Example 3: Recreational water managers in Nebraska plan to deploy common signage at 52 public lakes or recreational waterbodies throughout the state to advise people about routine monitoring that takes place at each location (left) and the potential risk to people, pets and fish in the event of a harmful algal bloom (right). Each flip-down sign includes the telephone number and website of the Beach Watch program so that people may obtain sampling results and more information. When the authorities post an alert, the sign can be flipped down; when the alert is lifted, the sign is flipped back up.

