

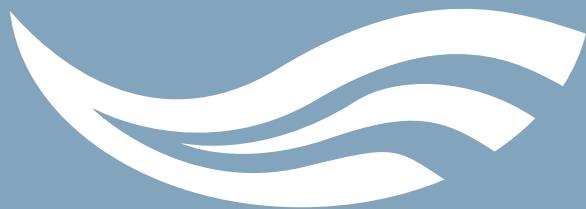
**S**tay at least 50 yards  
from dolphins

**M**ove away cautiously if  
dolphins show signs of  
disturbance

**A**lways put your engine in  
neutral when dolphins  
are near

**R**efrain from feeding,  
touching, or swimming-  
with wild dolphins

**T**each others to be  
Dolphin SMART



## Dolphin SMART Mission

*To promote the responsible  
advertising and viewing of wild  
dolphins in coastal waters*



*The development and implementation of  
Dolphin SMART involves all stakeholders, including  
federal government agencies, non-governmental  
organizations, researchers, commercial businesses, and  
members of the public.*

To learn more about becoming Dolphin SMART  
or for a current list of active Dolphin SMART  
participants, email:

[contact@dolphinSMART.org](mailto:contact@dolphinSMART.org)

Or, visit the Dolphin SMART Web site:

[www.dolphinSMART.org](http://www.dolphinSMART.org)

*All photos taken under NOAA NMFS and PIFSC, and SWFSC  
permit #774-1714*

*Dolphin SMART is made possible through support from the following sponsors:*



Promoting responsible  
advertising and viewing  
of wild dolphins



## Why Practice Responsible Viewing?

Hawaiian spinner dolphins are frequently seen in the nearshore, shallow coves and bays of the Hawaiian is-



lands and can be easily viewed from shore or boat. Watching them in their natural habitat can be an exhilarating experience. However, when we approach wild dolphins too closely, move too quickly, or make too much noise, we increase the risk of disrupting their natural behaviors, such as resting, nursing, breathing, breeding, sheltering, and socializing. Disruption of these natural behaviors is a form of harassment and against Federal law.

## What is Dolphin SMART?

Dolphin SMART is a unique, voluntary recognition and education program offering participation incentives for commercial dolphin viewing businesses that voluntarily follow the “program criteria,” and educate their customers about the importance of responsible viewing of wild dolphins in Hawaiian waters.

The program also includes an important research component that provides insight about the daily lives of the local, wild marine mammal populations.



## Dolphin SMART Program Purpose:

- Minimize the potential of wild dolphin harassment caused by commercial viewing activities.
- Reduce people’s expectations of wanting to closely interact with wild dolphins in a manner that may cause harassment.
- Eliminate advertising that creates expectations to engage in activities that may cause harassment.
- Educate the public about the importance of responsibly viewing wild dolphins.

## A SMART Start! History of Dolphin SMART...

A special area of the Florida Keys National Marine Sanctuary is home to a resident group of bottlenose dolphins. It is also where many businesses conduct dolphin tours in a limited geographic area. The heightened amount of human activity in this area may cause unnecessary stress to the local population by disrupting their natural behaviors.

Therefore, NOAA’s National Marine Sanctuary Program and National Marine Fisheries Service, the Dolphin Ecology Project, and the Whale and Dolphin Conservation Society teamed up with local commercial businesses and members of the public to develop Dolphin SMART!

Dolphin SMART was designed for any area with wild dolphin viewing tours by incorporating conservation minded practices that are good for both dolphins and businesses. Dolphin SMART is already a success in areas of the Southeastern United States and will benefit Hawaii where spinner dolphins frequently come into shallow waters and coves to rest, providing viewing opportunities.



## What it Means to be Dolphin SMART...

Dolphin SMART businesses provide an enhanced tour experience by offering customers:

- Detailed knowledge about the laws protecting wild marine mammals.
- Information on how to responsibly view wild dolphins and recognize signs of harassment.
- Fun and informative educational materials.
- Details about local dolphin populations and research.
- Up-to-date knowledge about wild dolphin conservation by attending continuing education workshops to enhance educational opportunities for themselves and their customers.

## What it Takes to be Dolphin SMART...

All participants must voluntarily adhere to:

- **Program Criteria:** Legal requirements, policies, and guidelines, as well as best viewing and advertising practices to prevent harassment of wild dolphins.
- **Training and Education:** Participation in an initial training workshop and yearly online refresher training.
- **Evaluation for Participation and Recognition:** Initial evaluation to establish participation and receive program recognition. Annual evaluation to ensure active compliance with the program criteria and determine the program’s effectiveness.



## SMART-ly Recognized...

Upon successful completion of the training and evaluation, Dolphin SMART businesses receive materials identifying them as active Dolphin SMART participants, such as flags and decals featuring the Dolphin SMART logo and current calendar year.

## Look Before You Book!

**Only businesses with flags and decals featuring the current calendar year are considered active Dolphin SMART participants.**



## Get Off to a Great Start, Be Dolphin SMART!

By choosing to follow the Dolphin SMART criteria, businesses demonstrate their care and concern for dolphin conservation and responsible wildlife viewing and advertising.