Education and Outreach in Mosquito Control

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Education as IPM

American Mosquito Control Association Best Practices handbook includes education and outreach as a key facet of an integrated mosquito management program.
• “Education is a continuous process that ideally begins before there is a credible public health threat.”

• “Establish and maintain credibility and public trust by providing timely, accurate, and actionable information about what is known and what is not known.”

• “Include adequate information to dispel rumors and misinformation.”
Start With Yourself

• Train personnel upon entry into your program

• Annual standardized trainings to keep everyone up to date on current best practices

• As-needed personnel trainings as the need arises/a gap in knowledge is determined/new personnel
Annual Training Topics:

• Pesticide Safety
• PPE
• Mosquito Vector Biology
• Mosquito Surveillance
• Adult Control
• Pollinator safety
• Pesticide Resistance & Testing
• Equipment Calibration
• Stormwater
• Ticks
• Labeling
Employee Refresher Training
Resources for Pest Control Professionals

- Invitation to our annual training
- Mosquito ID course supplied by the state entomologists
- AMCA Website, GMCA Website, State and Local entomologists
Public School System

• Great way to get uniform lessons into classrooms

• Great way to target youth, who are impressionable and often very receptive to our public health message

• Teachers often say they need the assistance bolstering their curriculum
Steps to Entering Public School System:

- Write curriculum targeting the Georgia Teaching Standards for the grades you hope to target
- Reach out to school board representatives with examples of lesson plans and appeals to get into classrooms
- Allow teachers to approach you/take specific requests
- Get into classrooms through other entities – 4H, STEAM, Science Days

FINALLY – invited to brainstorm event & info given to teachers*
Community Outreach

• Either invited or pursued spots at local festivals, fairs, community events

• Booth:
  • Signs
  • Equipment
  • “Freebies”
  • Reading materials
  • Personnel
  • Show and tell
  • Youth materials
Goal: Communicate a message of mosquito prevention and personal protection to as many members of the community as we can. Convey personal responsibility and clarification.

“We can’t do this alone!”
Requested Outreach

• MACH Academy
• Medical Personnel/Students
• Property Owners
• Community Meetings
• Business Owners
• Association Meetings
• Other departments
Social Media

• Website

• Exterior Links

• DPH Facebook

• Proceed with Caution
311 Customer Requests for Mosquito Assessments

From mid-April to October each year, "Mosquito Season" is upon us! During this peak time of mosquitoes in Augusta, our Mosquito Control department offers property inspections and mosquito management for private residences throughout the county.

If you are interested in our services, call 311 to put in a service request and your property will be visited by one of our mosquito technicians free of charge.

Our mosquito management for private properties includes:

- Surveillance of mosquito habitat
- Treating for flying adult mosquitoes

This service is best for when you want to have a barbecue, outdoor gathering, or another event where you need mosquitoes to be diminished in your yard for 24-48 hours.

We look forward to working with you to keep your yard and neighborhood safe and reduce risk for biting mosquitoes and the diseases they carry!

https://ecphd.com/environmental-health/mosquito-control/
WHY???

• Recruit advocacy/support
  • Promote partnerships
  • Promote funding
• Reduce misconceptions
• Increase reported cases
• Support our community

• Build our reputation and show people how awesome we are!!!
Discussion
Thank you for listening!
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