Incorporating Education in your Mosquito Control Organization – Tom Smith

a. Why include education?
   i. Lots of reasons
   ii. Part of protecting people from mosquito-borne diseases (CDC/EPA)
b. Goals of education
   i. Infectious diseases continue to be a concern
   ii. Mosquito is the world's deadliest animal
   iii. Mosquito-borne diseases have killed millions
   iv. It is difficult to properly educate people
c. How do we do this?
   i. Talk about barriers and methods
   ii. Build on ideas
   iii. Know your target audiences
d. What they need to know and how to tell them
   i. What is IPM? (http://extension.psu.edu/pests/ipm)
      1. School programs
      2. Explain how the program operates
   ii. Know your beekeepers
   iii. Work with municipalities
      1. Tire removal
      2. Problem areas
   iv. Advertising
      1. Brand your vehicles
      2. Partner with the library
      3. Partner with other agencies
      4. Get on local media
      5. Write articles
      6. Social media
      7. Have educational displays ready to go
      8. Get involved with youth programs
      9. Internships/volunteers
      10. Talk with birding groups
      11. Insect fairs
      12. Career days
e. Commercial applicator programs
   i. NPDES permit issues
   ii. Recertification programs
f. Website
   i. Online reporting
      1. Surveillance
      2. Education
      3. Source reduction
   ii. Post educational material
iii. Get the residents to take responsibility

g. Share