



START's vision is to improve the quality of our marine waters through research, public education, and programs that restore marine habitats, preserve marine species, and promote healthy beaches and coastal waterways.

START is committed to scientific research and educational outreach. The research we support is focused on the control and mitigation of Harmful Algae Blooms (HABs) such as red tide to help maintain coastal water quality. Our educational goal is to inform the public about the role of healthy ocean ecosystems to the human communities that rely on them. We specifically focus on human health, environmental and economic impacts of Harmful Algae Blooms.

# START ...



## HISTORY

- START helped to make control and mitigation part of the lexicon of marine environmental research.
- The Red Tide Alliance was formed (2001) with Mote Marine Laboratory, Florida Fish and Wildlife Research Institute, START, and the Florida Department of Health joined in 2007.
- Local chapters were organized in Boca Grande, Bonita Springs/ Ft. Myers Beach, Englewood, the Sarasota-Bradenton area, and Sanibel-Captiva.
- Available informational materials include Red Tide facts cards, wallet cards, Red Tide & Your Pets facts cards, permanent red tide displays, and our website, [www.start1.com](http://www.start1.com).



## RESEARCH

- In partnership with Florida Wildlife Commission and FWRI, START performed the education outreach function for the Red Tide Control & Mitigation program, 2007 – 2009. 12 projects were funded that



addressed various approaches to control red tide and its effects on human health.

- START is currently working with Florida policy makers to ensure a statewide C&M program to minimize the harmful effects of red tide blooms.

## EDUCATION OUTREACH

- Two high definition (HD) films on red tide were produced in partnership with The Essential Image Source Foundation. Our full-length documentary, "Guardians of the Gulf," premiered at the Sarasota Film Festival in April, 2008. "Guardians" has been shown on PBS stations, WEDU, WUSF, and WGCU. The shorter film, "Red Tide Refrain," is a call to ocean stewardship and premiered at Oceanfest 2 in January, 2009, and aired on the Florida Education Network in March, 2010.



- We produce Public Service Announcements (PSAs) to inform the public of red tide blooms and we support Mote Marine Lab's online Beach Conditions Reporting System.
- The Sanibel-Captiva START chapter, in partnership with Sanibel Sea School and the Lee County school district, developed The Coastal Classroom ([coastalclassroom.org](http://coastalclassroom.org)), a comprehensive educational program on ocean conservation issues. This multi-module program with podcasts includes topics such as Harmful Microalgal Blooms, Ocean Acidification, and Gulf of Mexico Fisheries, and was designed according to Florida Sunshine standards. This effort was funded from proceeds of the 2009 San Cap Crackerfest.
- Our education outreach program has expanded to launch an initiative, Sustainable Seafood Savvy with START. We will be working with seafood purveyors, restaurateurs, chefs and the general public to acquaint all with sustainable seafood options for restaurant selections and home use.

Please visit us and join in our efforts!

[www.start1.com](http://www.start1.com)