

Public Education Program in Brunswick County – Jeff Brown

- a) 19 municipalities
 - i) 11 have programs
 - ii) 8 do not
- b) Interagency cooperation is vital
- c) Brochure template
 - i) Get brochure from state
 - ii) Add agency info
 - iii) Also have a mailing insert
- d) Need continuity of message
- e) Municipalities are responsible for copying and distributing
- f) Placement
 - i) Libraries
 - ii) Carry brochures in truck
 - iii) Government Complex
- g) Use service requests as an educational opportunity
- h) Need mosquito population data
- i) Individual complaint investigations
 - i) Typical – 200 citizen requests per year
 - ii) Can more than quadruple during a hurricane year
- j) Bti donuts provided to municipalities, property owner associations, and the general public for home use
 - i) Provide use education
 - ii) Also carry in trucks
 - iii) Crew larvicide spoil sites, etc
- k) Take all public education opportunities – tailor to need/group
 - i) Meeting
 - ii) County activities
 - iii) Fairs
 - iv) Property owner associations
 - v) Civic groups
 - vi) Media – know their characteristics and spin
 - (1) Newspapers
 - (2) Radio
 - (3) TV
 - vii) Internet –
 - www.brunswickcountync.gov/Departments/MosquitoControl/tabid/423/Default.aspx
 - (1) Access to real-time data useful
 - (a) Mosquito info
 - (b) Yearly/weekly distribution (column-area graph)
 - (i) Tab for each year
 - (ii) Update data every week
 - (iii) New Jersey traps
 - (2) Lots of educational opportunity
 - (3) Contact info

- (4) Management programs
- viii) Schools programs
- ix) Inter-municipal training programs