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**You may use this document as a template for your letter to encourage key decision makers to adopt non-lethal shark management policies. Please remember to be polite in any correspondence.**

1. Find the contact details of your target.
2. Fill out the missing information below.
3. Edit this template as you require.
4. Send/Email.

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Dear [INSERT DECISION MAKER’S NAME HERE],

I urge you to review your shark control policy and adopt a non-lethal approach to shark management. I ask you to review the risks associated with sharks[1](http://www.flmnh.ufl.edu/fish/sharks/isaf/graphs.htm) and come to the sensible conclusion that culling sharks (using nets or drums lines) is not an effective strategy to reduce these risks, and can have disastrous effects on the marine environment[2](http://www.sciencemag.org/content/315/5820/1846.short). Although the international media continue to sensationalise the threat of unprovoked shark attacks, the statistics do not support their claims[3](http://www.flmnh.ufl.edu/fish/sharks/statistics/statsw.htm). The International Shark Attack File reports an average of just 68 unprovoked attacks per year (globally), of which just 5 are fatal[3](http://www.flmnh.ufl.edu/fish/sharks/statistics/statsw.htm). I do not deny that these are personal tragedies, but they are also very rare events, especially when you consider the vast and increasing number of swimmers entering our oceans every year. In addition, natural random variation in the yearly rate of shark attacks[3](http://www.flmnh.ufl.edu/fish/sharks/statistics/statsw.htm) should not be confused with a general increase. To put these numbers into context, in just one year, 3,306 people drowned in the U.S. alone[4](http://www.flmnh.ufl.edu/fish/sharks/attacks/relarisklifetime.html).

The sharks involved in attacks on humans are apex predators. As such, they play a critical role in the complex balances of oceanic ecosystems in a way that the average fish does not[5](http://onlinelibrary.wiley.com/doi/10.1111/j.1461-0248.2010.01489.x/full),[6](http://www.supportoursharks.com/en/Conservation/Why_protect_sharks.htm#Anchor). Most sharks serve as top predators at the pinnacle of the marine food pyramid, and so, directly or indirectly, balance ecosystems at all levels[2](http://www.sciencemag.org/content/315/5820/1846.short). As they usually hunt old, weak or sick prey, they help to keep the prey population in good condition, enabling the more naturally fit animals to reproduce and pass on their genes.  The effects of removing sharks from ocean ecosystems, although complex, are very likely to be ecologically and economically damaging[2](http://www.sciencemag.org/content/315/5820/1846.short).

Education and common sense are the best protection against shark attacks. The conditions that provoke attacks are well known[7](http://www.flmnh.ufl.edu/fish/sharks/statistics/Act.htm) and so avoidance is the most sensible public policy. I encourage the use of non-lethal shark protection measures such as personal repellents, area-based protection (e.g. enclose swimming areas), spotter planes and patrol boats, but please, let common sense prevail and do not allow our sharks to be culled in a misguided attempt to preserve human life. Please help to maintain the health of our oceans and support our sharks with an appropriate, non-lethal shark management plan.

Yours Sincerely,

[INSERT YOUR NAME AND CONTACT INFORMATION HERE]