







Attachment #9- Messages to be Tested (HABs Focus Groups)

Population	Number of FGDs	Number of Participants
General population who visits freshwater bodies	2	16
Dog owners who visit freshwater bodies with their dogs	1	8
Parents who visit freshwater bodies with their kids/teens	1	8
Total	4	32

Messages/Materials for Testing

POC/ Branch	Audience (pick 1-2 per content)	Message/Content (Please specify content type: social media graphic, social media text copy, video, etc.)	Testing Presentation (ex. Side-by-side, scroll through)
WDPB	Dog owners	<p>Animal Safety Alert</p>  <p>Cyanobacterial blooms can be deadly for pets and livestock. When in doubt, keep animals out!</p> <p>Cyanobacteria (also called blue-green algae) are microscopic organisms that can be found naturally in all types of water. Sometimes cyanobacteria rapidly grow out of control, or bloom. Cyanobacterial blooms are most commonly found in fresh water, such as lakes, rivers, and streams.</p> <p>Cyanobacterial blooms can make toxins (poisons) that are deadly for animals.</p> <ul style="list-style-type: none"> • Pets and livestock can get very sick and die within hours to days after swallowing cyanobacterial toxins. • The toxins can be in the cyanobacteria or in the water. <p>Signs of a cyanobacterial bloom</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;">  <p>Foam, scum, mats, or paint-like streaks on the water's surface.</p> </div> <div style="width: 50%;">  <p>Different colors like green, blue, red, or brown.</p> </div> <div style="width: 50%;">  <p>As the bloom dies off, it may smell like rotting plants.</p> </div> <div style="width: 50%;">  <p>Cyanobacteria bloom more often in summer and fall, but can bloom anytime.</p> </div> </div> <p>You cannot tell if a cyanobacterial bloom is toxic or not just by looking at it.</p> <p> A Department of Health and Human Services Centers for Disease Control and Prevention</p> <p>Factsheet: Cyanobacterial Blooms and Animals (cdc.gov)</p>	Scroll through

CDC estimates the average public reporting burden for this collection of information as 60 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

WDPB

Dog owners;
parents



Poster: [You can't always see harmful cyanobacteria \(blue-green algae\). \(cdc.gov\)](https://www.cdc.gov/habs)

Scroll through

WDPB


General population;
parents





Poster: [Stay Out of Lakes and Rivers if You See Scum or Changes in Water Color. \(cdc.gov\)](https://www.cdc.gov/habs)

Scroll through

<p>WDPB</p>	<p>Dog owners</p>	<p>Cyanobacteria (blue-green algae) can be deadly for dogs.</p> <p>Protect pets by keeping them out of scummy or discolored water. If they do go in, rinse them with tap water right away.</p> <p></p> <p> www.cdc.gov/habs</p>	<p>Scroll through</p>
<p>WDPB</p>	<p>Dog owners</p>	<p>Cyanobacterial Blooms and Animals</p> <p>Cyanobacterial blooms can be deadly for pets and livestock. When in doubt, keep animals out!</p> <p>Cyanobacteria (also called blue-green algae) are microscopic organisms that can be found naturally in all types of water (fresh, marine, or a combination, which is also called brackish). Sometimes cyanobacteria rapidly grow out of control, or bloom. Cyanobacterial blooms are most commonly found in fresh water, such as lakes, rivers, and streams. Cyanobacteria can produce toxins (poisons), which can cause serious illness in animals.</p> <p>Signs of a cyanobacterial bloom</p> <ul style="list-style-type: none"> Foam, scum, mats, or paint-like streaks on the water's surface. Different colors like green, blue, red, or brown. As the bloom dies off, it may smell like rotting plants. Cyanobacteria bloom mats often resemble sea dirt, but can bloom anytime. <p>You cannot tell if a cyanobacterial bloom is toxic or not just by looking at it.</p> <p>Protect your pets and livestock</p> <ul style="list-style-type: none"> Keep pets and livestock away from the water if you see signs of cyanobacteria. Do not let your animals drink, swim in, or eat near discolored or scummy water. Keep animals even looking that the water is clear but other animals heard near the bloom, or eating mats of cyanobacteria. <p>If your pets or livestock are exposed to a bloom</p> <ul style="list-style-type: none"> Immediately wash them with clean water as they dry off cyanobacteria off their fur. Call a veterinarian if your animal shows any of these signs: <ul style="list-style-type: none"> Loss of energy Loss of appetite Weakness Shaking and trembling Foaming at the mouth Itching Convulsions Excessive drooling Diarrhea and vomiting Any neurological distress that results within a day or so after being in contact with water. <p>Call Poison Control at 1-800-222-1222 if you have questions about cyanobacterial toxin poisoning. Call the ASPCA Animal Poison Control Center at 1-888-426-4433 or the Pet Poison Helpline at 1-855-764-7661 if you have questions about your pet or livestock. (Note: There is a fee for these calls.) Report cyanobacterial blooms or illnesses to your health department online or by phone.</p> <p> www.cdc.gov/habs</p>	<p>Scroll through</p>
<p>WDPB</p>	<p>General population; parents</p>	<p>Social media message: Harmful algae and cyanobacteria can make toxins that hurt people, animals, and the environment. Learn what they are and how to avoid them: https://www.cdc.gov/habs/general.html</p> <p>AVOID WATER WITH HARMFUL ALGAE OR CYANOBACTERIA</p> <p>Harmful water can</p> <ul style="list-style-type: none"> Smell bad Look discolored Have scum or paint-like streaks on the surface Have dead fish <p></p> <p> www.cdc.gov/habs</p>	<p>Side by side</p>

		<p>Graphic: 340898-A Jacobi HAB SM lake 1080x1080.jpg (1080x1080) (cdc.gov)</p>	
WDPB	Dog owners	<p>Social media message: Cyanobacteria (blue-green algae) can be deadly for dogs, but you can't always see it in the water. Call a vet right away if your dog seems sick after drinking or playing in a pond, river, or lake. More tips to protect your pet: https://www.cdc.gov/habs/specific-groups/animal-owners-cyanobacteria.html</p>  <p>Graphic: 340898-A Jacobi HAB SM dog 1080x1080.jpg (1080x1080) (cdc.gov)</p>	Side by side
WDPB	General population; parents	<p>Social media message: Cyanobacteria (blue-green algae) can cause rashes, headaches, stomach pain, and other illnesses. Learn how to protect yourself, your loved ones, and your pets: https://www.cdc.gov/habs/be-aware-habs.html</p>  <p>Graphic: 342010-A Oginga HABs LakeRiver 1080x1080.jpg (1080x1080) (cdc.gov)</p>	Side by side
WDPB	General population; parents	<p>Social media message: Protect yourself and your family by staying out of lakes and rivers that smell or look bad. Harmful algae and cyanobacteria (blue-green algae) can smell rotten and look like foam, scum, mats, or paint floating on the water. More tips: https://www.cdc.gov/habs/prevention-</p>	Side by side

		<p>control.html</p>  <p>Graphic: 342010-A Oginga HABs GoingInWater 1080x1080.jpg (1080x1080) (cdc.gov)</p>	
WDPB	General population; parents; dog owners	<p>Social media message: Some harmful algal blooms can be hard to see. Blooms of algae can grow at the bottom of rivers, lakes, and ponds, and make people and animals sick from the toxins they release. Learn more: https://www.cdc.gov/habs/environment.html#sb</p>  <p>Graphic: 341773-A SM NCEZID ClearWater22-1080x1080-1.png (1080x1080) (cdc.gov)</p>	Side by side
WDPB	Dog owners	<p>Social media message: If your pet gets into scummy or discolored water, rinse them off with tap water right away and don't let them lick their fur. The water could have harmful algae or cyanobacteria, which can be deadly for pets. More info: https://www.cdc.gov/habs/specific-groups/animal-owners-cyanobacteria.html</p>	Side by side



Graphic:
[harmful algal blooms edits 1080x1080.jpg \(1081x1080\) \(cdc.gov\)](#)

WDPB

General population;
 parents

Social media message:
 Staying away from water with signs of a harmful algal bloom (toxic algae) can keep you and your family safe. Learn how to recognize blooms:
<https://www.cdc.gov/habs/environment.html#sb>





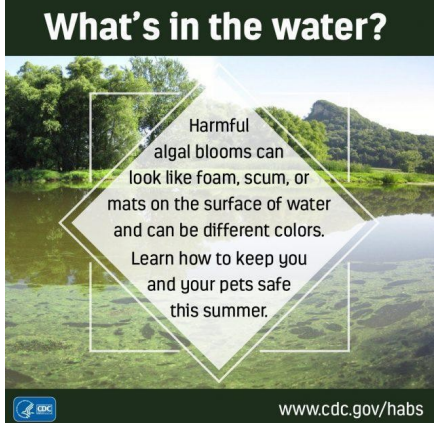
Side by side





WDPB

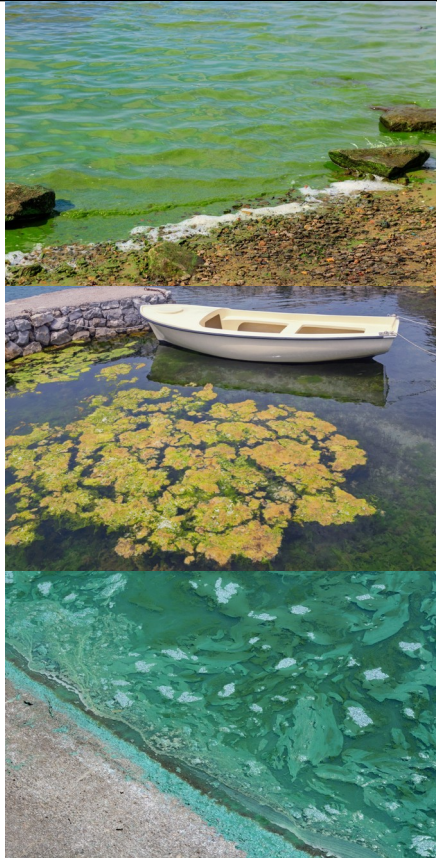
General population;
 parents

Social media message:
 Harmful algal blooms can make you sick. Check water conditions before heading to lakes, rivers, and oceans. Follow advice posted near the water or online by your local government to avoid getting sick. Look up local conditions:
<https://www.cdc.gov/healthywater/swimming/water-quality-oceans.html>

Side by side

		<p>Know before you visit the water!</p>  <p>Graphic: cdc.gov/habs/images/social-media/2023/Graphic_advisory_sign_Instagram_1080x1080.jpg</p>	
WDPB	General population; parents	<p>Social media message: If you get sick after going in scummy or discolored water, talk to a doctor or Poison Control for advice about how to relieve your symptoms. Learn more about illnesses caused by harmful algal blooms: https://www.cdc.gov/habs/illness.html</p>  <p>Graphic: button-if-its-green-fb.jpg (1080x1080) (cdc.gov)</p>	Side by side
WDPB	General population; dog owners	<p>Harmful algal blooms can make you and your pets sick. These blooms occur in every state and can grow in fresh and salt water, including lakes, rivers, ponds, and oceans. Learn how to protect yourself and your pets: https://www.cdc.gov/habs/be-aware-habs.html</p> 	Side by side

		<p>Graphic: whats-in-the-water-fb.jpg (1080x1080) (cdc.gov)</p>	
<p>WDPB</p>	<p>General population; parents</p>	<p>Webpage: https://www.cdc.gov/habs/general.html (in spring 2024, URL will likely change to www.cdc.gov/harmful-algal-blooms/about/index.html)</p> <p>General Information</p> <p>Expand/Collapse Print</p> <hr/> <p>Algae and cyanobacteria (also called blue-green algae) can sometimes cause harm to people, animals, and the environment. Learn more below.</p> <hr/> <p>Algae and cyanobacteria can form blooms</p> <p>Algae and cyanobacteria are simple organisms that live in the water. Algae and cyanobacteria can rapidly grow out of control, or "bloom," when water is warm, slow-moving, and full of nutrients.</p> <p>Blooms can occur in fresh water, marine (salt) water, and brackish (a mixture of fresh and salt) water around the world. Blooms can look like foam, scum, mats, or paint on the surface of the water. A bloom can change the color of the water to green, blue, brown, red, or another color.</p> <p>Photos: Blooms of algae in salt water</p>  <p>Photos: Blooms of cyanobacteria (blue-green algae) in fresh water</p>  <p>Learn more about what causes blooms and how to recognize them.</p> <hr/> <p>Some blooms can be harmful</p> <p>Blooms can be harmful to people, animals, or the environment if they</p> <ul style="list-style-type: none"> • Produce toxins (poisons); • Become too dense; • Use up the oxygen in the water; or • Release harmful gases as they decay. <p>People and animals (including pets, livestock, and wildlife) can get sick when they have contact with water or food that contains certain types of algae.</p>  <p style="text-align: right;">Top of Page</p>	<p>Scroll through</p>
<p>WDPB</p>	<p>General population; parents; dog owners</p>	<p>[screenshots below, will use original quality images for testing]</p> 	<p>Present image</p>



WDPB

General population;
parents; dog owners

[screenshot below, will use original quality
image for testing]

Present image

