RED TIDE TOOLKIT

HARMFUL ALGAL BLOOM
AWARENESS & RESPONSE MESSAGES

UF|IFAS
UNIVERSITY of FLORIDA

Center for
Public Issues Education

Sea Grant
Florida

ABOUT

Harmful algal blooms (HABs) pose risks to the health and economy of coastal communities in Florida. Learn about resources to aid in your communication about HABs in this toolkit.

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The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources curated the following materials in partnership with Florida Sea Grant. The purpose of these materials is to educate various audiences about harmful algal blooms (HABs) and their effects on humans, animals and the ecosystem. This toolkit includes social media content, educational print pieces, Powerpoint presentations, an informational video and instructions for how to access and use the materials.

TOOLKIT INDEX

Social Media Posts: Pre-made graphics accompanied by text, ready for you to post to your social media pages. Includes posts for emergency response as well as general red tide information.

Rack Card: Uses colorful images and text to display information so readers can understand red tide health and safety.

Issue Guide: Uses text and graphics to display information so readers can understand how red tide forecasts are produced.

Powerpoint Presentations: Colorful presentations on general red tide information and forecasting technology.

Informational Video: Short kinetic typography video explaining how red tide forecasts are produced.

Instructions: Detailed instructions on how to download materials and recommended usage.

SOCIAL MEDIA

The Red Tide Toolkit provides social media posts ready for you to publish to your organization's social media accounts. The posts are categorized into two kits: emergency response and red tide information. Every post has a graphic paired with an accompanied text. People are more likely to read posts that contain graphics than posts without graphics.

Social media is a great way to reach a diverse audience. The content in this toolkit is formatted to be educational and understandable for the general public.

Visit **https://www.flseagrant.org/habs/** to view all social media content and graphics and to download your own.

SOCIAL MEDIA
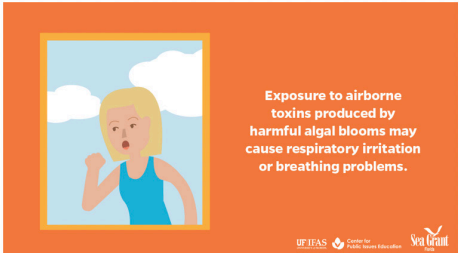
Here is an example of a post from the Red Tide Emergency Response Toolkit educating the public on how to protect their pets during a red tide event.
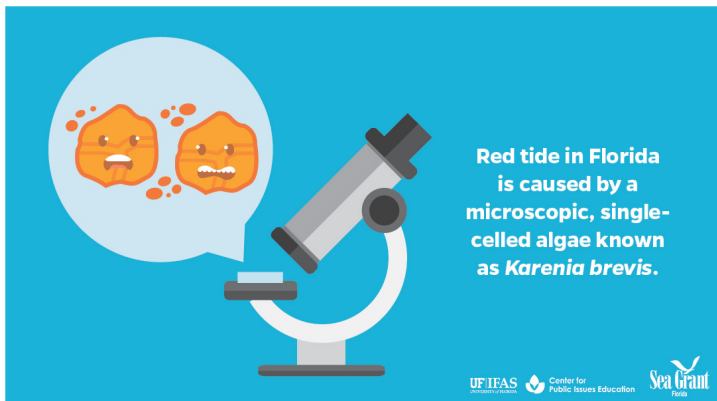
Here is an example of a post from the Red Tide Informational Toolkit explaining what species of algae causes red tide.

SOCIAL MEDIA

Post	Graphic
Red Tide Response	
Toxins from red tide can accumulate in filter feeders, such as clams and oysters, and may lead to Neurotoxic Shellfish Poisoning in people who consume contaminated shellfish. Shellfish purchased through a licensed dealer or at a restaurant are safe to eat during a harmful algal bloom as they will have been harvested from waters outside of the bloom area. Learn more about harmful algal blooms at https://www.flseagrant.org/habs/.	**Only purchase shellfish from a licensed restaurant or dealer during an active bloom.** UF·IFAS Center for Public Issues Education Sea Grant
During an active red tide, healthy individuals may experience some irritation from exposure to aerosolized or airborne toxins, but these symptoms typically subside once they leave the impacted area. Individuals with respiratory conditions can experience more severe and prolonged breathing problems. Learn more about harmful algal blooms at https://www.flseagrant.org/habs/.	**Exposure to airborne toxins produced by harmful algal blooms may cause respiratory irritation or breathing problems.** UF·IFAS Center for Public Issues Education Sea Grant

On the website **https://www.flseagrant.org/habs/**, you can download .png files of each graphic as well as a PDF document with suggested captions and schedule of posting (pictured above).

PRINT MATERIALS

USING FORECASTING TO TRACK HARMFUL ALGAL BLOOMS — 11 in × 8.5 in

VISITING THE BEACH? HERE'S WHAT YOU SHOULD KNOW ABOUT RED TIDE IN FLORIDA — 8.5 in × 3.5 in

The Red Tide Toolkit includes one double-sided informational rack card and one full page issue guide. These print materials are intended to provide audiences with important information about red tide by using a combination of text and colorful graphics.

The rack card explains what a red tide is, details symptoms of exposure, provides health and safety tips and answers frequently asked questions. This piece is intended to inform tourists visiting Florida's coastal regions about red tide.

The issue guide explains the process of creating red tide forecasts using satellites and water samples. This piece is best suited for use in extension.

Both of these print pieces are available to download at **https://www.flseagrant.org/habs/**.

POWERPOINT PRESENTATIONS

This toolkit contains the following Powerpoint presentations available for download at **https://www.flseagrant.org/habs/:**

Powerpoint slides containing text and graphics focused on red tide health and safety.
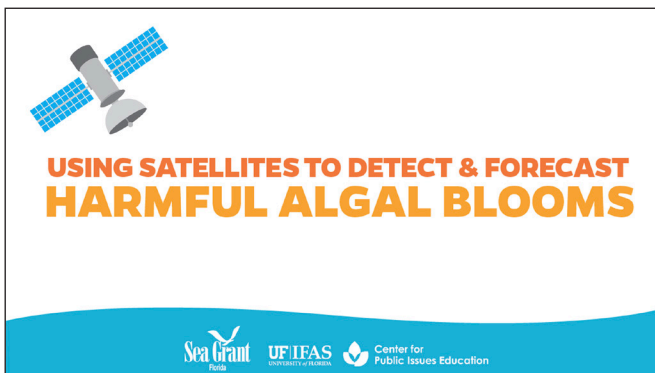
Powerpoint slides containing text and graphics focused on satellite imaging and forecasting.

TYPOGRAPHY VIDEO
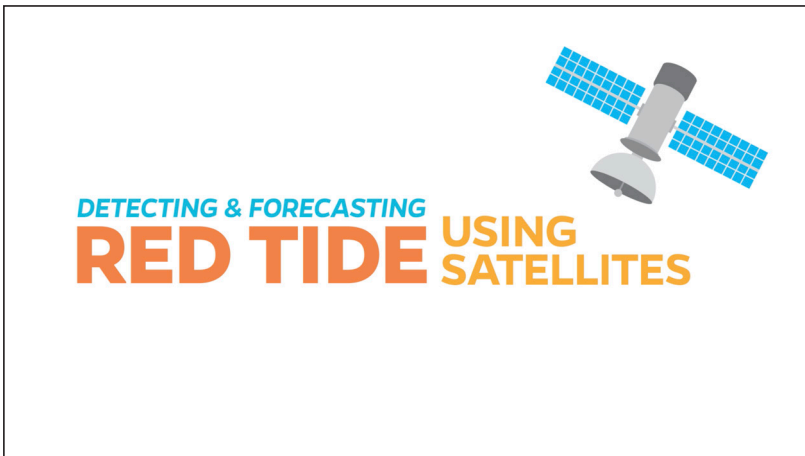
A short informational video (1 minute 45 seconds) uses moving text and graphics to explain how HAB respiratory forecasts are produced. This video can be shared to social media or used as part of a presentation in addition to the Powerpoints in this toolkit.

The video can be viewed at **https://www.youtube.com/watch?v=EzTo7-tfuPs.**

INSTRUCTIONS

Follow these steps to download each item:

1) Go to **https://www.flseagrant.org/habs/.**

2) It is recommended that you create a folder in your computer where each file can be downloaded to. This will help keep everything organized when you post on social media, but it is not neccessary.

3) Click the file you want to download.

4) Save the file into the folder you created.

Follow these steps to publish a post on Facebook:

1) Open your organization's Facebook account account.

2) Create a new post. There is a text document with suggested captions. Copy and paste the text from word document into post text.

3) Click photo/video in Facebook post.

4) Select the desired toolkit graphic from your folder you saved it in. (Tip: If you did not save it to a specific folder when downloading, the file may be saved to your download file.)

5) Use this link to direct readers toward resources **https://www. flseagrant.org/habs/.**

https://www.flseagrant.org/habs/

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