

Table 2. Behavior change addressed to campaign goals to promoted at a site level.

Site	Behavior change promoted
Canavieiras	Respect minimum size
	Respect closed season
	Do not fish in snook reproduction areas
	Record daily catch data
Cururupu	Comply with NTZ for acoupa weakfish
	Record daily catch data
	Respect nursery NTZ
Delta do parnaiba	Respect nursery and spawning ntz
Baía de Iguape	Participate in oyster aquaculture
	Participate in the area rotation system
	Work collectively with other fishers
	Participate in patrolling of oyster mariculture farms
	Participate in patrolling of fishing areas and rotation areas
Prainha do canto verde	Participate in patrolling of fishing areas
	Change lobster aggregation device materials
	Participate in meetings to organize the location of lobster aggregation devices
	Respect closed season
	Respect lobster NTZ
	Participate in lobster and reef fish monitoring
	Record catch data
Pirajubae	Improve fisheries product quality
	Participate in meeting to review fishing regulations
	Participate in monitoring and cleaning of clam fishing areas