COMMUNICATING MOSQUITO RISK AND RESPONSE STRATEGIES

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Public Outreach Specialist
Collier Mosquito Control District
Collier Mosquito Control District
BOARD HURRICANE POLICY

- Provides direction for staff to meet our mission
  - HQ during/after hurricane
  - Defines preparedness team & response team
  - Addresses pay for staff & vacation during hurricane season
  - Assigns leadership responsibility
  - Leadership reviews policy annually

I. PURPOSE

The purpose of this policy is to provide District leadership and employees with sound guidance when a hurricane is expected to affect the area. Specific actions to be taken will be detailed on both Organizational and Departmental Preparedness Plans and Checklists.

II. POLICY

The Collier Mosquito Control District (the District) recognizes the need for a proper Hurricane Policy in order to consistently meet the mission to provide valuable service to the community before and after a storm event. District leadership and employees will work together to minimize District down-time associated with a storm event. Notwithstanding the paramount importance of personal safety, employee activities both pre- and post-storm shall take into consideration and reflect all reasonably foreseeable impacts and outcomes of the storm event.

III. DEFINITIONS

The following definitions apply to each term as they are used in this policy:

1. “District HQ” means the District headquarters located at 600 North Rd.
2. “District ED” is the Collier Mosquito Control District Executive Director.
3. “HMC” is the Collier Mosquito Control District Executive Director.
4. “HC” is the Board of Commissioners for the Collier Mosquito Control District.
5. “BES” is the Board of Emergency Services (BES) comprised of all county-managed emergency services departments. Currently, the BES includes the Emergency Services, Emergency Medical Services (EMS), and The District’s 20 Medical Examiner’s Office.
6. “HRT” is the Hurricane Response Team.
7. “HRT” is the Hurricane Response Team.
8. “Essential personnel” are those employees whose participation, guidance, and/or physical presence is necessary for successful execution of District operations.

IV. PROCEDURES

1. To the extent possible (and within reason), the District HQ (or designated satellite facility) will remain open and serve as a base of operations up to, and as soon as possible after the storm. The formation of a pre-storm Hurricane Preparedness Team (HPT) and post-storm Hurricane Response Team (HRT) will occur at the beginning of each hurricane season and be reviewed as necessary. These teams will be composed of personnel considered essential for District operations. With absolute respect for the safety of those considered essential, the District will rely on agreed-upon actions to be taken by these individuals before and after the storm event. Due to the augmented commitment required, those participating on the HRT will be required to read and sign a document prior to each hurricane season.

2. Each of the District departments will review and execute their own preparedness and reaction plans, collaborate as appropriate with other departments, and communicate completion of any need for assistance to the District ED (or designee) on an ongoing basis until normal operations can resume. The organizational structure of the District ED (or designee) on an ongoing basis until normal operations can resume.
HURRICANE PREPAREDNESS AND RESPONSE TEAMS

- Assign pre- and post-hurricane duties
ORGANIZATIONAL HURRICANE RESPONSE PLAN

• Assists in the execution of the Hurricane Preparedness Policy
ORGANIZATIONAL HURRICANE RESPONSE PLAN

<table>
<thead>
<tr>
<th>5 days before impact</th>
<th>Admin + ED</th>
<th>Aviation Mechanics &amp; Parts</th>
<th>Comm. &amp; Outreach</th>
<th>Fac/Ground Equip Mechanics</th>
<th>Field Technicians</th>
<th>Flight Ops</th>
<th>Operations</th>
<th>Research</th>
<th>IT</th>
<th>Technical Dev.</th>
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<tbody>
<tr>
<td>• Normal operations continue.</td>
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<td>• Meet for first daily hurricane meeting</td>
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<td>• Commence departmental plans and checklists.</td>
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<td>Host daily hurricane meeting</td>
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<tr>
<td>Agenda includes review of Hurricane Policy, Organization/Departmental plans and checklists</td>
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<td>Distribute current communications and contact list</td>
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<td>Establish Pre- and Post-Crisis Management Team's necessary resources, sheltering options (as required), timing, and next steps</td>
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<td>Determine necessary resources</td>
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<td>Determine sheltering options (as required)</td>
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<td>Determine timing and next steps</td>
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<td>ED updates BOC/personnel via email; include subsequent meeting agenda</td>
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<td>Supervisor attends daily hurricane mtg</td>
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<td>x</td>
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<td>Share/Review Crisis Comm. Plan for weather-related disaster</td>
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<td>Review strategies for effective communications</td>
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<td>Execute 5-day Dept. preparations</td>
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<td>Assist others with preparations</td>
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INTERNAL COMMUNICATION

- Keeps staff informed
- Sets daily expectations
- Stresses personal safety for staff

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Tropical Depression Nine (9/23/22 morning forecast) -

Patrick Linn
To: All Employees

1) This message was sent with High importance.

Good morning everyone,

As of this morning, Tropical Depression Nine is forecast to continue its journey through the western Caribbean over the weekend and enter the Gulf of Mexico early next week. Current models show the storm in our vicinity Tuesday/Wednesday of next week. If you would like to see the current NOLANC forecast cone, please click here. Per the District’s HPC Policy (2018-001), all employees, especially - essential personnel and Hurricane Preparedness & Response team members - should be aware of the possibility of TDW impacting our area next week and refer to the District’s Organizational Hurricane Preparedness Plan for appropriate action(s).

All supervisory staff should ensure they have a means of contacting each employee within their department, as necessary.

For today (Friday), supervisory staff in each department should consider the following:

- Admin
  - Review Hurricane Policy and Plan
  - Aviation Mx and Ftp
  - Review Hurricane Policy and Plan
  - Consider baseline for any potential actions to secure facility/move/clean aircraft

- Communications
  - Review Hurricane Policy and Plan
  - Review strategies for effective communications during a weather event

- Facilities and Ground-Based Vehicles
  - Review Hurricane Policy and Plan
  - Check in with ED, Deputy ED, Operations, and A/C Mx regarding flexible plans
  - Check on availability of and secure emergency power for both Admin and Hangar

- Field Facilities
  - Review Hurricane Policy and Plan
  - Check in with Field Tech Supervisor for guidance

- Fleet Ops
  - Review Hurricane Policy and Plan
  - Consider pilot staffing needs for A/C evacuation should any arise

- Operations, including TD
  - Review Hurricane Policy and Plan
  - Normal operations in effect
  - Meet with ED, Deputy ED and others as appropriate to discuss over-weekend communications – should be becoming necessary
  - Execute any appropriate five-day out preparations
  - Check on our plane status, but hold off on any activations

- Research
  - Review Hurricane Policy and Plan
  - Check in with ED, Deputy ED and Operations regarding any anticipated potential needs for assistance/rental of Research-managed hardware/software

- IT
  - Review Hurricane Policy and Plan
  - Execute any all appropriate five-day preparations

Communications will be updated (at least) once daily – as necessary – via email. Please do not hesitate to contact me directly with any questions, concerns, or needs.

All Employees – PLEASE check your work email daily over the weekend for updates on District plans.

It is very likely that fuel will become more difficult (and in expensive) to get in the coming days, irrespective of the potential security of the storm event. There are an awful lot of new folks here who have no experience dealing with tropical events, and a bit of panic buying is likely. You may wish to quickly fill your personal vehicle tank before any chance storms. The District participates in a program with the Virginia Airport Authority for (District vehicle). Feel as emergent situations, but act until fuel is unavailable otherwise.

That said, please keep in touch and have a pleasant day,

Patrick Linn, MS, MMS/CFI
PREPARATION AND PLANNING

• Have a crisis communications plan in place
  • Identify potential/likely crises
  • Designate spokespeople
  • Outline communication strategies and media channels
CRISIS COMMUNICATION TIMELINE

HURRICANE

4 Days prior to impact

☐ Crisis Management Team* (CMT) reviews CMCD Hurricane Policy/Plan
☐ Communication and Outreach staff prepares messaging
  o Describe preparations and any closures
  o Explain relocation of fleet if applicable
  o Remind citizens that treatment notification system may not work after storm
☐ Exec Dir provides email updates to both employees and Board of Commissioners
☐ Director of Communication:
  o Prepares Communication Log forms
  o Coordinates with Administration the “unavailable” messaging for phones, website and social media
  o Prepare media resources (as needed) to ensure accuracy, so media won’t need to interpret info
    ▪ Fact sheets
    ▪ Technical issues
    ▪ Mechanical issues
    ▪ Update media contacts if necessary
☐ Confirm media spokesperson: Executive Director
  o Alternate: Deputy Executive Director or Director of Communication

3 Days prior to impact

☐ CMT reviews CMCD Hurricane Policy/Plan
  o Any contacts to add?
☐ Communication and Outreach staff:
  ▪ Post statements on social media & website as needed
  ▪ Prepare press release as needed
☐ Exec Dir updates employees and BOC
☐ Communication and Outreach staff secures resources for off-site work
  o Laptop
    ▪ Loaded with all .shp files
  o Satellite phone/radio
  o Access to social media and website’s admin
  o Communication Log forms
SPEED & ACCURACY

• Situations in disasters evolve quickly
• Ensure all communication is based on the latest, most accurate data
• Use multiple channels to disseminate information quickly
TRANSPARENCY & HONESTY

• Communicate openly about potential and existing risks
• Admit what is not known and outline steps to obtain missing information
• Build trust through ongoing, honest updates
CONSISTENCY

- Maintain uniform messaging across all communication channels
- Regular briefings to ensure team members are aligned
- Avoid contradictory information to reduce confusion
EMPATHY & CONCERN

• Recognize and address the challenges and fears of the community
• Provide practical, actionable advice for protection against vectors
• Show commitment to public health and safety
MONITORING & ADAPTING

- Continuously evaluate the impact and reception of communicated messages
- Be flexible to change tactics based on feedback and evolving situations
- Keep strategies up-to-date
FOLLOW-UP

• Share lessons learned and improvements for future crisis responses.

• Engage with the community to assess recovery needs and adjust support accordingly.
WHAT NOT TO DO

• DON’T underprepare
• DON’T delay communication
• DON’T minimize the situation
• DON’T use industry jargon
• DON’T focus on the negatives
• DON’T speak “off the record”
• DON’T forget internal stakeholders
WHEN TO START COMMUNICATING WITH THE PUBLIC?
A quick reminder to include mosquito repellent in your hurricane kit as we all prepare for hurricane season! #StaySafeSWFL #239MC

Remember to add mosquito repellent to your hurricane kit!
The storm’s impact may be uncertain, but here’s one thing that is certain: mosquito repellent should be in your hurricane kit! Don’t know which one to use? The EPA and CDC recommend these effective repellents: https://bit.ly/3S9Q9GC #FightTheBiteCollier
Mosquito control operations are suspended until Hurricane Ian leaves Collier County. The helicopters and airplanes were relocated to avoid the storm’s impact, and staff will resume operations when conditions are safe to do so. Please note that we cannot guarantee the advance notification system for treatments will work perfectly after the storm, but that information will be posted on our website, Facebook, and Twitter.

Please stay safe.

STAY SAFE COLLIER COUNTY

Mosquito control operations are suspended until Hurricane Ian leaves our area
Hurricane Ian’s surge flooded our Naples Airport facility, but we will resume operations early next week when our planes and helicopters return to campus. Now is the time to empty containers of standing water around your home -- that’s where the skeeters are laying their eggs, and it will only be a matter of days before they hatch. #FightTheBiteCollier
Today was clean-up day after Ian soaked our buildings with nearly a foot of water. Our crew pitched in to remove water-logged carpet, along with damaged baseboards and drywall. We took our first step to recovery, but our thoughts and prayers are with those who are greatly suffering in our community.
Get your free mosquitofish to place in freshwater flooded areas. Each little skeeter eater can gobble up about 100 larvae each day - it only takes 5-7 days for mosquito larvae in floodwaters to turn into flying, biting adults! Collier County residents can stop by between 8:30 AM - 4:00 PM on Thursday and Friday (10/6-10/7) while supplies last. #FightTheBiteCollier

FREE Mosquitofish for Floodwaters

600 North Road
Naples 34102
Our fish tanks are empty - over 1,000 fish later, our residents have found new homes for the mosquitofish. When we have restocked the tanks, we'll post that information on our website and here on Facebook. #FightTheBiteCollier

Mosquitofish tanks are empty today

600 North Road
Naples 34102
One tip during your storm clean-up: wear mosquito repellent when outdoors. Don’t be a skeeter snack! Hurricane Ian’s floodwaters can support the growth of mosquitoes - eggs become flying adults in just 5-7 days. #FightTheBiteCollier
Mosquitoes breed in standing water, and Southwest Florida has plenty, thanks to Hurricane Ian and last night’s rain. #FightTheBiteCollier and drain anything holding water to prevent growing your own biting mosquitoes.
LESSONS LEARNED

• There is room for more information to be provided
• Updating and upgrading our social media messaging in our toolbox
• Crafting new press releases
• Need alternate communication channels for leadership
## Instructions for Usage

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<table>
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<tbody>
<tr>
<td>1.</td>
<td>Turn on the Radio using the power/volume knob on the top of the radio.</td>
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<td>2.</td>
<td>Turn the ABC switch on the top of the radio to A.</td>
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<tr>
<td>3.</td>
<td>Make sure you are on the proper Channel using the Group Channel knob on the top of the Radio.</td>
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<td>4.</td>
<td>Press and hold PTT button on the left side while you are speaking. Release PTT when finished.</td>
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<tr>
<td>5.</td>
<td>Change the channel by twisting the Group knob clockwise to CMCD_CPS or CMCD_Adm if you want to have a separate conversation.</td>
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<tr>
<td>6.</td>
<td>Be sure to charge the radio using the wall charger or vehicle charger kit.</td>
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<tr>
<td>7.</td>
<td>Do not use the soft keys &lt;, &gt;, or &lt;.&gt; on the keypad.</td>
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## CMCD Radio Etiquette

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<table>
<thead>
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<tbody>
<tr>
<td>1.</td>
<td>Identify yourself when joining the channel or starting a conversation for the first time.</td>
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<tr>
<td>2.</td>
<td>Say “over” when you are finished talking so others know you are finished.</td>
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<tr>
<td>3.</td>
<td>Wait a few seconds after someone finishes with the word “over” to ensure no one else is about to speak.</td>
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<tr>
<td>4.</td>
<td>Use “Roger” as quick way to indicate you understand/heard the information.</td>
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<tr>
<td>5.</td>
<td>Be aware anyone on the channel can hear the conversation and there maybe others (non-employee) in listening range of radios, so be sure to keep it at least semi-professional.</td>
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<tr>
<td>6.</td>
<td>If you need to have a more private conversation, change to one of the other CVCD Channels – CMCD_ADM or CMCD_OPS.</td>
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“By failing to prepare, you are preparing to fail”

- Benjamin Franklin
Questions

Andrea McKinney
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E-mail: amckinney@cmcd.org