

## **Development of a Red Tide Communication Plan for Florida**

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This project relies on a multi-faceted approach of participatory research methods to develop a communication strategy for *Karenia brevis* red tides in Florida. The goal of the project is to advance red tide communications by aligning practitioner (i.e. agency) needs with end-user (i.e. resident and visitor) wants by developing a better social science understanding of preferred red tide information, formats and delivery modes. The project will achieve this through four main objectives: 1) Compile a review of current red tide communication and outreach products at the local, regional, and statewide level; 2) Evaluate the public's perception on the value and ease of use of existing red tide communication resources; 3) Evaluate red tide information needs and wants, assess how demographics influence how red tide information is received and why certain delivery modes are preferred; and 4) Develop a communication strategy for Florida red tides comprising short-term event responses and guidance towards a long-term educational campaign, with both approaches using multilingual and multimodal outreach materials. Collectively, the information collected and compiled will enable those tasked with providing outreach about Florida red tides to better communicate with the public when events occur. A communication strategy will align agency messages with end-user needs and expectations while maximizing limited practitioner resources.