Limited Time, Limited Resources: The Logistics of Launching a West Nile Virus Campaign

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Introduction

- Maine WNV campaign context
 - To serve as a 'blueprint' for risk communication planning
- Overview of WNV campaign
 - Conducted formative research with general public and providers in Maine
 - Developed campaign messages and vehicles
 - Implemented campaign using "tiered" approach
 - Evaluated process

Formative Research: Overview

- Focus groups with general public across Maine
- Interviews with providers
- •Goal of research was to explore:
 - What Maine residents/providers currently know about WNV
 - What they want to know
 - •What Maine residents would do to *protect themselves*
 - How Maine residents and providers want to receive WNV information

Formative Research: Findings

- What do Maine residents and providers currently know about WNV?
 - Low level of knowledge about WNV
 - Most did not consider WNV a serious health problem
- What do Maine residents/providers want to know about WNV?
 - Basics of transmission and protection

Formative Research: Findings

- What would Maine residents do to protect themselves from WNV?
 - Would eliminate breeding grounds at home
 - Would report dead birds to help tracking effort
 - Mixed reactions to using DEET
 - Would NOT wear long sleeves or stay indoors at dawn & dusk

Formative Research: Findings

 How do Maine residents and providers want to receive WNV information?

Public:

- TV, radio, newspapers, Internet, direct mail
- Physicians

Providers:

- CDC, EPA
- Own professional organization or leader

WNV Campaign: Overview

Media:

- TV PSA
- Radio PSA
- Newspaper ads

Direct Mail:

- Brochures and posters to organizations serving people over 50
- Postcard to providers

WNV Campaign: Development

- Two challenges:
 - 1. To raise public awareness of WNV risk without causing alarm
 - 2. To increase visibility of BOH with general public and providers

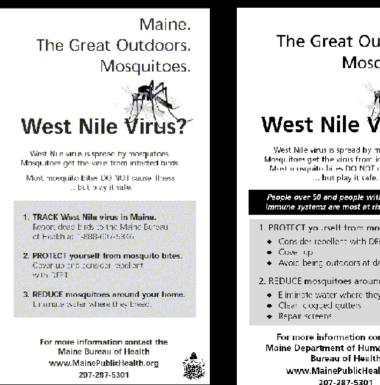
WNV Campaign: Implementation

1. To raise public awareness of WNV risk without causing alarm:

Different 'levels' of messages depending on severity of WNV

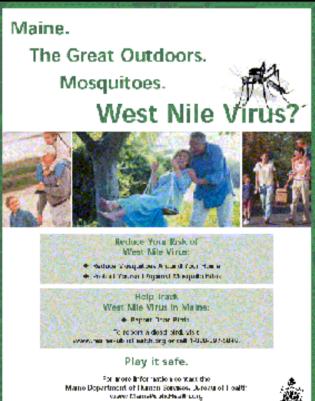
risk

Examples: (newspaper advertisements)





Poster



207-267-5301



Brochure



People over 50 and

people with weakened immune systems

are most at risk for serious illness from West Nile virus.

What is DEET?

DEROTE and auto-Constitution of the second parent repeller's. Fromets containing DEET are effective in recogning mosquite vitas, but have been occasionally associated with health problems when esserie esessive amounts. The Burea, of Health recommends precautions when using insect repellents containing DEET's

- Best d'insurénce en ferielle beine probine.
- Do NOT upply DEET directly to dislates. (Apply to your over hands and our in on the child.) Recellents used on children should contain no more from 100 DEEE.
- Asoin cares éve use of DEET. Recollents use, or scale should outsin to men the 30% DEET;
- Ef you believe you are a Hid is having an adverse reaction to a repellent contricting.
 DEED with the treated area introduced and zali your health care provider on local poison.

Resources

Fernen idensifie dout DEEL West Nile virus and sets, and apeatra West Nile visus status in Malne visit. www.MainePublicHealth.org and This Many Department of Human Services Bareau of Health at 207-287-5301

> To report a dead bird, visin the website or call 1-888-697-5846



Maine

The Great Outdoors Mosquitoes.





What is West Nile Virus?

West Nile virus is a alsense that can lead to an infection called emericalitis (swalling of the leain). West Min show was discovered in the United States (in New York Cov) on the sourcest. of 1999. Since then in his entending many other ment including Mains

How is West Nile Virus Spread?

West Nils with six spread before loss of an infected moscure. The moscure gets the virus from bring or infected bird, and on their infect.

Most movemen bites do not lead to West Nile nine. Very fee reconstruct on inferred

West Nile was carroot be stood from one

How Serious is West Nile Virus?

Most groups intested with West Nile since especience as illness or vory mild illness. Fewer than 19t of people infoced with West Nite virus will get severely ill. However, in neural number of cases, West Nile virus are cause emisted lines.

People over not and people with weathered. income systems are most of risk for sensors illness from West Nils works informer.





How Can I Protect Myself and My Family?

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- * Drilling to as in the bottoms of westing
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Is There A Treatment for West Nile Virus?

There is no especific treatment, other from reveng the symptoms of the virus

What are the Symptoms of West Nile Virus?

Mild case of West Nile infection may include a slight hvor and/or headache. More avereinfectors carries involve bour action disorientation, tremen, consultions, or even ustabob.

Is West Nile Virus in My Area?

To find on all West Nile virus is in your area, visit. the Marie Department of Haram Services, Bureau of Health website in www.MainePrinitHealth.org.

Hour Does the Maine Department of Human Services Track West Nile Virus?

The fine sign of West Nile shas in an area is often the decovery of dead lords that have the varies. To hé prins Department of Harart Services much West Ni exine et Marie, plans report des divinds The Burert of Health will rest cervin brits for West Nilevine, Call 1-800-000-900-000 conver the website to law more about the types of dead bods.

WNV Campaign: Implementation

- 2. To increase visibility of BOH with general public and providers:
 - Changed BOH website url to <u>www.MainePublicHealth.org</u>
 - Provider postcard mailing invited providers to the BOH website

Outcomes

- Campaign:
 - Increased hits to the website and calls to hotline
 - Received favorable reports from news media
- Campaign Process:
 - Highlighted risk communication issues to be addressed:
 - Roles and responsibilities
 - Details are critical (data sources, mailing lists)

Outcomes

- Groundwork laid for effective emergency communication with public and providers
 - Channels of communication tested
 - BOH visibility increased