

What's happening, what's new and what's next? In WNV personal prevention

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- Some national and regional trends in personal & household protection: 2002 'til now
- What's New?
- What's Next?

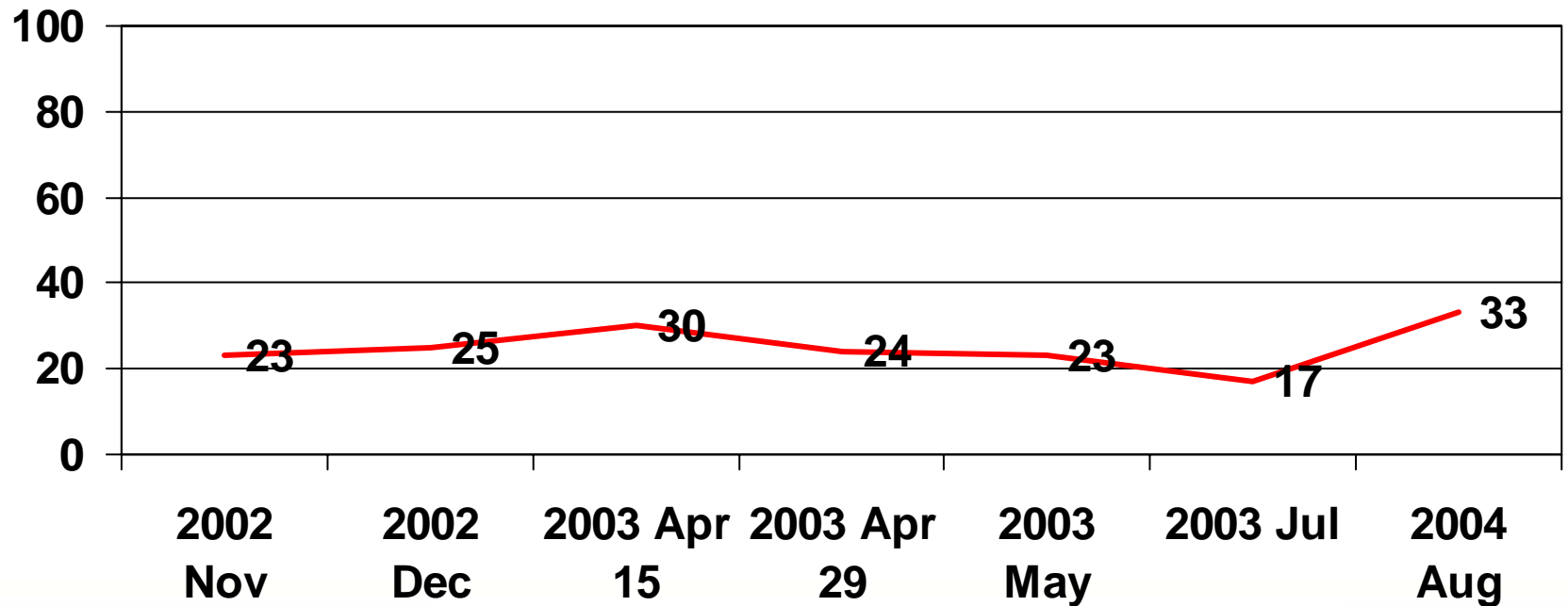
- And a short infomercial....

Data sources

- Harvard School of Public Health Project on the Public and Biological Security
 - Carried out through collaboration with CDC
 - National and regional
 - Various topics
- Porter-Novelli Healthstyles
 - Data licensed to CDC

How worried are folks?

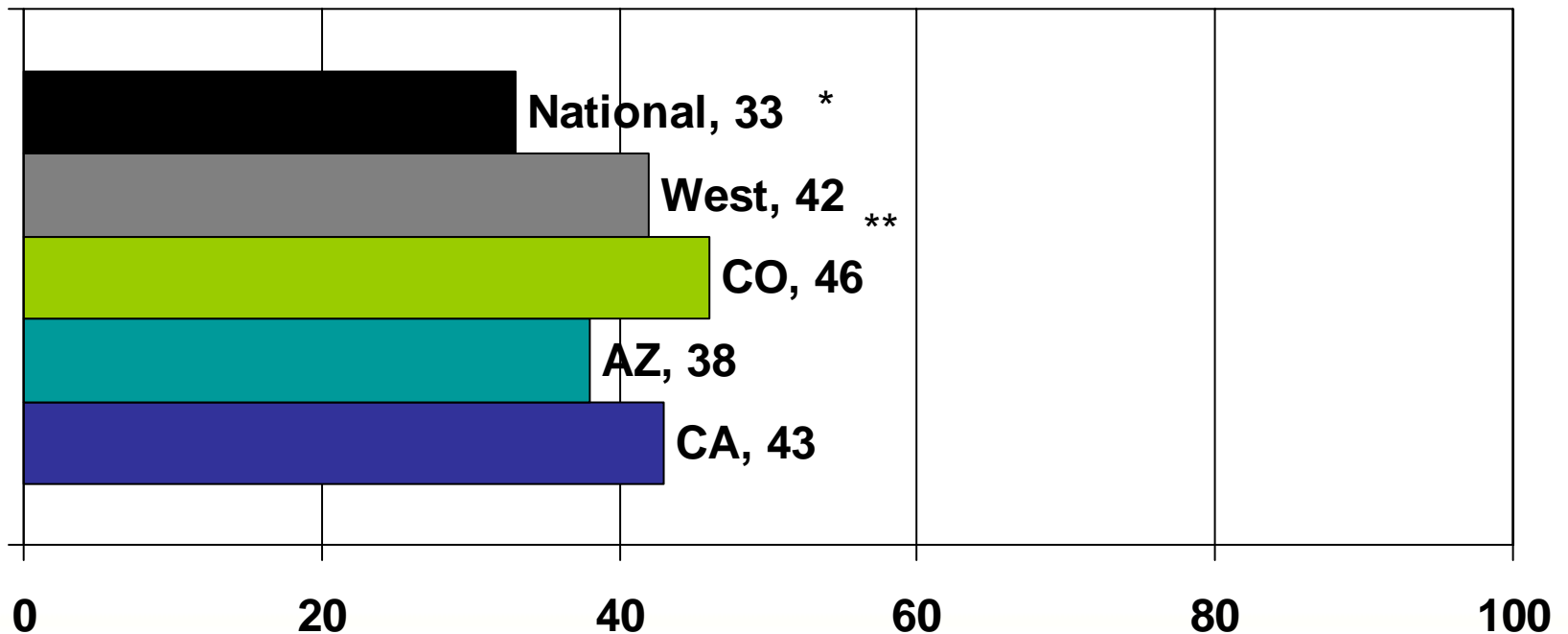
Believe very/somewhat likely will get sick from
WNV in next 12 mos.



Harvard SPH, nationwide samples

How worried are folks, regionally?

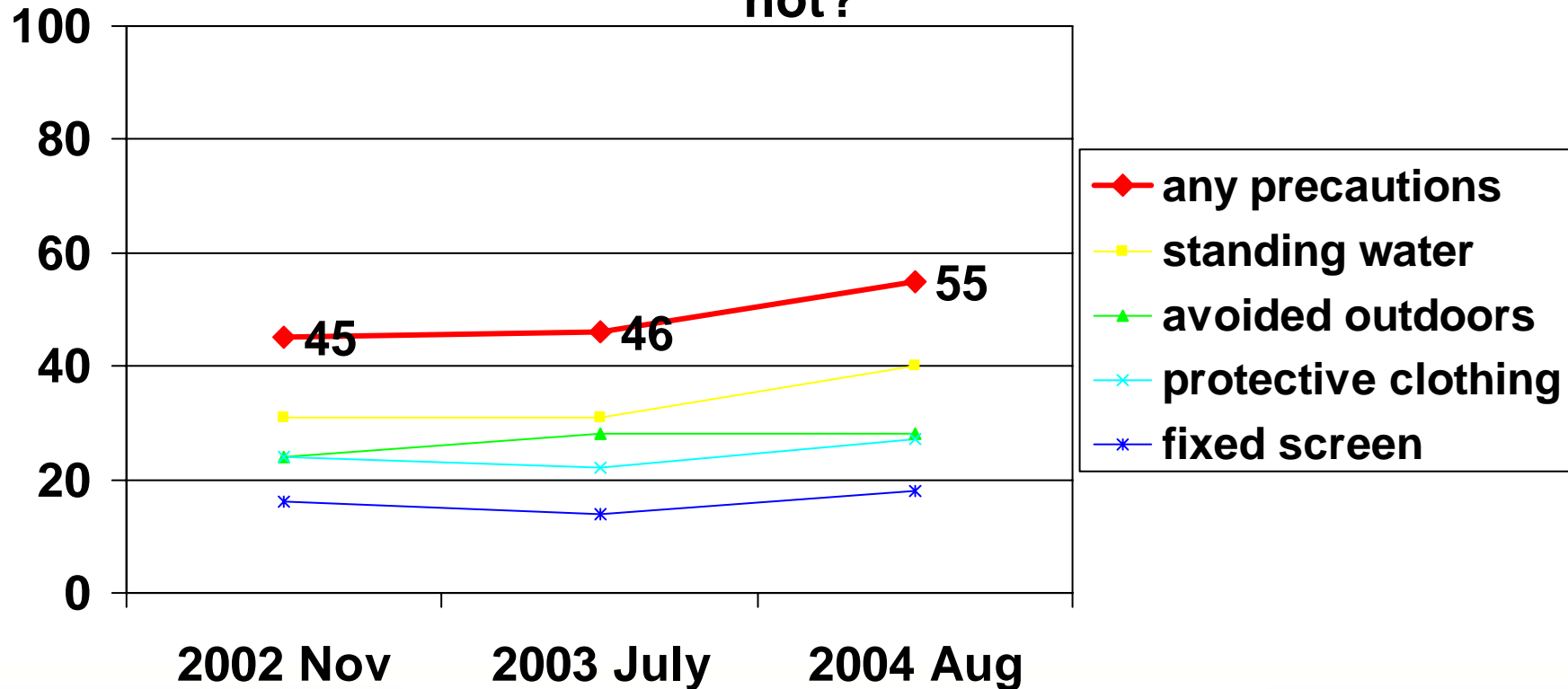
Believe very/somewhat likely will get sick from
WNV in next 12 mos.



Harvard SPH/Aug 2004, * 1,014 adults, nationally rep sample; ** 1143 adults in CO, AZ and CA

What are they doing about it?

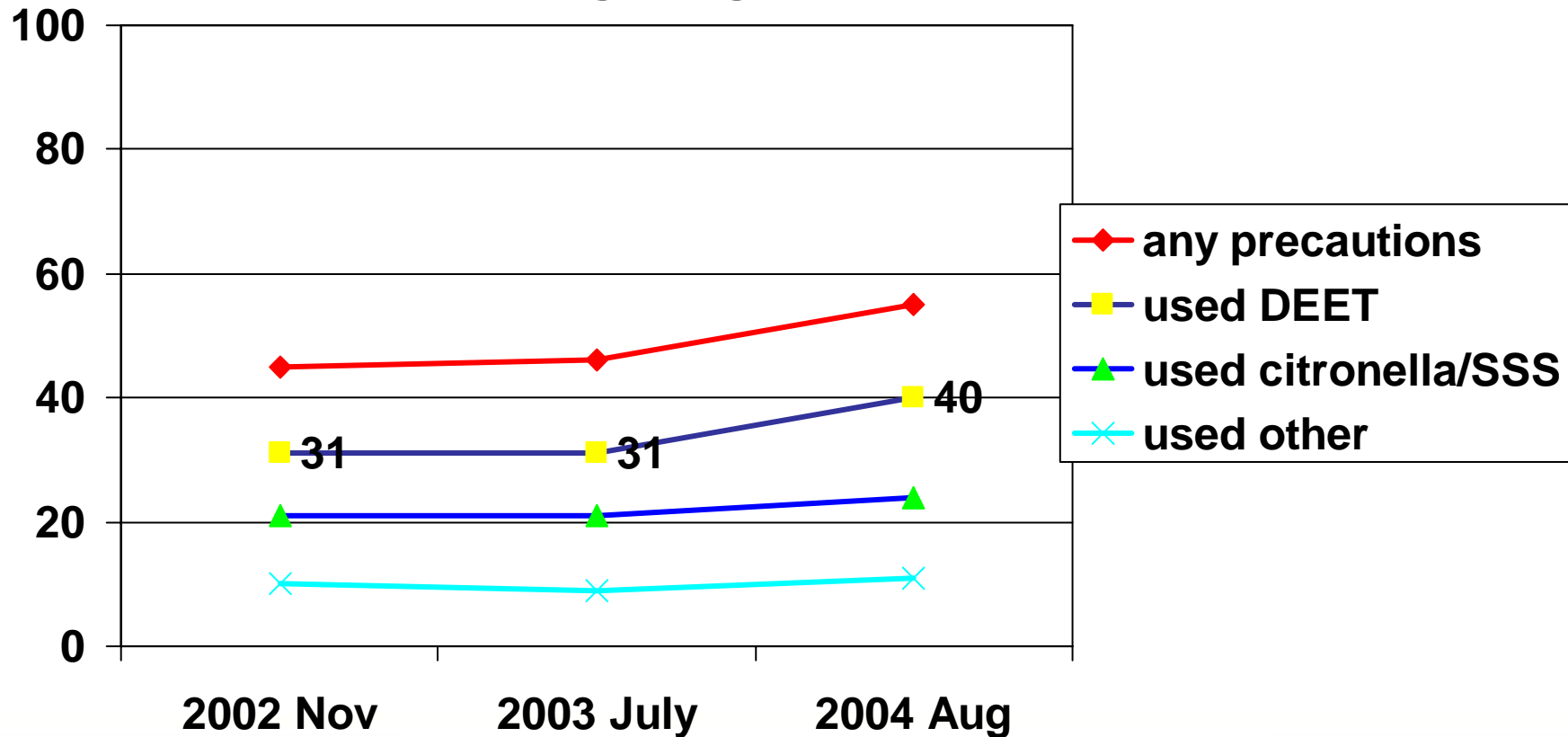
Since beginning of June, have you taken any precautions to avoid getting mosquito bites, or not?



Harvard SPH, 2002 n=1001, 2003 n=1015, 2004 n= 1,014 adults, nationally rep samples

What are they doing about repellent use?

Since beginning of June, have you taken any precautions to avoid getting mosquito bites, or not?



Harvard SPH, 2002 n=1001, 2003 n=1015, 2004 n= 1,014 adults, nationally rep samples

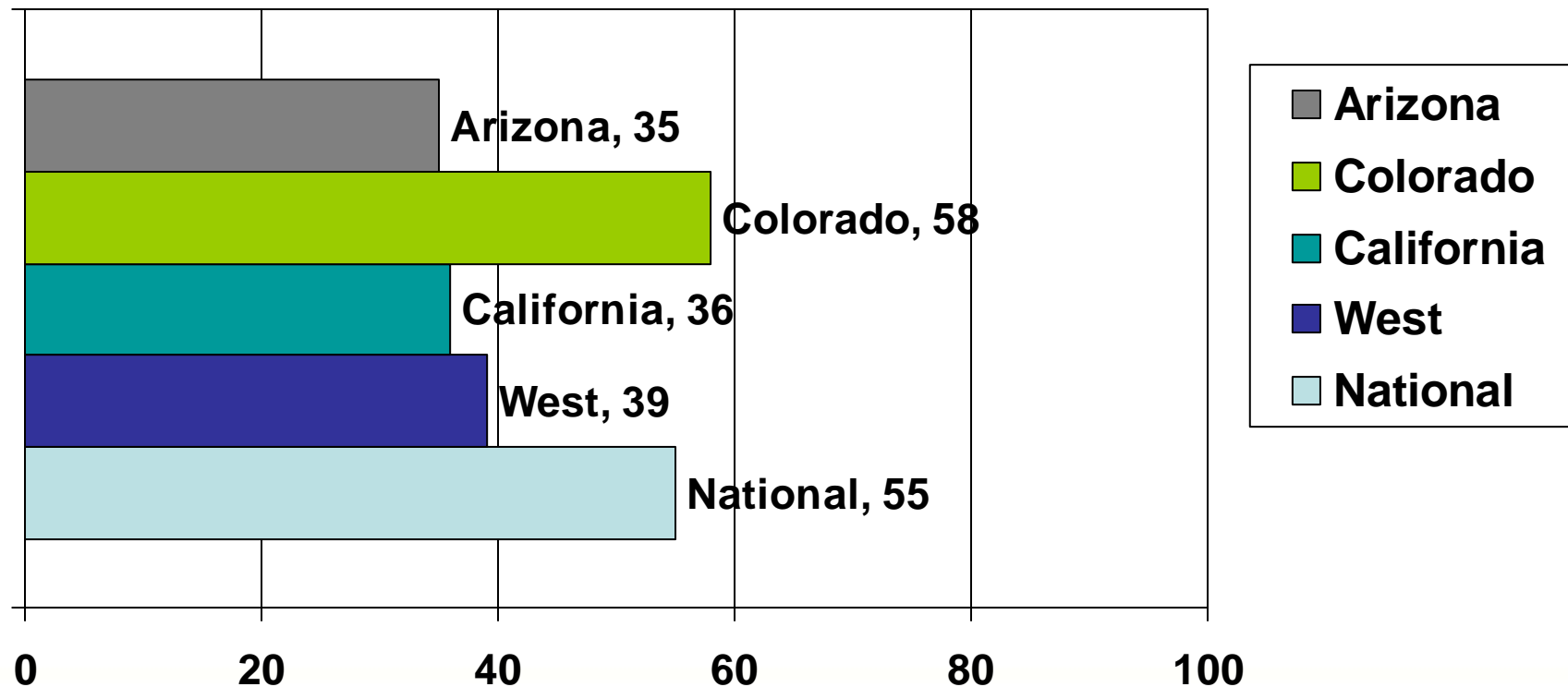
Regional Differences



- Qualitative research has suggested important differences in attitudes toward mosquitoes btwn South/Midwest/West
 - Nuisance
 - Perception of environment
- Survey data likewise reflect lower use of precautions, esp. repellent use
- Anecdotally, repellent sales also reported to be lower in western regions

What are they doing about it in the West?

Since beginning of June, have you taken any precautions to avoid getting mosquito bites, or not?

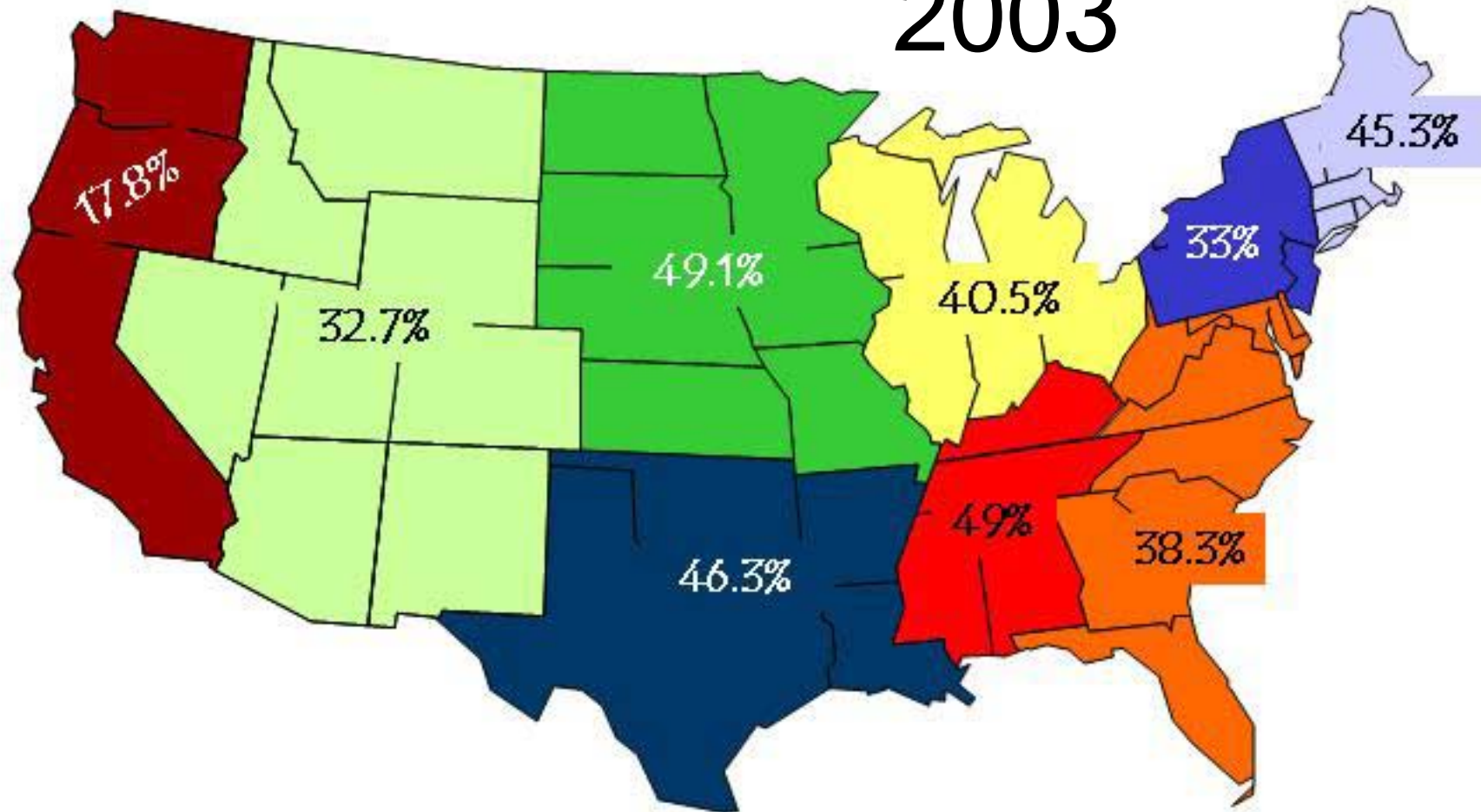


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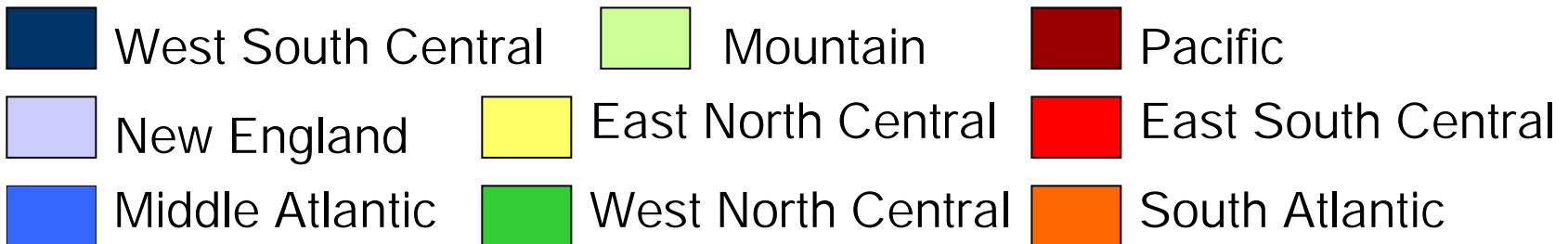
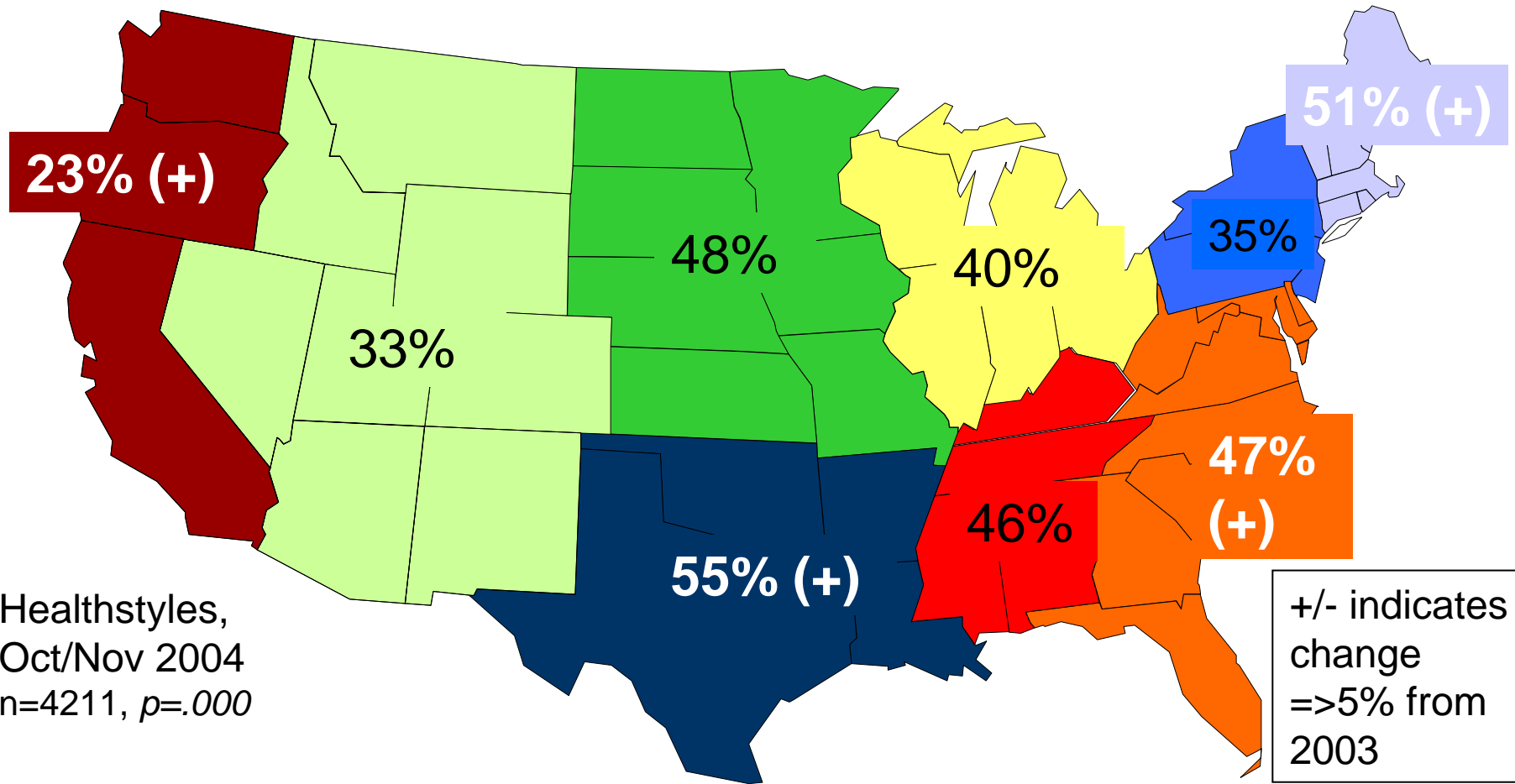
Always/Usually Use Repellent

Healthstyles-Porter Novelli
Jul-Aug 2004
n=4035 p<.000

2003

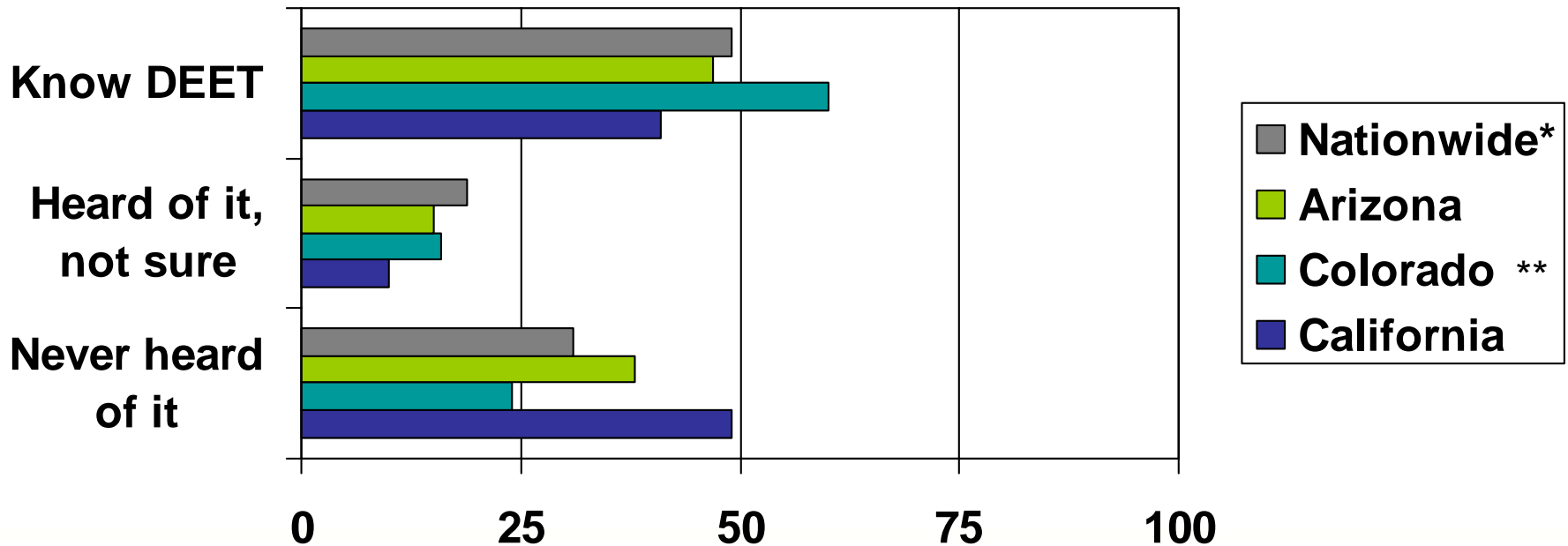


Oct 2004: Always/usually use repellent



Regional

Do you know what "DEET" is, have you heard of it but aren't sure what it is, or have you never heard of DEET before?



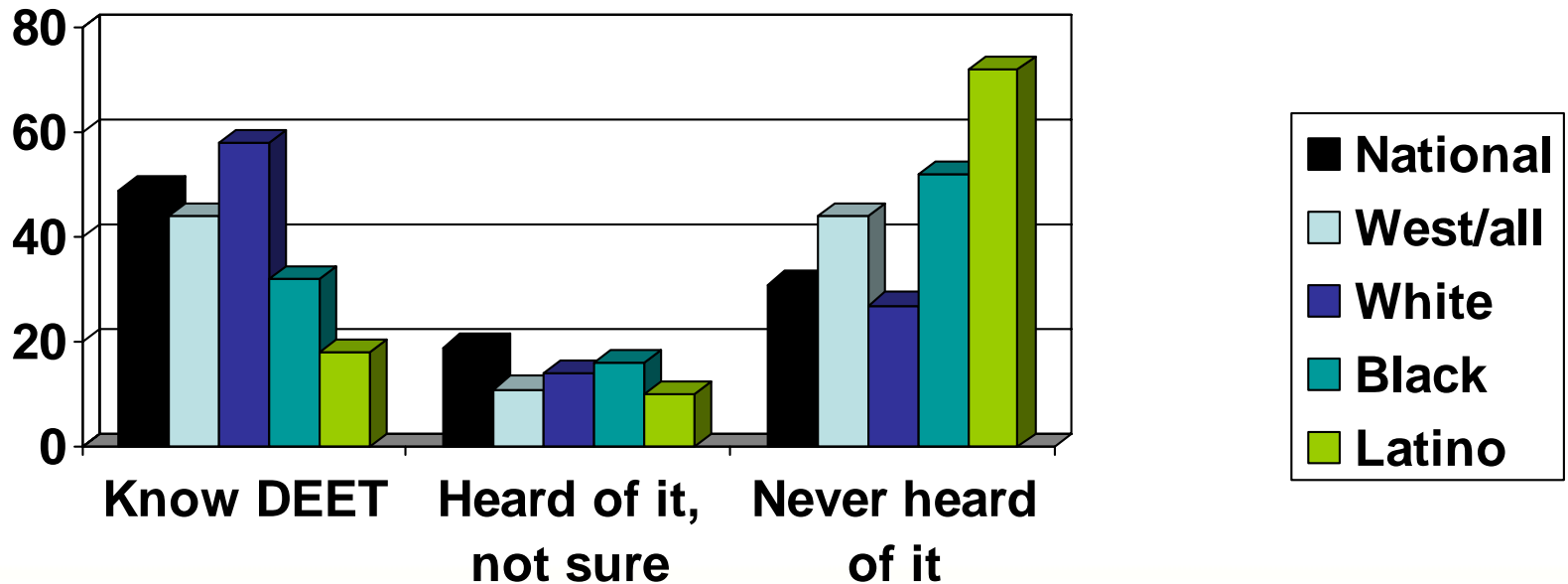
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Other Demographic variables

- Important behavioral differences related to
 - Race/ethnicity
 - Age
 - Primary language spoken
 - Income, to a lesser degree

Race/ethnicity

Do you know what "DEET" is, have you heard of it but aren't sure what it is, or have you never heard of DEET before?



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So, what does this mean?

- Fairly consistent level of national concern
 - Interesting, given shifting foci
- Suggest that may be a tiny trend toward increased personal protection
 - But attitudes are slower than the virus
- Important regional and demographic differences remain
- Still major challenges in knowledge about repellents

What's New?



Mosquito Repellent

- CDC recommendations have focused on DEET and permethrin
 - Additional active ingredients discussed in the “Yellow Book” for travelers’ health
- Changes in marketplace
 - More repellents seeking EPA registration and being brought to market
 - (Also more claims from products not registered as repellents)
- Public health challenged to respond
 - Inquiries inevitable
 - If we really believe that repellent use can help reduce risk, it’s incumbent to do what we can to reduce barriers and increase use of effective products

Repellent efficacy in the literature

- Barnard and Xue, 2004
 - Tested 12 commercially available products
 - *Aedes albopictus*, *Culex nigripalpus*, and *Ochlerotatus triseriatus*
 - Products w/ DEET, picaridin (KBR 3023), oil of lemon eucalyptus (p-methane-3,8 diol [PMD]) and 2% soybean oil all found effective for over 7 hours (mean estimated time of protection for three species)

Repellent efficacy

- Fradin and Day, 2002
 - Tested 17 commercial products
 - *Aedes aegypti*
 - DEET products provided longest lasting protection
 - 2% soybean oil product evidenced protection for time period roughly equivalent to lower concentrations of DEET
 - Oil of lemon eucalyptus licensed at end of study period, also evidenced protection slightly greater than low concentration of DEET products
 - picaridin not tested

Heads up!

- Adjusted recommendations **forthcoming**, criteria likely to include...
 - EPA registered as topical repellent
 - A given level of efficacy (TBD) documented in peer reviewed literature
- Determine best choices for your local program
 - Products available, species, type of outdoor activities, local attitudes toward repellents...

Factors to consider

- Amount of time protection needed
 - Sportpersons/gardeners/backyard BBQ– different repellent needs
- Clear information
 - Continue to emphasize safety of existing products such as DEET *and* promote use of effective alternatives
- How to deal with brand names?
 - Ease of recognition vs. avoiding endorsement
 - All formulations are not necessarily the same

Repellent issues, cont

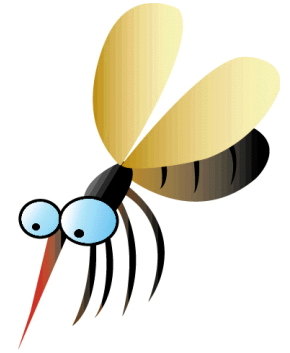
- How do we tell public about multiple options w/o creating confusion?
- Hard to be pithy and to the point...
- We already have a tendency to baffle people with detail



What's Next?...

- Challenged to adjust messages to local environments (cultural, historical and ecological and mosquito control)
- Consider how to engage the public year after year, especially after several years of “endemic” activity? How long before you’re “crying wolf”?
 - Targeting to highest risk

The short infomercial



- 26-minute video for use with community groups
 - Done with Rotary Clubs of Fort Collins
 - English and Spanish
 - CD and VHS
- Go ahead make copies, we won't call the FBI (public domain)
- TV and radio public service announcements also available
- Missed the freebies? dvbid@cdc.gov