In spring 2021, the Massachusetts Division of Marine Fisheries implemented new conservation measures designed to protect North Atlantic right whales in Massachusetts state waters. A crucial aspect of the regulatory package was the broad-scale adoption of reduced breaking strength buoy lines. The use of ropes with reduced breaking strength could minimize the severity of injury to large whales in the event of an entanglement. Beginning May 1, 2021, Massachusetts trap/pot fishermen are now required to equip all buoy lines with either fully formed “weak” rope that breaks at 1,700 lbs or less, or with weak contrivances that breaks at 1,700 lbs or less. The weak contrivances must be inserted every 60 feet in the upper 75% of the buoy line and fishermen can choose from a variety of NMFS-approved contrivance options. Here we report on DMF’s efforts to identify a baseline of approved contrivances, outreach to the fishing industry and the status of weak rope implementation in Massachusetts.