

HEMPSTEAD STATE PARK EDUCATION CENTER, NY

Bio Builder Digital Interactive - Interactive Organism Descriptions (2021)

Duckweed is the smallest flowering plant known on Earth. Its tiny leaves float on the water's surface.

Stickleback fish have no scales and are related to pipefish and seahorses.

Ospreys have a 6-foot wingspan and are the only hawk species in North America that exclusively eats fish.

Great blue herons are the largest heron in North America but weigh less than 6 lbs.

Scud are small aquatic animals that look like shrimp. They feed at night on dead plants and animals.

Phytoplankton are microscopic plants that are eaten by many aquatic animals, which give the animals energy.

Zooplankton are defined as any animal that cannot swim against a current but typically refers to microscopic animals.

Water boatmen breath air, unlike most aquatic insects. They can stay underwater by trapping a bubble of air under their abdomen.

Mallards are dabbling ducks, which means they tip upside down to find food underwater. They have a specialized beak that allows them to strain water out and trap food inside.

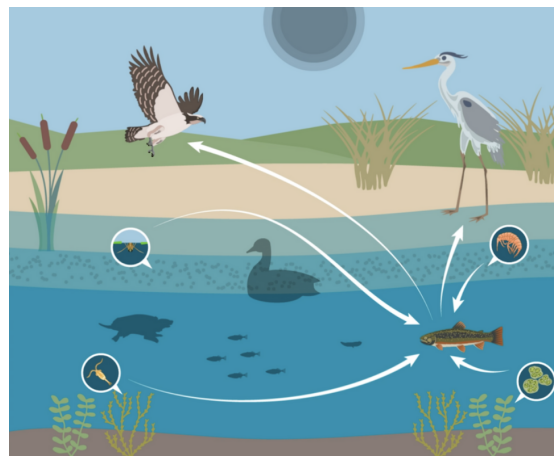
Common snapping turtles prefer slow-moving water and can grow up to 75 lbs in the wild.

A **tadpole** is the juvenile stage of a toad or frog. They are also known as pollywogs and only eat plants.

The **brook trout** is native to New York and the state's official freshwater fish.

Plants absorb the energy from sunlight and turn it into food. This process is called photosynthesis.

- **Target Audience:** 8-13
- **Purpose of the label:** Didactic
- **Communication challenge or message the label was intended to address:** Education around water organisms at the park.
- **Number of drafts required to complete:** 3.
I was given a rough script from the client and rewrote it to be easily understood by a young audience.



HEMPSTEAD STATE PARK EDUCATION CENTER, NY

Bio Builder Digital Interactive - Updates to Hempstead State Park (2021)

Introduction

Hempstead Lake State Park is making new and improved solutions to address challenges affecting our water resources. Explore the park to see the solutions in action.

First Challenge

Trash that is not properly thrown away can end up in water habitats, hurting animals that live in or near the water. Collecting trash is very difficult to do once it is in a large body of water.

First Solution

Placing *floatable catchers* and *trash gates* at water inlets helps keep trash like water bottles and plastic bags from entering bodies of water. The trash can then be easily removed and recycled. These catchers and gates can be seen throughout the park.

Second Challenge

When it rains, pollution easily flows from the ground into the water.

Second Solution

Wetlands act as large, natural filters for pollution by trapping sediment, as well as harmful chemicals and nutrients like nitrogen and phosphorus. The largest wetland in Hempstead State Park is located at the Northeast Pond.

Third Challenge

When it rains, trash and polluted water from roads and other concrete surfaces drain into the stormwater system, ending up in streams, ponds, and lakes.

Third Solution

Like wetlands, *permeable parking lots* help filter water by removing harmful pollution before it reaches large bodies of water. Water is able to flow through its porous surface and into sand and gravel located below, cleaning the water as it drains.

Fourth Challenge

When dams do not function correctly, they are not able to control the flow of water, which can cause flooding and affect our drinking water. They need to be checked regularly and repaired as necessary.

Fourth Solution

Built in the 1870s, *Hempstead Lake Dam* is receiving new monitoring equipment in order to better control lake water levels.

Conclusion

Every challenge gives us the opportunity to create a solution. With creativity and education we can continue to improve the natural and manmade habitats we enjoy every day. Help Hempstead Lake State Park become even better by disposing of your trash correctly and recycling whenever possible.

- **Target Audience:** 15+
- **Purpose of the label:** Didactic, action-oriented
- **Communication challenge or message the label was intended to address:** “What is that?” questions around the park.
- **Number of drafts required to complete:** 3. This was reviewed by water conservation professionals as well as state park facilities staff to ensure accuracy.