How to Build and Improve Mosquito-Focused Outreach and Communications Programs

2018 Vector Control Summit
March 13 — 15, 2018
Orlando, Florida

Vanessa Lamers, Public Health Foundation
Scott Meador, Tulsa Health Department
Agenda

- Local HD Vector Communications Experience – Tulsa Health Department
- Plan Before You Communicate Strategies
  - Communications Objective
  - Target Audience
  - Messaging
  - Communications Platforms and Tactics
- Build Your Communications Strategy
It didn’t start with this...
Tulsa, Oklahoma.....Who’s been there?

- 600,000 metro population
  - Second largest city behind OKC
- Lots of water
  - Arkansas River
  - Lakes
  - Flood retention areas
- Can be dry too
- Oldest neighborhoods date to early 1900s
- Services to six larger suburbs and four smaller communities
Tulsa Mosquito Control....before 2011

- Began in 1952 as part of the Health Department
- Phone complaints from the 70s
- Limited surveillance
- Routine spraying
- Little State HD support
- No collaboration
- Little internal support
- 2010 collaboration with Oklahoma State University
PHF/CDC-THD Collaboration

- Phony phone call from CDC in November 2014
- Began collaboration with PHF/CDC in 2015
- Goal was to increase capacity
- 2015 project was to check effectiveness of control activities
- 2016 sought to increase communications with county communities
- Both projects were wildly successful
The Road to Communication...

- Saved the department a lot of $$$
- Increased capacity
- Caught 2-3 times more mosquitoes
- Identified our trouble areas
- Recognized some treatment methods did and didn’t work (site specific)
- Things going great

But...

- Still getting requests for information and service from other communities
- Wild array of complaints from residents
Perfect Storm

- Only 6 Environmental Specialists conducting mosquito control activities
  - All have other responsibilities
- Conducting multiple (and often) media requests
- Stagnant on trap locations
- Noted negative correlation to complaints vs mosquito numbers
- Aedes mosquitoes need special attention
- Community leaders asking for updates constantly

We Needed a better way
YOU can do this too

This is a process

Focus on: reaching the target audience
  - In the right place
  - At the right time
  - With the right message
Communication Objectives

What are we trying to achieve?

- Identify your main goal
- Tie your goal to a public health issue or disease
- Determine what action you want your audience to take
- Secondary objectives are fine, but pick one primary
Communication Objectives

What are YOU trying to achieve?

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Target Audience

▷ Who are we trying to reach?
  ▷ Who are we talking to?
  ▷ Which individuals and/or groups will benefit most?
  ▷ What do they care about?
  ▷ Internal or external targets?
  ▷ Sub-populations of the target population?
Target Audience

Who are you trying to reach?
Key Messages

What are we going to say?
- What themes and keywords resonate with the audience?
- What does the audience think now?
- What do we want them to think or do?
- Why should they care?

Keep it simple
Key Messages

What are you going to say?
Communications Tactics

What communications tactics (networks, platforms, mechanisms) do you have access to currently, to reach your community? What have you used for previous mosquito seasons?
Important Strategies

- Use of plain language
- Key message first and foremost
- Consistent messages
- Think about your audience
  - Hard-to-reach populations
  - Cultural and language considerations
  - Large print materials
- Mailings
- Use your partnerships, relationships
  - Collect best practices
  - Get feedback
  - Create cost efficiencies, maximize resources
Potential Communications Channels

- Website
- Email Newsletters, Listservs, Targeted Subscriber Groups
- Blogs
- Social Media
- In-Person Events
- “Traditional” Media – Radio, TV
- Signage (Community, Transit/Transportation, Retail)
- Partner Organizations, “Nontraditional” Partners
  - Health Systems (Healthcare, Fitness, Nutrition)
  - Corporation
Hello,

Mosquito collections, sorting and testing for Tulsa County are complete for the week of October 9-14, 2017. There were ZERO positive pools this week.

October 9-14, 2017
Collected-579
Tests Conducted-14
Positive-0

2017
Collected- 49,053
Tests Run-879
Positive- 50

Mosquito numbers dropped significantly in the past weeks. This could be due to the significant rainfall but most likely it’s due to the seasonal drop in temperatures normally experienced during the first weeks in October. Mosquitoes are still present in Tulsa County but the numbers of mosquitoes that most commonly carry diseases have dropped enough to discontinue routine surveillance for the 2017 season. Testing of mosquitoes for West Nile Virus will also cease for the season unless disease transmission is suspected. The Tulsa Health Department will continue accepting mosquito complaints and will monitor those complaints as necessary to protect public health. Mosquitoes can be present year around here in Oklahoma. Any time you will be outdoors when mosquitoes or other nuisance insects are present, use an approved repellent that contains DEET.

Thank you,
Scott Meador

Here are the information for the website. For the week of September 18-22, 2017:
32 West Nile virus tests conducted
0 trap samples tested positive for West Nile virus
2,100* mosquitoes collected for testing
*approximately
18 square miles have been surveyed and/or treated for mosquitoes
The 2017 mosquito season by the numbers (updated September 21, 2017):
836 tests have been conducted
48 trap samples have tested positive for West Nile virus
46,747* mosquitoes collected for testing
*approximately
4 human cases of WNV in Tulsa County this season
13 total human cases of WNV in Oklahoma this season
Frederick County, Maryland

Frederick County Health Department

Quality Improvement Story Board for: Rabies Post-Exposure Prophylaxis (PEP)

Team Members: Darlene Armacost (CHS-CD), Alicia Evangelista (EH) & Barry Gifford (EH)

Plan
Identify an Opportunity and Plan for Improvement

1. Getting Started
Communicable Disease Program (CD) and Environmental Health (EH) noted an increase in the instances of campers and counselors at Camp A acquiring Rabies Post-Exposure Prophylaxis (PEP). This was due to either a known or potential exposure to bats that were not safely contained and submitted for testing for the rabies virus. Prior to the significant increase in 2015 there had been 3 cases in 2006.

2. Assemble the Team
It was determined that the issue impacted both EH and CD staff and a team was established. A grant was obtained from the Public Health Foundation (PHF) and the Centers for Disease Control and Prevention (CDC) to provide QE technical support for the project.

Develop AIM Statement
Prevent unnecessary implementation of Rabies PEP by developing and implementing an outreach educational program for camp-staff and campers focusing on bat management for at least one residential camp during the 2016 camp season.

3. Examine the Current Approach
CD sent an educational packet annually, generally in the month of May, to all camps located in Frederick County. This is a passive method of providing a significant amount of information regarding services of EH, CD & Frederick County Animal Control (AC). It would be easier for camp staff to use this packet and not pass on valuable information to other camp staff and campers.

4. Identify Potential Solutions
An active approach for education was needed. CD & EH developed a PowerPoint educational training to be implemented in person at Camp A. The training was designed for both camp staff and campers and could be utilized at other camps.

5. Develop an Improvement Theory
If we educate camp-staff and campers, then we will decrease the unnecessary implementation of Rabies PEP. A pre & post assessment will be developed to measure knowledge prior to and following the educational presentation. If successful, the following will be noted:
- Increased scores on the post assessment.
- Outcomes involving a bat will be handled properly resulting in a decrease in camp staff & campers unnecessarily requiring Rabies PEP.

Do
Test the Theory for Improvement

6. Test the Theory
In June 2016, the CD and EH staff provided a one-hour bat management training at Camp A for 24 counselors and 1 camp manager. A pre & post assessment was given to all participants.

Study
Use Data to Study Results of the Test

7. Study the Results
Through this project we were able to:
- Demonstrate that knowledge about rabies & how to deal with a bat in a living facility increased in 76% of staff, with average increases of 9% in the post training test score.

- Demonstrate that staff could correctly contain a bat while avoiding contact with the bat until it could safely removed.

Act

8. Decide next steps: Adopt, Adapt, or Abandon
We have determined that this educational program was an effective method of delivering information and the pre & post assessments were good tools to measure knowledge.

We plan to offer this educational program to other Frederick County Camps in 2017.

9. Establish Future Plans
We will share the training materials and project storyboard with the PHF. In 2017, we hope to provide the training with Neighborhood Advisory Committees, DHEW and Frederick City Health TV.
Tracking and Measurement

How will we know if these strategies are successful? What will we measure?
Media Interviews

The mosquito control program staff conducted 28 media interviews during this time period. Topics include mosquito control and prevention, West Nile Virus and Zika.

<table>
<thead>
<tr>
<th>Breakdown of Media Interviews by Month</th>
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<tbody>
<tr>
<td>January</td>
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<td>February</td>
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<table>
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<tr>
<th>Date</th>
<th>Media Outlet</th>
<th>Program Title</th>
<th>Local Viewership</th>
<th>Local Adj. Value ($)</th>
<th>Clip</th>
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<td>KGCO News at 6</td>
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<tr>
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<td>-</td>
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<tr>
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<tr>
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<td>Fox23 News @ 9</td>
<td>36,110</td>
<td>$3,215.25</td>
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<tr>
<td>4/26/16</td>
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<td>Fox23 News @ Noon</td>
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Media Clips

This table includes available media clips and estimated ad value. Estimated total is based on local and national market viewership, local and national publicity value and ad rates per 30 second segments that are captured. All video and values are captured and calculated by our TVCues Media Monitoring Program. Values are not available for print, digital and radio clips.

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[Images, logos, and other visual elements not transcribed]
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<th>Bounce Rate</th>
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</table>
To prevent mosquitoes from breeding on your property, it's important to dump ALL standing water. Mosquitoes only need a tiny bit of water to lay their eggs. The water that has collected in this bicycle tire is enough for them to breed. Learn more tips to prevent mosquitoes at www.tulsainhealth.org/mosquito-control or the public health line.

Performance for Your Post

1,003 People Reached

20 Reactions, Comments & Shares

13 Likes
6 On Post
7 On Shares

1 Wow
1 On Post
0 On Shares

0 Comments
0 On Post
0 On Shares

6 Shares
6 On Post
0 On Shares

43 Post Clicks

8 Photo Views
1 Link Clicks
34 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
Communications Resources

➤ PHF’s Plan Before You Communicate Tool
➤ Courses on TRAIN on communications
➤ “Mobilizing Community Partners to Action: How a Small Vector Control Program Tackled Zika,” a blog from Cheryl Clay, Public Health Senior Environmentalist for the Madison County Health Department
➤ Local News Video on Tulsa County’s Mosquito Preparations and Control
Vector Control Stories and Resources

- Environmental Public Health Performance Standards and Self-Assessment
- June 2017 Journal of Environmental Health article, *Tools to Drive Quality Improvement of Vector Control Services*
- PHF's and CDC's recent article, "*A Performance Management Initiative for Local Health Department Vector Control Programs,*" published in *Environmental Health Insights*
- Archived webinar, *Practical Approaches for Zika Preparedness and Response* with the Bio-Defense Network
- *Courses on TRAIN in the vector control and pest subject area*
- PHF *Vector Control Reports and Resources*
- “*Mobilizing Community Partners to Action: How a Small Vector Control Program Tackled Zika,*” a blog from Cheryl Clay, Public Health Senior Environmentalist for the Madison County Health Department
Tulsa Vector Control Examples

- Tulsa main age for mosquito control
- Complaint link
- West Nile Link
- West Nile Maps
- WNV English Fact Sheet
- WNV Spanish Fact Sheet
- Local Mosquito Reference Sheet
Thank You

Questions? Comments?

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Tips for Social Media Strategy

- If you don’t claim your profile, someone else may
- Keep it short and simple
- Limit use of jargon
- Use hashtags to track the conversation
- Leave room for comments, ~100 characters
- Have a plan to monitor, listen, respond on-message
- Involve in your emergency plans
- Build and expand slowly, responsibly
Tips for Press/Media Strategy

- Maintain relationships with reporters, programmers, and producers
- Grant early access when possible
- Try a Media Day
- Make it entertaining
- Have a dress code – how will your audience know to identify public health?
- Maintain a library of file photos/videos, design templates
Tips for Email Strategy

- You only have 30 seconds
- Have a standard template, color scheme
- Combine text and images
- Put most important information “above the scroll”
- Be clear about your call to action
- Send name should be the organization/department name
- Reply-to email address should be checked
- Update your subscriber list
- Delete subscriber bounces
- Provide offline contact information, many users print
- Test how your email displays on several different email programs
- Include tracking codes
- What content performed best/did not perform well?
Tips for Email Newsletters Strategy

- Provide text insert that can be “copied and pasted”
- Use tracking links to evaluate reach
- Provide image that can be used with your content
- Ask partners about tone or length considerations
- Know your partner’s editorial calendar
- Do you need to review before your partner sends?
- Get the partner’s feedback, what’s working well/not working?