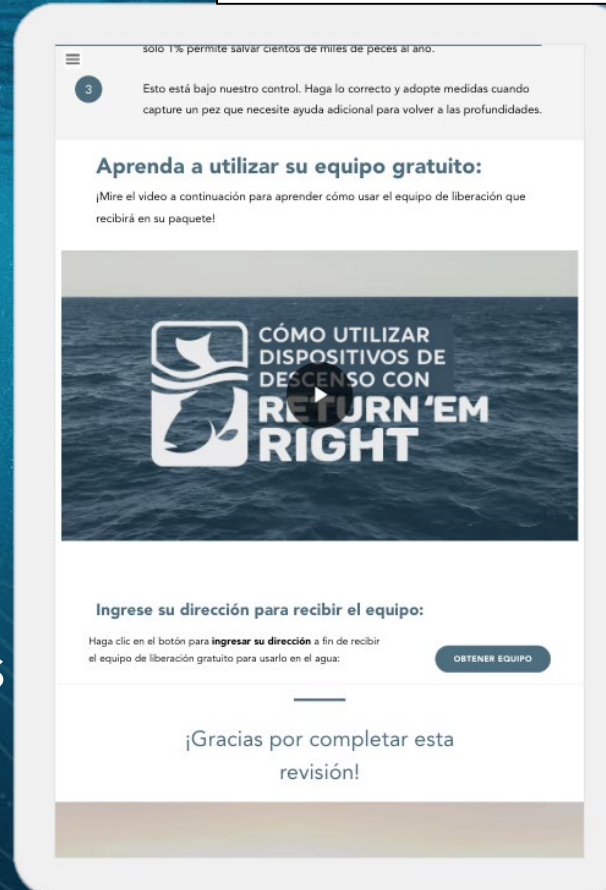
**RETURN'EM
RIGHT**

Moving Forward

- Education
 - Promote Spanish module
 - Education module 3.0
- Marketing & outreach
 - Build ambassador program
 - Incorporate RER in tournaments
- Scaling & expansion
 - Scaling up current targets
 - OORP 4 expansion

NEWS

Destin Fishing Rodeo sets kickoff, new division





CORE PARTNERS



MEDIA PARTNERS



INDUSTRY PARTNERS





**Thank You &
Questions?**

@ReturnEmRight