

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 new 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 mosquitos 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 Mosquitos by following the steps outlined by 3 D's and a P. Learn more at www.OCCHD.org/FightTheBite

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Messaging and Outreach: Outdoor/Billboards



occhd.org/fightthebite



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Messaging and Outreach: Outdoor/Billboards

www.okcchf1regions.com

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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



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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

