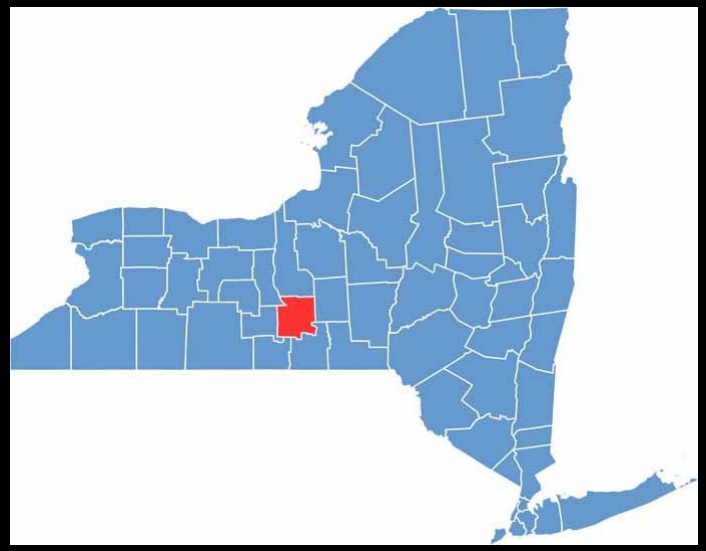
PROMOTING SAFE RECREATION: COMMUNITY-BASED HAB EDUCATION FOR CAYUGA LAKE



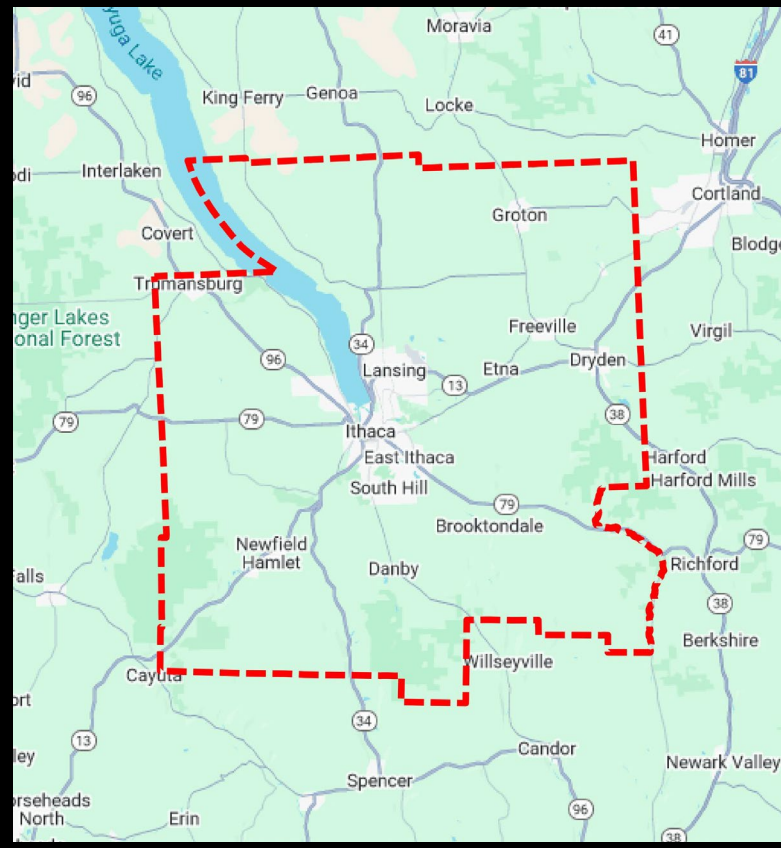
TOMPKINS COUNTY Whole Health

Community Science Institute
Partnering with Communities to Protect Water

Cayuga Lake Watershed Network




Lake Ontario
Oswego
Oswego River
Fulton
Oneida Lake
Erie Canal
Rochester
Baldwinsville
Cross Lake
Onondaga Lake
Newark
Syracuse
Finger Lakes
Auburn
Skaneateles
Cazenovia Lake
Seneca Falls
Waterloo
Otisco Lake
Canandaigua
Geneva
Cayuga Lake
Seneca Lake
Owasco Lake
Skaneateles Lake
Conesus Lake
Canandaigua Lake
Geneseo
Honeoye Lake
Hemlock Lake
Canadice Lake
Cortland
Keuka Lake
Waneta Lake
Ithaca
Lamoka Lake
Watkins Glen
10 km
10 mi

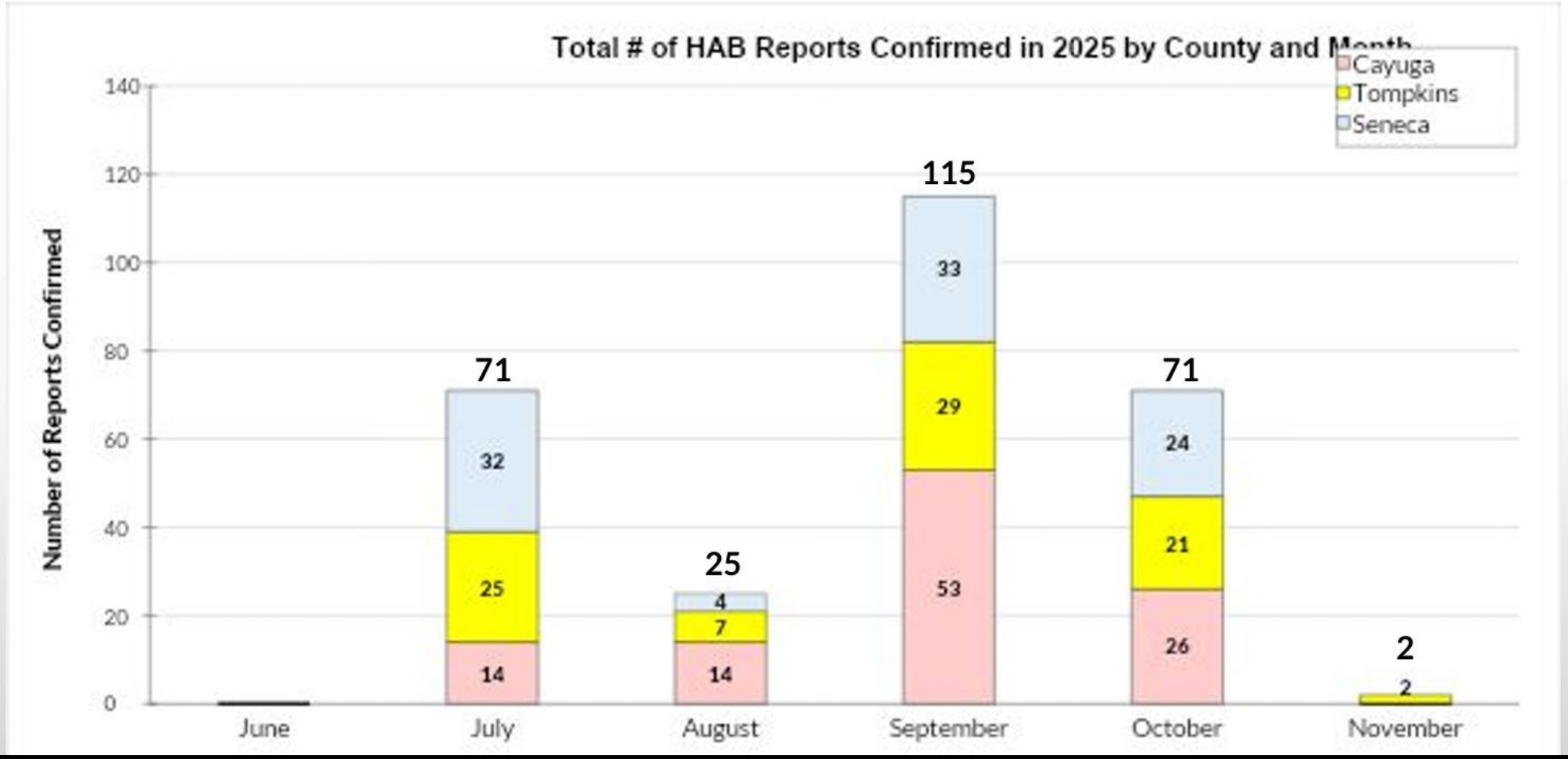

Moravia
Cayuga Lake
King Ferry
Genoa
Locke
Homer
Interlaken
Cortland
Groton
Covert
Trumansburg
Freeville
Virgil
Lansing
Etna
Dryden
Ithaca
East Ithaca
Harford
Harford Mills
South Hill
Brooktondale
Newfield Hamlet
Danby
Richford
Berkshire
Willseyville
Cayuta
Candor
Spencer
Newark Valley
Erin
North

WE HAVE ABOUT 26 MILES OF SHORELINE ON CAYUGA LAKE



- Which is just one of the reasons why we had over 757,000 visitors to the county in 2024!

2025 HAB Reports & Distribution



Historical Reports as confirmed by CSI:

2022 – 73	2024 – 128
2023 – 79	2025 - 284

GOALS :

Network	To work with our partners at the Community Science Institute and the Cayuga Lake Watershed Network to develop standardized, shared language for outreach materials
Develop	Develop a variety of educational materials that could be distributed to community members and visitors that would help them make safe, informed decisions when recreating in the lake
Distribute	Distribute the materials through outreach at local events, as well as through mailers to local short-term rentals

KEY AUDIENCES :

Tourists	Visitors to our lake who may be unfamiliar with our seasonal health concerns: - Distribute flyers to hi-volume tourist spots; QR code to learn more - Mail rack cards to 150 Short Term Rentals (STRs) along shore-line - Eye-catching visual signage; use of graphics also for those who speak a language other than English (our website is translatable into any desired language after scan the QR code)
Lake Users	Engaging our community members already actively using the lake: - How to report HABs (Community Science Institute) - Guidance for swimmers, boaters, fishers - Help identify difference between non-harmful algae & other common lake vegetation (safety over fear)
Pet Owners	HABs are highly toxic to animals and dogs are frequent users of the lake! - Information that includes dangers to pets and safety instructions - Pet-friendly materials to engage our audience - Distribute to vet offices, dog parks, etc.

FULL PAGE FLYER



3x5 magnet



9" PET FRIENDLY FRISBEE



Front and back of a rack card to be mailed to STR's

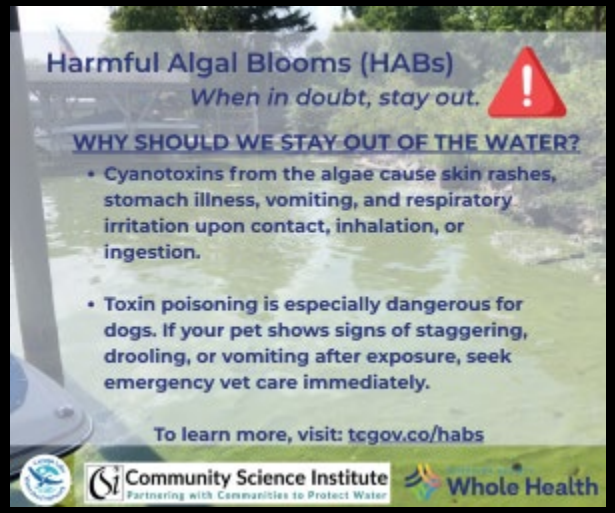




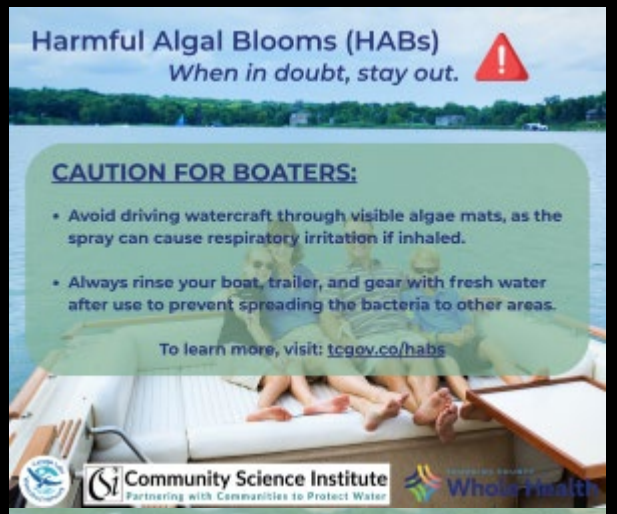
POSTS CREATED FOR A SOCIAL MEDIA CAMPAIGN

* FACEBOOK VIEWS: OVER 20,000

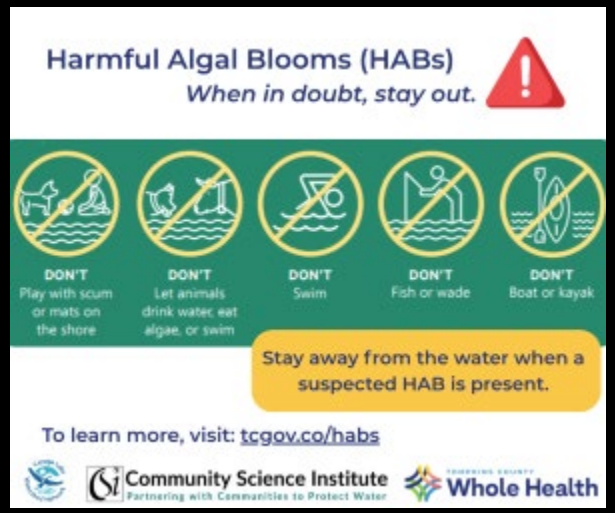
** UPDATED WEBSITE HAS ALSO HAD 1251 VIEWS

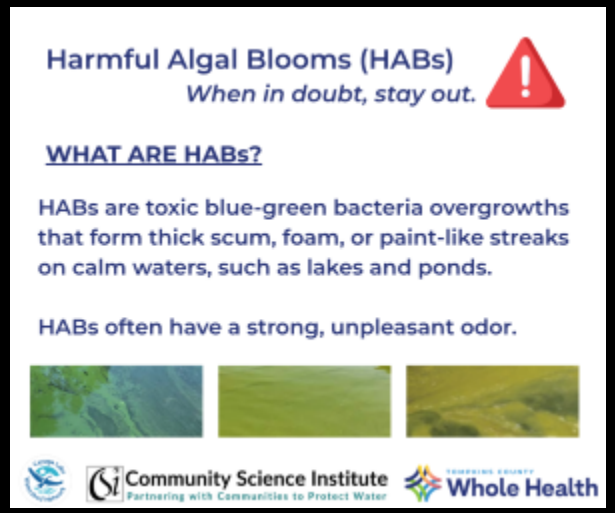


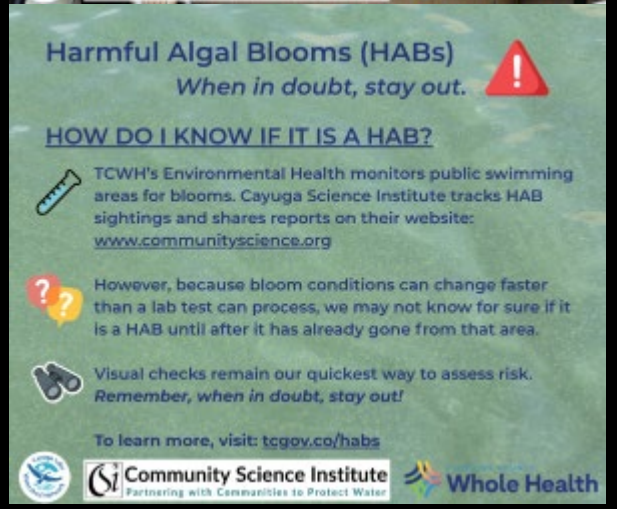


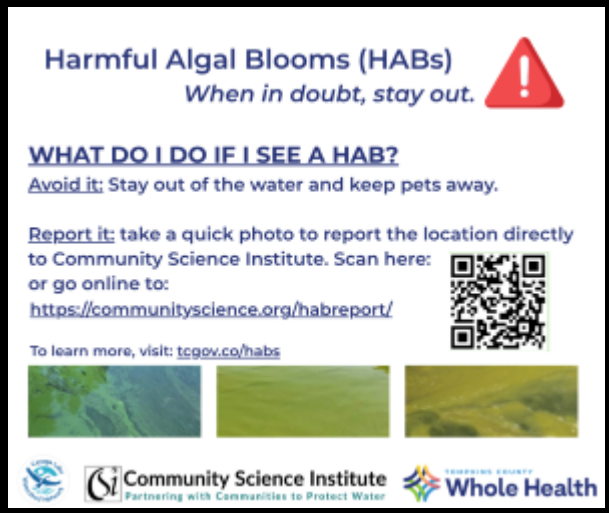












Tabling banner(in design phase)

(AI generated for illustrative

purposes only)



Yard sign



LOCAL FARMERS MARKET DURING THE MAC-N-CHEESE BOWL



Dryden Dairy Day





TCWH has directly interacted with 60+ individuals during tabling events, has distributed over 100 frisbees, and will be mailing rack cards to 150 STR's



CSI- DIRECTLY DISTRIBUTED TO 20 INDIVIDUALS AND IS PLANNING ON AT LEAST TWO MORE EVENTS IN AUGUST



REGGAE FEST



MATERIALS ON DISPLAY AT CSI



CLWN – ALSO GAVE OUT MATERIALS TO 10 PEOPLE AT REGGAE FEST AND PLAN ON TWO MORE EVENTS IN AUGUST AND SEPTEMBER. THEY HAVE ALSO BEEN INCLUDING THE RACK CARD GRAPHICALLY IN THEIR WEEKLY NEWSLETTER, WHICH CAN BE VIEWED HERE: 🦠 CAYUGA LAKE HABS NEWS: WEEKLY UPDATE & MORE

THE TEAM

- Allyson Castellani – Materials design and messaging review
- Ted Schiele – Web design, materials design and purchasing
- Shannon Alvord – FB post design, event coordinator
- Alyssa Johnson (CSI) - Messaging review and outreach
- Liz Kreitinger (CLWN) - Messaging review and outreach
- Annamae Joyce – Messaging review and outreach
- Mik Kern – Messaging review and outreach
- Zoe Lincoln – Planning and coordination
- Doug Barnes – Team Lead