



Mosquito 101:

Innovative Outreach Strategies to Educate the
Public About Mosquito Control

Department of Solid Waste Management

Mosquito Control Division

Monique D. Spence, Administrative Officer 3

About Monique D. Spence



- ▶ Public Relations Executive for 20+ years
- ▶ Health, Crisis Management, Public Information, Engagement, Education & Outreach
- ▶ Mosquito Control Outreach since 2017
- ▶ Spearheaded inaugural Mosquito Minute, Partnerships with Community Organizations and Schools, Received awards for engaging and innovative outreach efforts
- ▶ “People don’t know what they don’t know.”
- ▶ Relatable, personable and a great listener

THE TWO MAGIC FACTORS FOR PUBLIC ENGAGEMENT

**“People Don’t Know What
They Don’t Know”**

**“Outreach Requires Meeting
People Where They Are”**

Effective Outreach Requires...

- ▶ Transparency
- ▶ Participation
- ▶ Collaboration
- ▶ Communications



Miami Dade County's Mosquito 101 Initiative

All About Mosquitoes

- ▶ 48 species in Miami-Dade County
- ▶ Three main species that we typically see and are concerned with:



Credit: U.S. Department of Agriculture

Aedes aegypti
(Yellow Fever / Zika
Mosquito)



Credit: Animal Diversity Web

Aedes albopictus
(Asian Tiger Mosquito)



Credit: Sean McCann

Aedes taeniorhynchus
(Salt Marsh Mosquito)



Credit: Dr. Lawrence Reeves

Aedes scapularis
(Golden Mosquito)

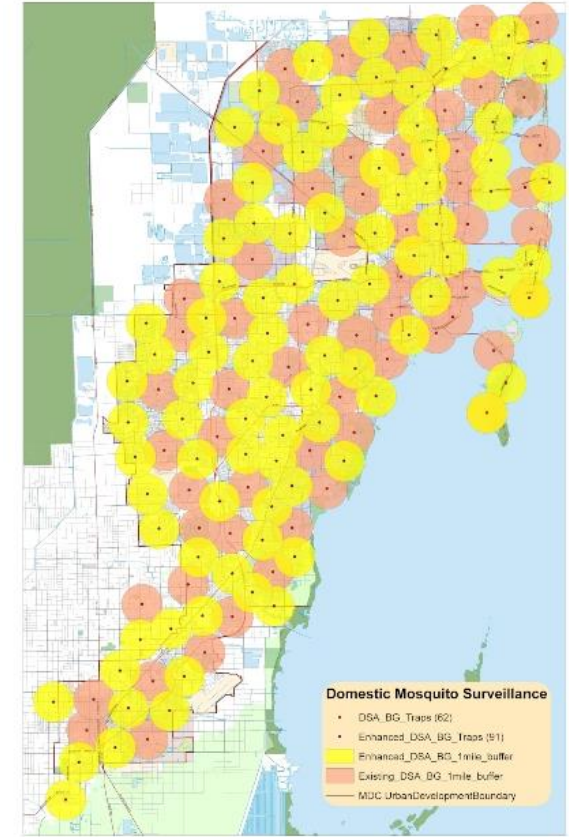
What is Mosquito “Season”?

- ▶ Mosquito season = year-round
- ▶ Changing weather patterns can affect mosquito activity
- ▶ In 2021, a long dry spell reduced the Black Salt Marsh mosquito population
- ▶ Winter **doesn't** mean “no mosquitoes”



Mosquito Control Overview

- ▶ Miami-Dade Mosquito Control and Habitat Management Division
 - ▶ Providing mosquito control services since 1935
 - ▶ Check homes / monitor traps
 - ▶ Targeted and area-wide treatment activities
 - ▶ Year-round operations



Mosquitoes & Mosquito-Borne Illnesses

▶ A few species of mosquitoes create sufficient annoyance that require control measures. In addition to their annoyance, mosquitoes can also potentially transmit diseases such as:

- ▶ West Nile Virus
- ▶ Dengue Fever
- ▶ Encephalitis
- ▶ Malaria
- ▶ Dog / cat heartworm
- ▶ Chikungunya
- ▶ Yellow Fever
- ▶ Zika



**HEARTWORM
HEART**



Mosquito Control: What We Do



- ▶ Inspection and larvicide / adulticide in response to service requests
- ▶ Door-to-door approach
 - ▶ Handheld and backpack sprayers
 - ▶ Larvicide granules
 - ▶ Draining containers w/ standing water
- ▶ Leave-behind information
 - ▶ Door hangers
 - ▶ Brochures
 - ▶ Outreach Activities



Engaging the Community

- ▶ Community outreach involves presenting messages in person, in addition to media and educational materials, and involving citizens in prevention activities.
- ▶ Hearing the message of personal prevention from community leaders can validate the importance of the disease.
- ▶ Schools, Homeowner Associations, Community Groups, Churches, Partnering Organizations, Municipalities, Health Fairs, Hospitals, Health Clinics and Summer Camps.
- ▶ Presentations, engagement activities, education materials, career fairs, speaking opportunities.
- ▶ All parts of the County to spread the message of Drain & Cover

Engaging the Community

EDUCATION & OUTREACH FOR MOSQUITO CONTROL

- ▶ An education and outreach campaign is designed to remind residents about their role in controlling mosquitoes.
- ▶ “Mosquito 101” workshops are scheduled throughout the county to educate residents on how to abate mosquito breeding at home.
- ▶ The trilingual (English, Spanish, and Creole) “Drain and Cover” campaign continues to be employed to educate citizens on preventive measures utilizing TV, print, radio, online, outdoor and social media ads and content.
- ▶ Staff give presentations on mosquito control efforts sharing successes, ways to keep mosquitoes from biting and how to help keep mosquitoes away.

Engaging the Community

PARTNERSHIPS

- ▶ Through our education efforts we have been able to establish over 100 partnerships with groups and organizations.
- ▶ Partnerships are key to helping us spread awareness messaging.
- ▶ Partnerships have included Miami Dade County Public Schools, Florida Department of Health, Miami Dade College, and Global Ties Miami among others.
- ▶ Our outreach efforts have claimed the attention of global leaders within the vector control space as we have hosted delegations of these highly esteemed vector professionals at Mosquito Control.
- ▶ We've received awards and recognition for our outreach efforts.

Drain and Cover

Fight the bite!
DRAIN COVER

DRAIN

Stop mosquitoes from living and multiplying around your home or business.

DRAIN STANDING WATER from garbage cans, house gutters, pool covers, coolers, toys, flower pots or any other containers where sprinkler or rain water has collected.

DISCARD old tires, drums, bottles, cans, pots and pans, broken appliances and other items that aren't being used.

EMPTY AND CLEAN birdbaths and pets' water bowls at least once or twice a week.

PROTECT boats and vehicles from rain with tarps that don't accumulate water.

MAINTAIN the water balance (pool chemistry) of swimming pools. Empty plastic swimming pools when not in use.

To report a mosquito nuisance, call 311 or download our free 311 Direct Mobile App.
#DrainAndCoverMiami

Fight the bite!
DRAIN COVER

COVER

Protect yourself from mosquito bites and the diseases they can carry.

COVER YOUR SKIN with clothing if you must be outside when mosquitoes are active. Wear shoes, socks, long pants, and long sleeves.

APPLY MOSQUITO REPELLENT to bare skin and clothing. Always use repellents according to the label. Repellents with DEET, picaridin, oil of lemon eucalyptus, and IR3535 are effective.

USE MOSQUITO NETTING to protect young children, especially those younger than 2 months.

COVER DOORS AND WINDOWS with screens to keep mosquitoes out of your house. Repair broken screens on windows, doors, porches, and patios.

MIAMI-DADE COUNTY HEALTH
miamidade.floridahealth.gov

MIAMI-DADE COUNTY
miamidade.gov/mosquito

- ▶ Drain and Cover
 - ▶ Simple, easy-to-remember slogan
- ▶ Informational campaign
 - ▶ Advertising
 - ▶ Community events
 - ▶ Social media
 - ▶ Signage
- ▶ Tell your parents!

MOSQUITO BITES ARE BAD!



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Drain and Cover

▶ Drain

- ▶ Drain ALL standing water found outdoors
- ▶ Discard containers that can collect water
- ▶ Empty/clean birdbaths, fountains and pet water dishes regularly
- ▶ Maintain your swimming pool's chemistry



Drain and Cover



- ▶ **Cover**
 - ▶ Wear long-sleeved shirts and pants while outdoors, especially at dawn and dusk
 - ▶ Apply mosquito repellent
 - ▶ DEET
 - ▶ Picaridin
 - ▶ Oil of lemon eucalyptus
 - ▶ IR3535
 - ▶ Cover windows and doors with screens

Bromeliads

- ▶ Ornamental plants found throughout Miami-Dade County
- ▶ Leaves collect water
- ▶ Mosquitoes can breed in them
- ▶ Must be treated to prevent mosquito breeding
 - ▶ Use larvicide granules every two weeks
 - ▶ Spray leaves with cooking spray



Top 10 Benefits of an Informative Outreach Campaign

- ▶ Raise Awareness
- ▶ Provide Information
- ▶ Foster Collaboration
- ▶ Empower Individuals
- ▶ Build Relationships
- ▶ Address Inequalities
- ▶ Enhance Quality of Life
- ▶ Encourage Civic Engagement
- ▶ Support Local Businesses
- ▶ Improve Community Well-being





Top 10 Best Practices of our Miami-Dade County Outreach Campaign

- ▶ Partnerships with the Schools
- ▶ Initial Season Kick Off Press Conference
- ▶ Involving the Mayor in our Efforts
- ▶ Tri-lingual Communications
- ▶ Branding Elements/ Slogan
- ▶ Meeting our Residents Where They Are/ 311
- ▶ Partnerships within the Vector Management Space
- ▶ Thinking Out the Box (STEM, Women, Parks, Blood Feeding, Tours)
- ▶ Utilizing Community Television
- ▶ Social Media Upleveling

DRAIN & COVER

The graphic features the text 'DRAIN & COVER' in large, bold, orange letters. The ampersand is a smaller, blue font. Above the 'I' in 'DRAIN' is a blue icon of a drain cover with water splashing. Below the 'I' in 'COVER' are four blue icons: a pair of pants, a button-down shirt, a bottle with a label that says 'CLEAN NO MORE', and a house with smoke coming out of the chimney.

Questions?



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