


Algal bloom stakeholder kit

This toolkit is for South Australian government agencies, local government, business, industry, organisations and the general South Australian community.

It includes key messages and supporting imagery you can share with your staff, volunteers and community to help keep them informed of the health advice surrounding the algal bloom in South Australia.

You can [download the images featured in this document here](#).

General health advice (social media)


Messaging	Supporting imagery
<p>Algal blooms happen when tiny plants called algae grow very quickly and in large numbers. This can make the water look foamy or discoloured.</p> <p>When the waves break up the algae, it can cause short-term irritation like:</p> <ul style="list-style-type: none">• skin irritation• eye irritation• cough and shortness of breath. <p>South Australian beaches can still be enjoyed but it's best to stay away from foamy or discoloured water.</p> <p>If you do enter this water, or experience any irritation, rinse off with clean water afterwards. If the water is clear, it's fine to swim.</p> <p>If you notice the symptoms listed above, move away from the beach or water. Most symptoms will resolve within hours of leaving the area.</p> <p>Fish, crabs, prawns, lobsters or squid that you catch live are safe to eat if cleaned and gutted before cooking.</p> <p>Do not eat oysters, cockles, mussels, pipis, scallops or abalone that you catch or collect yourself as they haven't been tested.</p> <p>For more advice, speak to your Aboriginal Health Practitioner or visit www.algalbloom.sa.gov.au</p>	 <p>The graphic is a vertical teal banner with white and yellow text. At the top, it says 'Algal Bloom Update' and 'Health advice'. Below this are four white rounded rectangular boxes, each containing an icon and text: 1. Wavy lines icon: 'Beaches can still be enjoyed but it's best to stay away from foamy or discoloured water, which may cause irritation.' 2. House icon: 'If you do enter this water, or experience symptoms, wash in clean water afterwards.' 3. Fish icon: 'Fish caught live and all commercially available seafood from South Australian waters is safe to eat.' 4. Fish icon: 'Do not eat dead or dying fish found on the beach. Do not eat bivalve molluscs or abalone that you catch or collect yourself.' At the bottom left is the Government of South Australia SA Health logo. At the bottom right are decorative circular patterns in orange, purple, and white.</p>


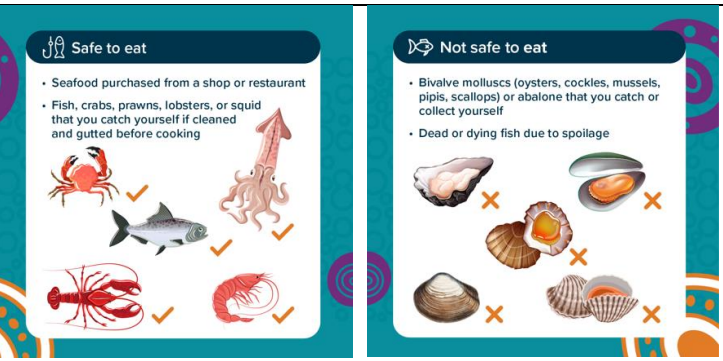


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Seafood safety (social media)

Messaging	Supporting imagery
<p>All seafood purchased from a shop or restaurant is safe to eat.</p> <p>If you catch fish, crabs, prawns, lobsters, or squid yourself, they are safe to eat if they are cleaned and gutted properly before cooking.</p> <p>✗ Do not eat bivalve molluscs (oysters, cockles, mussels, pipis, scallops) or abalone that you catch or collect yourself, as they have not been tested.</p> <p>✗ Never eat dead or dying marine life found on the beach because of decomposition and spoilage.</p> <p>For more advice, speak to your Aboriginal Health Practitioner or visit www.algalbloom.sa.gov.au</p>	 <p>Algal Bloom Update</p> <h3>Seafood safety</h3> <p>Safe to eat</p> <ul style="list-style-type: none"> ✓ Seafood purchased from a shop or restaurant ✓ Fish, crabs, prawns, lobsters, or squid that you catch yourself if cleaned and gutted before cooking <p>Not safe to eat</p> <ul style="list-style-type: none"> ✗ Bivalve molluscs (oysters, cockles, mussels, pipis, scallops) or abalone that you catch or collect yourself ✗ Dead or dying fish due to spoilage <p>Government of South Australia SA Health</p>


Carousel option	
 <p>Algal Bloom Update</p> <h2>Seafood safety</h2> <p>For updates, visit www.algalbloom.sa.gov.au</p> <p>Government of South Australia SA Health</p>	 <p>Safe to eat</p> <ul style="list-style-type: none"> • Seafood purchased from a shop or restaurant • Fish, crabs, prawns, lobsters, or squid that you catch yourself if cleaned and gutted before cooking <p>Not safe to eat</p> <ul style="list-style-type: none"> • Bivalve molluscs (oysters, cockles, mussels, pipis, scallops) or abalone that you catch or collect yourself • Dead or dying fish due to spoilage
<p>All seafood purchased from a shop or restaurant is safe to eat.</p> <p>If you catch fish, crabs, prawns, lobsters, or squid yourself, they are safe to eat if they are cleaned and gutted properly before cooking.</p> <p>✗ Do not eat bivalve molluscs (oysters, cockles, mussels, pipis, scallops) or abalone that you catch or collect yourself, as they have not been tested.</p> <p>✗ Never eat dead or dying marine life found on the beach because of decomposition and spoilage.</p> <p>For more advice, speak to your Aboriginal Health Practitioner or visit www.algalbloom.sa.gov.au</p>	



Wellbeing support (social media)


Messaging	Supporting imagery
<p>Events like the algal bloom can be worrying and impact our communities in different ways.</p> <p>If it brings up difficult feelings for you or someone in your mob, help is available.</p> <p>A range of social and emotional wellbeing support options are available to Aboriginal and Torres Strait Islander peoples.</p> <p>For more advice, speak to your Aboriginal Health Practitioner or visit www.algalbloom.sa.gov.au</p>	 <p>The poster features a teal background with white and yellow Aboriginal art patterns. It includes the following text: 'Algal Bloom Update', '24/7 support for First Nations people', and a list of support services: 13 YARN (13 92 76), Thirriili (1800 805 801), Brother to Brother (1800 435 799), and Kids Helpline (1800 55 1800). A dark blue button at the bottom says 'In a mental health emergency, call the Mental Health Triage Service on 13 14 65.' The Government of South Australia SA Health logo is at the bottom left.</p>

Stay informed (social media)

Messaging	Supporting imagery
<p>Algae is a natural part of our ecosystem, and some blooms are harmless, but the current one in South Australia is harmful to fish and some marine animals.</p> <p>The bloom is moving and changing, and because it depends on weather and ocean currents, it's hard to know exactly where it will go next.</p> <p>For updates, health advice, and support visit: www.algalbloom.sa.gov.au</p>	 <p>The poster features a teal background with white and yellow Aboriginal art patterns. It includes the following text: 'Algal Bloom Update', 'Stay informed', and a dark blue button that says 'For updates, visit www.algalbloom.sa.gov.au'. The Government of South Australia SA Health logo is at the bottom left.</p>



Asthma advice (social media)

Messaging	Supporting imagery
<p>Some algal species can release particles into the air through wave action that may trigger symptoms in people with asthma.</p> <p>People with asthma are advised to:</p> <ul style="list-style-type: none">• carry their reliever medication with them while on beaches, especially when there is thick foam or discoloured water• take their preventive medication as prescribed• check their asthma management plan is up to date• see a doctor if symptoms persist. <p>For more advice, speak to your Aboriginal Health Practitioner or visit www.algalbloom.sa.gov.au</p>	 <p>The graphic is titled 'Algal Bloom Update' and 'Advice for people with asthma'. It features a teal background with white and yellow text. It includes three key points: 1. Some algal species can release biotoxins into the air through wave action that may trigger symptoms in people with asthma. 2. When visiting beaches, especially when there is thick foam or discoloured water, people with asthma are advised to: carry their reliever medication with them, take their preventive medication as prescribed, and check their asthma management plan is up to date. 3. The Government of South Australia SA Health logo is at the bottom left.</p>

Newsletter content

Algal bloom health advice

Algal blooms happen when tiny plants called algae grow very quickly and in large numbers. This can make the water look foamy or discoloured.

Algae is a natural part of the ecosystem, and some blooms are harmless, but the current one in South Australia is harmful to fish and some marine animals.

The bloom moves around with the weather and tides, so it's hard to know exactly where it will go next.

Going to the beach

You can still enjoy the beach but try to stay away from water that looks foamy or discoloured. It might cause:

- skin irritation
- eye irritation
- cough and shortness of breath.

If you feel these things, move away from the area. Most symptoms will go away within hours of leaving the beach. Speak to your Aboriginal Health Practitioner if symptoms persist.

Eating seafood

All South Australian seafood available from a shop or restaurant is safe to eat.

If you catch your own fish, crabs, prawns, lobsters or squid, you can eat them if you clean and gut them properly before cooking.

Do not eat oysters, cockles, mussels, pipis, scallops, or abalone that you collect yourself. These haven't been tested and could make you sick.

Never eat dead or dying fish, shellfish, or other sea animals you find washed up on the beach.



Advice for people with asthma

Some types of algae can get into the air from waves and trigger symptoms in people with asthma.

If you have asthma:

- always carry your reliever medication at the beach, especially if there's thick foam or discoloured water
- take your preventer medicine as prescribed
- make sure your asthma management plan is up to date
- see your doctor if symptoms don't go away.

Stay informed

For the latest updates, visit: www.algalbloom.sa.gov.au

For more information

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