

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