# EDUCATION AND OUTREACH PLAN

Provide a 1-2 paragraph narrative of the proposed outreach plan, that includes listing of at least three education/outreach activities you plan to execute for the upcoming mosquito season:

• The Town of Chilmark Board of Health will routinely disseminate mosquito messaging produced by the State via the “News and Alerts” opt-in email newsfeed, and post these messages on the Town website.

• Yard Surveys offered to Chilmark residents as part of the island’s Tick Borne Illness Prevention program will incorporate a mosquito prevention strategy for individual homeowners.

• In addition, the Health Department shall distribute printed educational materials on mosquito-borne illness prevention via the Chilmark Beach Department. These materials will also be provided to lodging houses and rental agencies to make available to guests and short-term renters throughout the summer.

• The Chilmark Board of Health will host a public forum aimed at seasonal and year-round residents of the town to address vector-borne illnesses, including, in particular, illnesses carried by mosquitos, no later than August 10, 2022. The forum shall be recorded and disseminated island-wide via social media and on island town and county websites. The forum shall include results of mosquito surveillance activities so far throughout the 2022 summer season, a brief overview of main diseases of concern, and will focus on preventive measures (such as eliminating standing water around the home, avoiding personal exposure during hours of maximum mosquito activity in mornings and evenings, and judicious use of repellents).

Check off all education/outreach methods that you intend to employ:

[x]  Development/distribution of brochures, handouts, etc.

[ ]  Door-to-door canvassing (door hangers, speaking to property owners, etc.)

[ ]  Social media accounts (Facebook, Twitter, or other social media:      )

[ ]  Mailings (Describe target audience(s):      )

[x]  Media outreach (interviews for print or online media sources, press releases, etc.)

[x]  Presentations (in-person or virtual)

[ ]  School-based programs, science fairs, etc.

[x]  Tabling at events (local events, annual meetings, etc.)

[ ]  Website (URL:      )

[x]  Other (please describe): provide mosquito education material at the Beach sticker registration for year-round and seasonal residents and visitors

Select the audience types you intend to target from the list below:

[x]  Residents (homeowners, apartment dwellers, etc.)

[ ]  Landlords (for large apartment or condominium complexes)

[ ]  K-12 (teachers, students, camps, etc.)

[x]  Municipal staff (highway dept., parks and recreation, board of health, conservation commission, etc.)

[ ]  State/Federal land managers (state parks, national wildlife refuges, etc.)

[ ]  Transportation industry (Busing companies, commuter rail, truck/rest stops, etc.)

[x]  Recreational venues (fairgrounds, sports complexes, ballfields, etc.)

[ ]  Other land owners/managers (please describe):

[x]  Other (please describe): seasonal visitors and homeowners

Additional Comments: