

## 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