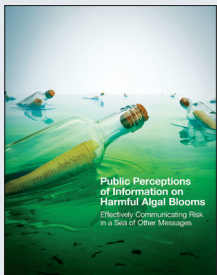


Environmental Health

ABOUT THE COVER



Accurate, understandable, and reliable information is crucial during and after a harmful algal bloom (HAB) event. This month's cover article, "Identifying Public Percep-

tions of Information on Harmful Algal Blooms to Guide Effective Risk Communication," examined perceptions of residents near Lake Erie's western basin about where they received HAB information, what information was most important, and which sources they found most credible. Results from the study highlight that effective risk communication should provide information about severe events in an understandable and timely manner, convey unbiased facts, deliver information from sources seen as trustworthy, and use existing opportunities in the community to provide education.

See page 26.

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