Impactful Vector Control Communications

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Messaging and Outreach

- Messaging will define your program!
- Correct message for the audience
- Timing is critical
Messaging and Outreach: Vectorborne Report

SITUATION REPORT
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FOR OFFICIAL USE ONLY
Remember to share information within your agency only

Vectorborne Disease Monitoring Report

OCCHD WNV Human Surveillance 2018 Summary
(as of October 4, 2018)

- There have been no confirmed cases of WNV this week in Oklahoma County.
- There has been two confirmed case of WNV in Oklahoma County this season.
  - 1 Neuroinvasive (likely local transmission)
  - 1 Non-neuroinvasive (local transmission unlikely)

OCCHD Weekly WNV “Skeeter Meter”
(September 27, 2018 – October 3, 2018)

- This week’s Skeeter Meter Risk Number is 3.25, which is “Normal”
- The factors considered in the calculation include:
  - Below average temperatures this week
  - Average number of mosquitoes trapped this week
  - Very high rate of disease infection identified (among captured mosquitoes)
  - Average consumer complaints this week
  - No human WNV cases

Please remember to avoid exposure to Mosquitoes by following the steps outlined by 3 D’s and a P. Learn more at www.OCCHD.org/FightTheBite
Messing and Outreach:
Outdoor/Billboards

FIGHT THE BITE!

occhd.org/fightthebite
Messaging and Outreach: Outdoor/Billboards
Educating the Public and Partners

• Educate and Inform
  • Often it takes time to build understanding and trust

• Public Events
Storytelling

• Tell impactful stories

• Use personalities or victims when possible
Kristen Acosta’s Tale of West Nile

My Mimi was trying to get me;
PSA with State Representative George Young
PSA with former University of Oklahoma Football Coach Barry Switzer
Methods for messaging

• Social media
• Web
• App
• TV/Radio
• Billboards
• Earned media
• Skeeter meter
• Water bills etc.
Working with Small Towns
Working with State and Federal Partners

• Be prepared