

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	Animal Safety Alert Cyanobacterial blooms can be deadly for pets and livestock. When in doubt, keep animals out!  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. Cyanobacterial blooms can make toxins (poisons) that are deadly for animals. - 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. Signs of a cyanobacterial bloom  Foil, 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 more often in summer and fall, but can bloom anytime.  A Department of Health and Human Services Centers for Disease Control and Prevention You cannot tell if a cyanobacterial bloom is toxic or not just by looking at it. Factsheet: Cyanobacterial Blooms and Animals (cdc.gov)	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	 You can't always see harmful cyanobacteria (blue-green algae). Stay healthy by taking these steps every time you visit lakes, rivers, and streams. DO • Follow guidance on posted signs. • Rinse yourself and your pets with tap water right after going in the water. • Bring plenty of water for pets to drink. DON'T • Don't get lake, river, or stream water in your mouth. • Don't let kids touch or eat mats of algae. • Don't let pets drink lake, river, or stream water. • Don't let pets eat algae or lick it off their fur.  www.cdc.gov/habs	Scroll through
WDPB	General population; parents	 Stay out of lakes and rivers if you see scum or changes in water color. You could get sick from water with cyanobacteria (blue-green algae) by:  TOUCHING IT  BREATHING IT IN  SWALLOWING IT  www.cdc.gov/habs	Scroll through

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

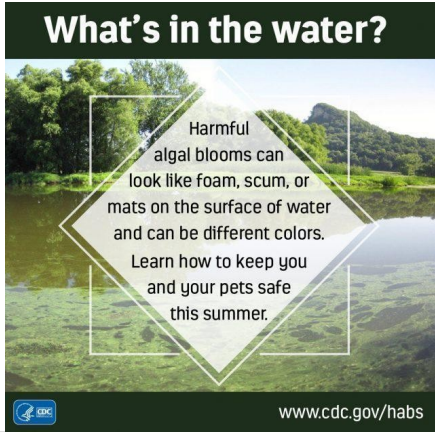
Poster: [Stay Out of Lakes and Rivers if You See Scum or Changes in Water Color. \(cdc.gov\)](http://www.cdc.gov/habs)

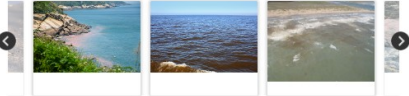
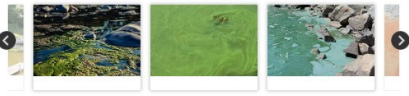
WDPB	Dog owners	 Poster: Cyanobacteria (cdc.gov)	Scroll through
WDPB	Dog owners	 Poster: cdc.gov/habs/pdf/algae-bloom-poster-11x17-p.pdf	Scroll through
WDPB	General population; parents	Social media message: Harmful algae and cyanobacteria can make toxins that hurt people, animals, and the environment. Learn what they are and how to avoid them: https://www.cdc.gov/habs/general.html 	Side by side

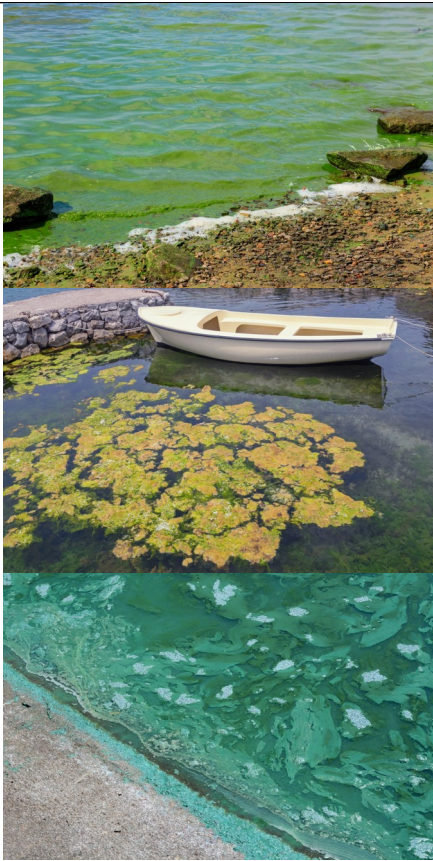
		Graphic: 340898-A Jacobi HAB SM lake 1080x1080.jpg (1080x1080) (cdc.gov)	
WDPB	Dog owners	Social media message: Cyanobacteria (blue-green algae) can be deadly for dogs, but you can't always see it in the water. Call a vet right away if your dog seems sick after drinking or playing in a pond, river, or lake. More tips to protect your pet: https://www.cdc.gov/habs/specific-groups/animal-owners-cyanobacteria.html  Graphic: 340898-A Jacobi HAB SM dog 1080x1080.jpg (1080x1080) (cdc.gov)	Side by side
WDPB	General population; parents	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  Graphic: 342010-A Oginga HABs LakeRiver 1080x1080.jpg (1080x1080) (cdc.gov)	Side by side
WDPB	General population; parents	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-	Side by side

		control.html  Graphic: 342010-A_Oginga_HABs_GoingInWater_1080x1080.jpg (1080×1080) (cdc.gov)	
WDPB	General population; parents; dog owners	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  Graphic: 341773-A_SM_NCEZID_ClearWater22-1080x1080-1.png (1080×1080) (cdc.gov)	Side by side
WDPB	Dog owners	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	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

		Know before you visit the water!  Graphic: cdc.gov/habs/images/social-media/2023/Graphic_advisory_sign_Instagram_1080x1080.jpg	
WDPB	General population; parents	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  Graphic: button-if-its-green-fb.jpg (1080x1080) (cdc.gov)	Side by side
WDPB	General population; dog owners	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 	Side by side

		Graphic: whats-in-the-water-fb.jpg (1080×1080) (cdc.gov)	
WDPB	General population; parents	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) General Information Email Us Print Algae and cyanobacteria (also called blue-green algae) can sometimes cause harm to people, animals, and the environment. Learn more below. Algae and cyanobacteria can form blooms 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, blowing, and full of nutrients. 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. Photos: Blooms of algae in salt water  Photos: Blooms of cyanobacteria (blue-green algae) in fresh water  Learn more about what causes blooms and how to recognize them. Some blooms can be harmful Blooms can be harmful to people, animals, or the environment if they: • Produce toxins (poisons); • Become too dense; • Use up the oxygen in the water; or • Release harmful gases as they decay. 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. 	Scroll through
WDPB	General population; parents; dog owners	[screenshots below, will use original quality images for testing] 	Present image

			
WDPB	General population; parents; dog owners	[screenshot below, will use original quality image for testing] 	Present image