

Education & Outreach: Let's Help Each Other - Carl Sivertsen

- 1) Website - <http://www.fairfaxcounty.gov/hd/westnile/>
- 2) Challenges
 - a) Highly educated population
 - b) Near Washington DC
 - c) 1.2 million residents in 400 sq mi
 - d) High income area
 - e) Over 100 languages spoken in Fairfax County
- 3) Why do outreach?
 - a) To help residents help us control mosquitoes
 - b) To educate residents on ways to avoid mosquito bites
 - c) To be visible
 - d) To let community leaders know that the funding is well spent
 - e) To learn more about what the community needs and wants
- 4) Supplies needed
 - a) Good people
 - b) Mosquitoes in a jar
 - c) Tent, table, good-looking display
 - d) Free take away items
 - i) Repellent wipes
 - ii) Plastic insects
 - iii) Magnets
 - iv) Tattoos
 - v) Lots of other things
 - e) Quality educational material
 - i) Need good artists
 - ii) Need to continually review materials
 - iii) The message stays the same
- 5) Opportunities
 - a) Fairs
 - b) Festivals
 - c) Concerts
 - d) PTA
 - e) Scouts
 - f) Outdoor stores
 - g) Police/fire -
 - i) Especially for info on traps
 - ii) They are NOT bombs
 - h) Media
 - i) Movie Theaters - preshow scroll
- 6) Obstacles
 - a) Not understanding the value of outreach
 - b) Making it complicated
 - i) KISS
 - ii) Bottom line - mosquitoes bite people, people do not want to be bit
 - c) Money - can be an issue

- i) Time: 40-100 staff hours
 - ii) >\$500 before printing
- 7) Coming Soon!
- a) Customizable education and outreach materials
 - b) Through AMCA
 - c) Print on demand - no start up costs
 - d) A percentage of sales go back to the AMCA educational fund
 - e) Lots of pictures available