

A Case of Effectively Reducing Threats to Marine Wildlife Along the Texas Coast



Why consider human behaviors?



Knowledge is not enough!

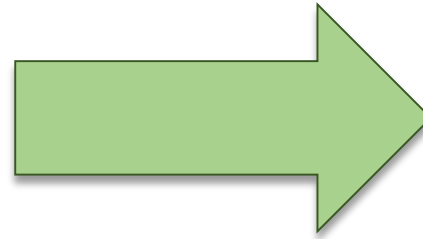


“Information, while necessary, is rarely the only barrier to changing behavior.”
(Schultz, 2002)

People's behaviors are influenced by multiple factors

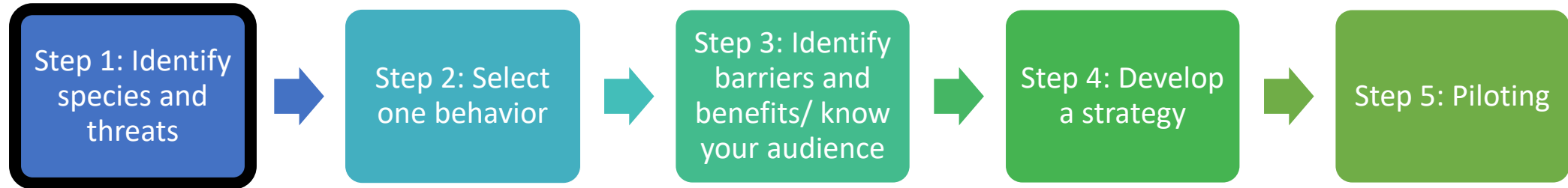


- By others (friends, family, etc.)
- By real and perceived barriers
- Their willingness to do or not do a behavior
- Their perception of self-efficacy
- By norms, values, and emotions



People are more likely to change if you create the enabling conditions to make change easy

Building a behavior change campaign



Step 1: Identify
species and
threats



Step 2: Select
one behavior



Step 3: Identify
barriers and
benefits/ know
your audience



Step 4:
Develop a
strategy



Step 5: Piloting

**A campaign
should promote
only one, specific,
non-divisible
solution.**



**Recycle
monofilament
fishing line in a
monofilament
recycling bin before
leaving your fishing
site.**

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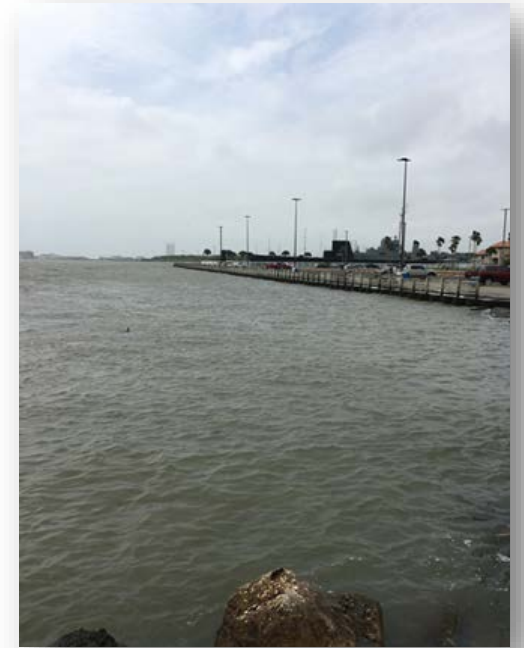


Step 4:
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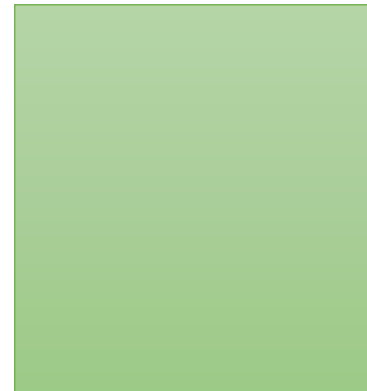
Step 5: Piloting

Intercept surveys and
behavioral observation
sessions were
conducted over a
period of months at 6
different sites



Intercept survey results

- 259 anglers surveyed, 251 on land, 8 by boat
- 80% report that they contain their line
- 81% are not currently recycling their line, but 205 (79.2%) reported that they would be willing to do so in the future
- Top benefit to containing and recycling line? **Keep Animals Safe**
- Top barrier to adopting the desired behavior? **Nothing**, anglers said they just don't know where they can take their line or that it can be recycled



Behavioral observations

Of the 24 behaviors observed:

- 10 resulted in proper containment (41.6%)
- 14 resulted in improper containment (58.3%)
- Intercept surveys: 80% anglers surveyed report currently containing their line, versus 41.6% observed containing their line

Proper Containment	
Bucket	4 instances
Tackle Box	3 instances
Plastic Bag	2 instances
Pocket	1 instance

Improper Containment	
Angler broke line and it was not recovered	9 instances
Left/dropped line on the ground	3 instances
Threw line in water	2 instances

Angler profile

Data recorded for 72 individuals



- Predominantly white males, followed by Hispanic and African American males
- Primary Language? English
- Dominant age groups:
 1. 45 – 54
 2. 25 – 34
 3. 35 – 44

How often do you fish at this location?

- 26.4% - Occasionally
- 25% other, with 7/18 reporting it was their first time at the location
- 20.8% - 1-4 times a week



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I pledge to recycle my fishing line
in a monofilament recycling bin to
save sea turtles.



I recycle
MY FISHING LINE
to save
sea turtles,
ASK ME HOW!

RECYCLE YOUR FISHING LINE, SAVE SEA TURTLES

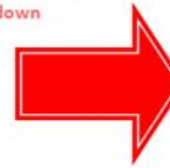


WHY SHOULD I RECYCLE MY LINE?

- Monofilament and other fishing lines can be hazardous to marine life, scuba divers, and boat propellers

WHERE CAN I RECYCLE MY LINE?

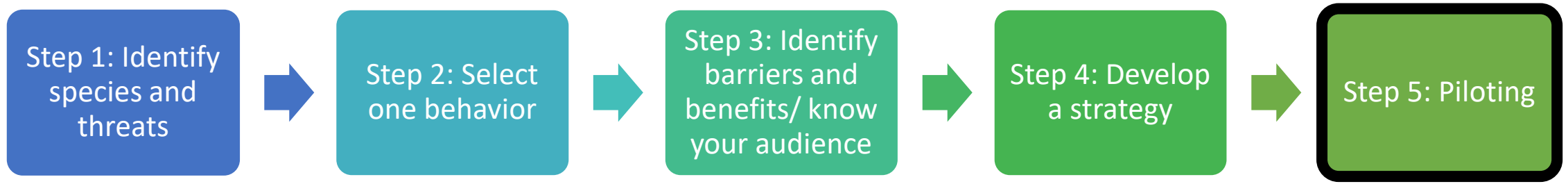
- Fishing line **cannot** be recycled at home, and takes up to **600** years to break down
- Properly dispose of your line in a monofilament recycling bin like this one **BEFORE** leaving your fishing site!



WHAT HAPPENS TO MY LINE AFTER I RECYCLE IT?

- Recycled line is melted down and made into:
 - ➡ tackle boxes
 - ➡ fish habitats
 - ➡ spools for line
 - ➡ toys
- Recycled line will never become fishing line again





Tentative timeline: November 2018 – May 2019
Both sites will be broken down into 3 sections:

1. Control Site
2. Personal communication/ Commitment Section
3. Public Posting

Personal Communications

One day every other week (2 times a month, hours TBD)

Data Collection

Monday mornings (pre cleaning crew), two times a month

Questions?

Taylor Rhoades
Conservation Action Analyst,
Houston Zoo
trhoades@houstonzoo.org

Stennie Meadours
Coordinator, Plastic Pollution
Prevention Partnership
Galveston Bay Area Chapter – TXMN
stenmead@aol.com

