

# FIGHT THE BITE!

## Sustaining WNV Prevention (Public Education) Programs

JOIN THE  
"SWAT TEAM" AGAINST  
INSECT BITE BODIES

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# Challenges

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- Competing Public Health priorities
- Old news
- Message “burn-out”
- Complicated message
- Conflicting messages
- Apathy
- Hear message/ know message/ do nothing

# Public Education Goals

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Consistent message

- Don't over or under sell risk
- Personal responsibility

# The Four D's

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- **Drain** standing water where mosquitoes breed
- **Dawn/Dusk** when *Culex* mosquitoes feed
- **Dress** in protective clothes
- **DEET** containing repellents most effective

# Public Education Goals

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## Refine message

- Be responsive to issues
- Target high risk groups
- Modify the message to the group
- Test, reassess and address
- Tailor message to surveillance defined risk

# Top 10 Reasons Why People Don't Wear DEET Repellents

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10. Not sure why I didn't use repellent
9. Too lazy/ didn't have time
8. Used other methods to avoid mosquito bites
7. Smells bad
6. (tie) Didn't have any repellent  
Mosquitoes don't bite me

# Top 10 Reasons Why People Don't Wear DEET Repellents

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5. Don't go outside
4. Concerned about health effects of DEET
3. Forgot
2. Don't see mosquitoes where I live
1. Not worried/ not at risk

# Public Education Goals

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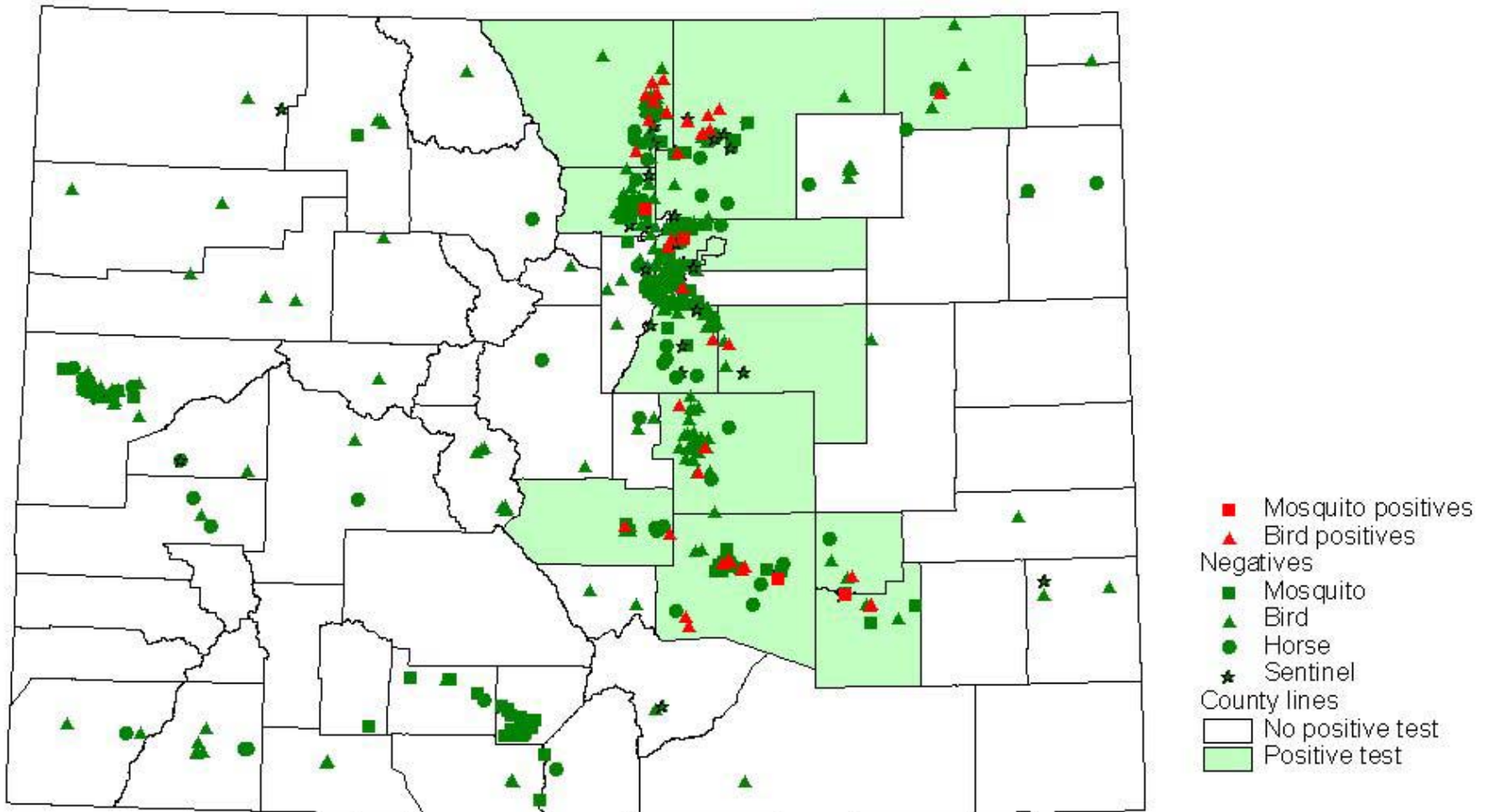
Educate decision/policy makers

- Surveillance system & what it means
- Mosquito control options
- Risk/benefits of mosquitocides
- Medical impact of WNV

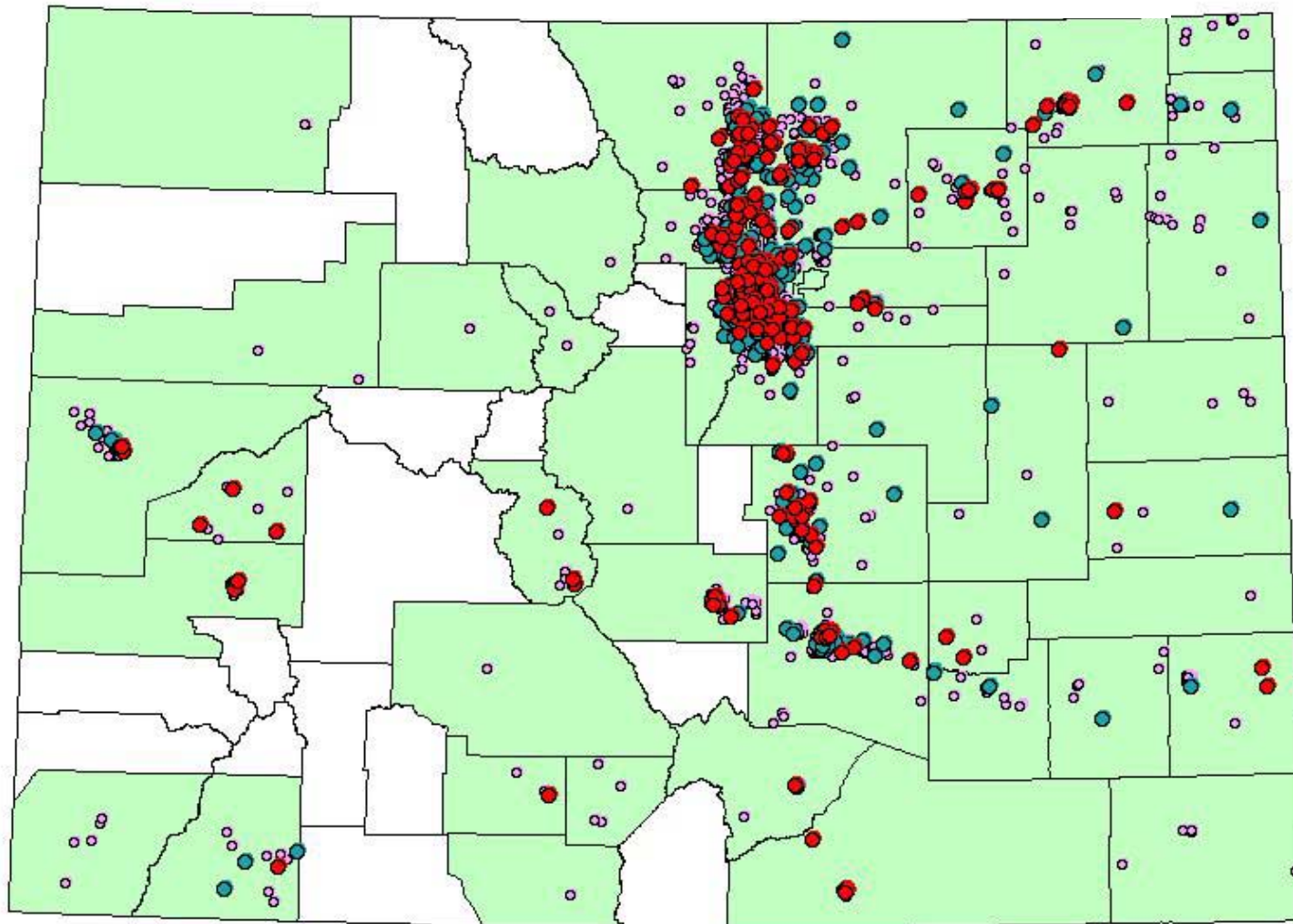


# Colorado West Nile Virus Surveillance

## Updated July 15, 2003



# Colorado West Nile Virus Human Cases 2003

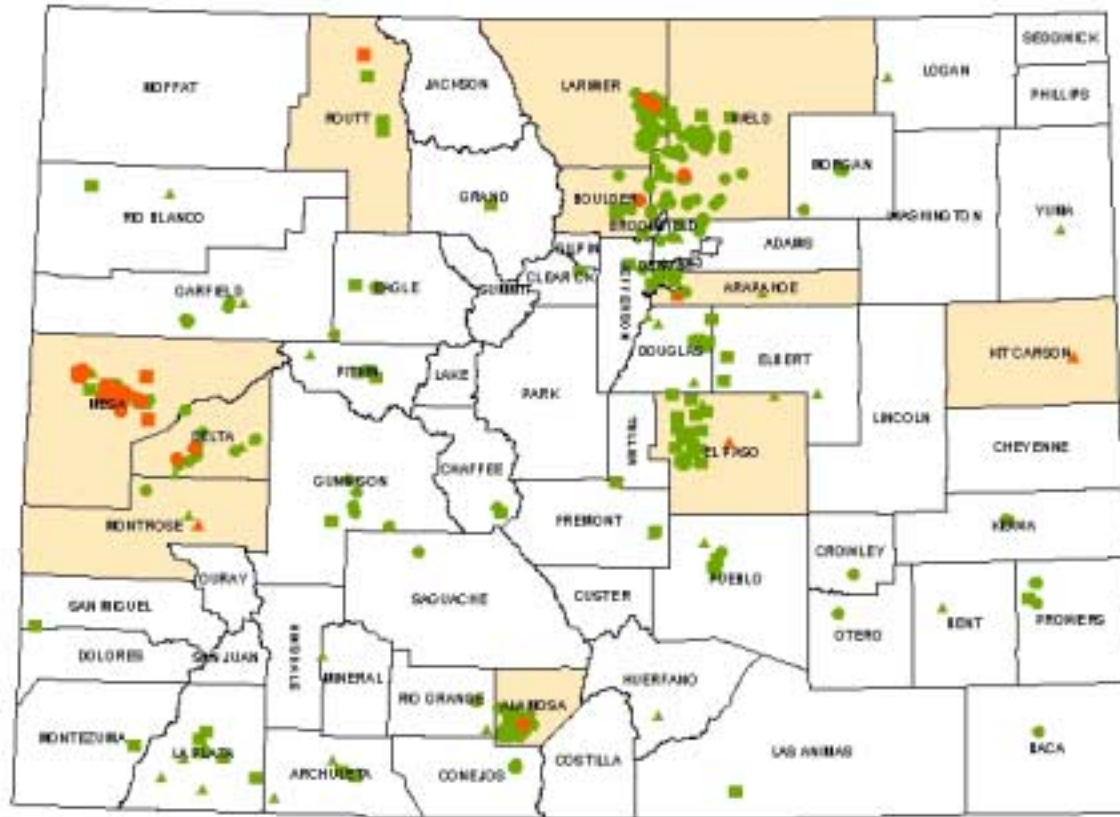


- Human cases
- WEST NILE VIRUS ENCEPHALITIS
  - WEST NILE VIRUS MENINGITIS
  - WEST NILE VIRUS FEVER
- County lines
- No human cases identified
  - Human cases identified

N = 2,944

# 2004 Colorado West Nile Virus

July 26, 2004  
Animal Surveillance



## Legend

- Positive Bird
- ▲ Positive Horse
- Positive Mosquito
- Negative Bird
- ▲ Negative Horse
- Negative Mosquito
- Positive tests



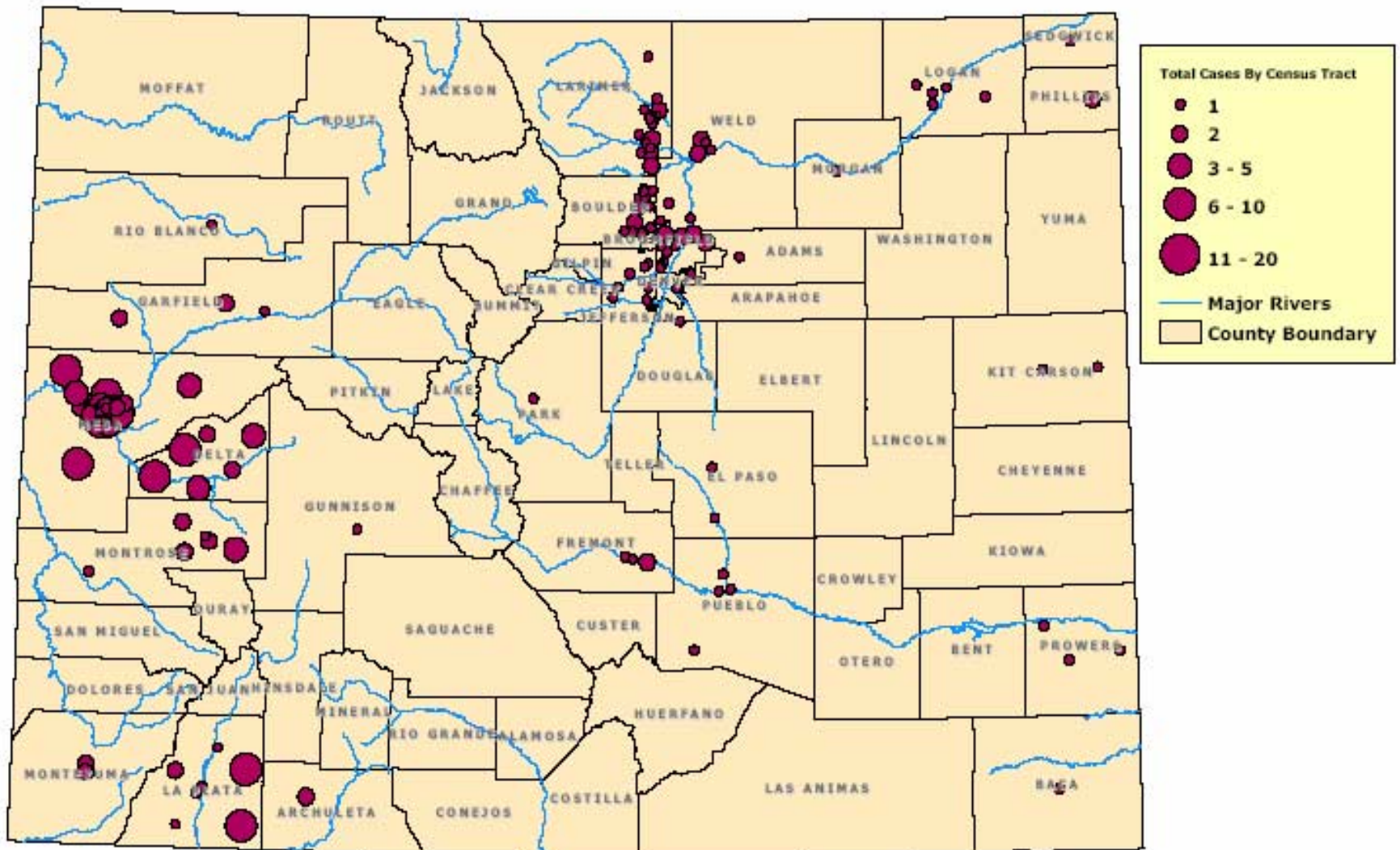
Colorado Department  
of Public Health  
and Environment

July 26



# Colorado West Nile Virus 2004

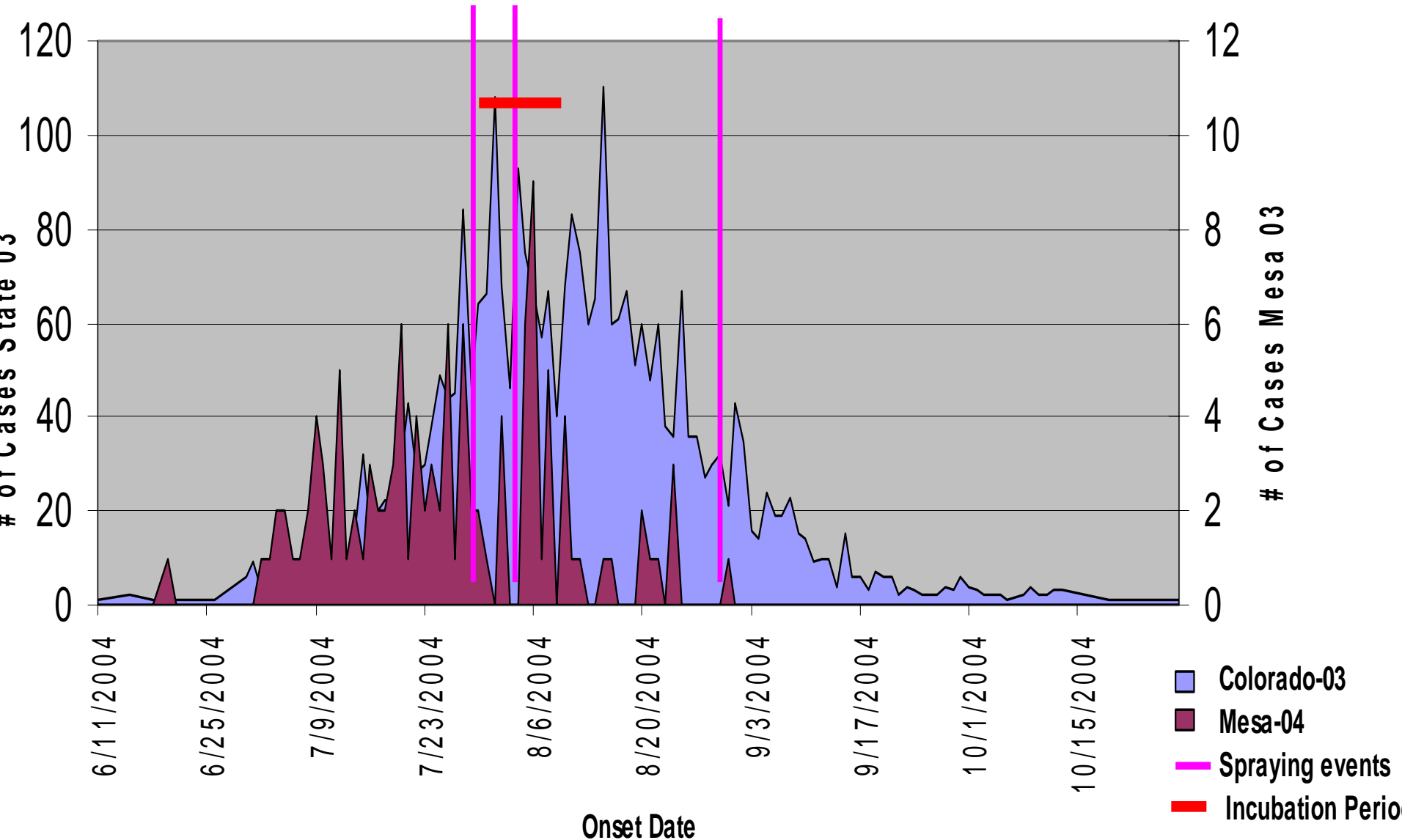
## Human Cases - Summed By Census Tract



Each point represents the centroid of a 2000 Census Tract. The size and color of the point represents the total number of people in that tract who contracted West Nile Virus in 2004. N = 289

# Comparison of WNV Human Cases by Onset Date

## Colorado, 2003 versus Mesa County, 2004



# Ultimate Public Education Goal

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Prevent Human Cases