

# Mosquito Control Social Media Summaries



## Week One: Personal Responsibility

In this section of the **Mosquito Control Toolkit**, you will find messages and posts encouraging the public to take preventable measures to protect themselves and their families from mosquito-spread diseases. Each message instructs the public to drain excess water around their home, replace any broken screens, use air conditioning, wear EPA-approved insect repellent and wear appropriate clothing when going outdoors. Appropriate clothing is loose-fitting long-sleeved shirts and long pants. The goal for this week is to inform the public that they play a vital role in protecting themselves and their community from mosquito-borne diseases.

## Week Two: Mosquito-Borne Illness

In this section of the **Mosquito Control Toolkit**, you will find messages and posts educating the public on the importance of combating diseases transmitted by mosquitoes. There are many diseases that can be spread by infected mosquitoes, including Yellow fever, Zika, Encephalitis, Dengue fever, Malaria and Chikungunya. Mosquitoes can spread some diseases to animals and pets as well. Studies have proven that as mosquito populations decrease, the risk of mosquito-spread illness also declines. The goal of this week is to inform the public that mosquito control is necessary because of the threat of mosquito-borne diseases.

## Week Three: Nuisance and Economy

In this section of the **Mosquito Control Toolkit**, you will find messages and posts informing the public on the effects mosquitoes have on Florida's economy and the public's ability to enjoy outdoor activities. Mosquito populations can increase rapidly in warm and humid areas, making Florida the perfect breeding area for many mosquito species. Tourists are less likely to visit an area with nuisance mosquitoes, and even less likely to visit an area with known mosquito-spread illnesses. Tourism declined in Miami during the Zika virus when the CDC declared a travel advisory because of active transmissions. Mosquito-spread diseases can also be very costly to treat. One example is the West Nile Virus outbreak in Louisiana from June 2002 to February 2003 which cost an estimated \$20 million in illness costs and public health response costs. Overall, mosquitoes can have a negative impact on tourism, healthcare and the livestock industry in Florida. All impact the welfare of Florida's residents and Florida's economy.

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## Week Four: Application Methods

In this section of the **Mosquito Control Toolkit**, you will find messages and posts explaining the application methods used by mosquito control programs to control mosquito populations. Operators use a treatment method called Integrated Mosquito Management (IMM) to treat mosquito populations. Operators use their understanding of mosquito biology to decide which step of IMM is appropriate for affected areas. IMM includes surveying areas, removing breeding sites, using structural barriers, controlling mosquitoes at the larval stage and reducing the number of adult mosquitoes. IMM programs do not solely rely on chemicals, which is why operators use a variety of techniques to reduce emerging mosquito populations. Treatment can be applied by ATV's, truck-mounted sprayers, handheld applicators and airplanes. Aerial application is preferred when there is an outbreak of a mosquito-spread disease because aerial application can target a larger area faster and more efficiently than any other methods. It is important for the public to know that the chemicals used have been studied and found to be safe and are approved by the EPA. The same chemical used to treat larvae is used in organic farming. The chemical used to treat adult mosquitoes has been used for many years, and studies have shown that it does not harm humans when used as instructed by the label. During aerial application, only one ounce is used per acre or the size of a football field. When mosquito treatment is applied at dawn or dusk, it is less likely to impact bees because they are in hives during these times. Mosquito control protects the public from disease outbreaks, reduces nuisance mosquitoes and protects Florida's economy.