

Mosquito Control as a Public Service: Serving the Public Beyond Serving Oneself - David Jenkins

- 1) Creating positive social change
 - a) A deliberate process of creating and applying ideas
 - b) Results in the improvement of human condition
- 2) How does this relate to mosquito control
 - a) Surveillance
 - b) Control
 - c) Public education
- 3) Bottom line - protect citizens from vector-borne diseases and manage mosquito populations to ensure a good quality of life
- 4) Complaint process
 - a) Receive a complaint
 - i) Collect information
 - (1) Name
 - (2) Address
 - (3) Location
 - (4) Nature of complaint
 - ii) Be polite
 - iii) Follow up
 - b) Addressing the complaint
 - i) Be polite
 - ii) Find out when the mosquitoes are biting and where
 - iii) Educate
 - iv) Investigate as needed
- 5) Local media can be your friend
 - a) PSAs
 - b) Scheduled events
- 6) Presentations
 - a) Home owner associations
 - b) Schools
- 7) Post info on county website and Facebook
- 8) Education works
 - a) Reduction in chronic complainers
 - b) Less trash
 - c) Continued support for your program