



# Waters to Watch Guidance for 2022

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**February 17, 2022**



# Goal of the Waters to Watch Campaign

The Waters to Watch campaign, implemented in support of the National Fish Habitat Action Plan, aims to demonstrate that science-based aquatic habitat conservation actions make a difference to benefit aquatic habitats, local communities, anglers, and economies. The Waters to Watch campaign raises the visibility of some of the best on-the-ground aquatic habitat conservation projects implemented by individual Fish Habitat Partnerships (FHPs). The Waters to Watch campaign aims to raise the visibility and support for the National Fish Habitat Partnership (NFHP).





# Waters to Watch Campaign Highlights

- Campaign started in 2007
- Over 130 projects featured
- Website population/Press Release
- Social Media Reach 2021
  - 5,440 people reached
  - 305 engagements from users



## The campaign highlights 10 projects on an annual basis to:

- Focus attention on local efforts carried out by FHPs to implement the National Fish Habitat Partnership;
- Garner local and national support for, and raise awareness of, the benefits to aquatic habitat, local communities, anglers, and economies from actions implemented through the National Fish Habitat Partnership; and
- Strengthen existing and develop new partnerships with collaborators who share NFHP's mission and goals to protect, restore, and enhance fish and aquatic communities.



## Timeline for Waters to Watch

Deadline	Action
April 7, 2022	Deadline for W2W submissions from FHPs
April 14, 2022	Conference call of Partnerships Committee/Communications Committee to discuss project submissions and develop a 2022 W2W project list
Early May	2022 W2W Project list sent to Board for endorsement/approval at May Board Meeting (Date TBD)
May 21, 2022	2022 Waters to Watch announcement in conjunction with <a href="#">World Fish Migration Day</a> .



# Questions?