

supply of solution and air must be delivered within the up-stream and down-stream limits of the regulating devices. Quincy Compressors equipped with automatic unloading and low oil pressure cut-off have proved satisfactory.

Viking pumps designed to move liquefied petroleum gases have proved satisfactory. Standard pumps are available in ratings down to 2-3 gallons per hour.

CONCLUSIONS. Sufficient data have been assembled to indicate that low-volume application of insecticides by ground equipment is practicable. The rate of application of insecticides is essentially that recommended for U.L.V. application by airplane. The most effective rate of application of insecticide should be determined at a local level for the different existing habitats.

A MOSQUITO CONTROL DISTRICT'S PUBLIC INFORMATION AND EDUCATION PROGRAM

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There is a crying need for better public understanding of mosquito control work. This presents an especially acute problem to the individual Mosquito Control Districts. For it is upon the basis of public understanding that the Mosquito Control District is *founded, funded, and supported.*

Experience has shown time and again that public opinion, informed or otherwise, is often served regardless of true public interest. Public opinion does not depend on accurate or true information. And in the absence of facts, misinformation can form public opinion. Accordingly it is crucial that the Mosquito Control District inform its public by providing accurate information through a planned educational program. And if we do not, it is likely that no one else will. And who can better supply this information than the Mosquito Control District? After all, we know or ought to know more about mosquitoes and mosquito control than anyone else.

The remainder of this paper will be devoted to discussing ways of communicating with the public and specifics of how the Jefferson Parish (Louisiana) Mosquito Control District does this.

A good starting point is to create a good public image through your routine workday operations. Important factors in this regard are: (1) a clean, neat office and headquarters; (2) an efficient office, including the courteous answering of the telephone, welcoming visitors at office, and even the receipt of deliveries of supplies and materials; (3) cleancut, courteous, well-informed, uniformed employees; and (4) clean, safe, well-marked equipment and vehicles.

In order to carry out an effective public information and education program one must have a systematic approach. And there must be an overall plan. This plan should be comprehensive, reaching everyone—that is, every individual from 4 or 5 years old on up, and every segment of the population, as well, to include all special interest groups.

Obviously a broad, comprehensive plan cannot be implemented all at once. I hasten to point out that Mosquito Control Districts are formed to control mosquitoes. And they are held accountable by the voters and taxpayers of their District for the control results which they achieve. All of the other operations which every Mos-

quito Control District engages in are only means—or aids—to furthering this objective. Public information and education is only an adjunct to the effective control of mosquitoes albeit a very important one. Therefore the public information and education responsibility must be coordinated with the time requirements and needs of actual control operations.

But even the most elaborate and comprehensive public information and education program, if implemented in stages, can be implemented in due time. And a well-conceived systematic approach provides the vehicle.

The final measure of the effectiveness and ultimate value of the operations of a Mosquito Control District has to be gauged in terms of how much the public help themselves in keeping their backyards, neighborhoods, and communities free of mosquito-breeding sites. And, basically this hinges on how well the public understands mosquito biology, the potential disease threat posed by mosquitoes, and how mosquitoes can be controlled.

Remember that beautification and clean-up campaigns depend for their success entirely upon public support. Even the very best conceived and executed beautification campaigns are doomed to failure if they don't receive public support, and public support depends upon motivation. We in mosquito control need to motivate! The public psychology needs to be swayed towards better mosquito control and mosquito prevention.

Some of the activities of the Jefferson Parish Mosquito Control District are: the presentation of talks, slide shows, and movies; the distribution of prepared pamphlets, posters, fliers; conducted tours of our headquarters; distribution of mosquito-feeding fish; preparation of weekly news releases; and encouragement of TV and radio coverage of activities.

Other activities include: the supplying of resource material on mosquitoes to high school and college students; encouraging the use of mosquito subject material in Science Fairs; supplying judges for Science Fairs from staff of Mosquito Control

District; sponsorship of an annual Mosquito Prevention Week throughout entire District; posting of signs advising of accomplishments, such as, "Mosquito Control Drainage" and reminding public of need for preventing mosquito breeding; erecting park and bus stop bench signs carrying mosquito control messages; and preparing radio and TV public service spot announcements.

The public audience we aim at is *everybody*—from kindergarten on up. We sponsor a poster contest in all the schools within the District: the subject, MOSQUITO CONTROL IN ACTION. Similarly, an Essay Contest on the subject of WHAT MOSQUITO CONTROL MEANS TO ME and BENEFITS OF ENVIRONMENTAL SANITATION TO MOSQUITO CONTROL. A Photo Contest to locate the largest untreated mosquito-breeding site within the District is sponsored by a photographic supply house.

These contests reach all of the estimated 99,000 students within the District. There are 109 schools with 3,286 classrooms within the District; the total population estimate is 340,000.

Jefferson Parish Mosquito Control District also provides an intensive 1-hour educational program for schools. This encompasses six areas: (1) biology of mosquitoes, (2) importance of mosquitoes to man, (3) methods of mosquito control, (4) how the individual citizen can help himself, (5) vocational opportunities in mosquito control work, and (6) a question and answer period. This presentation consists of slides, movies, charts, drawings, brochures, and an exhibit. Schools or individual classrooms can simply call Mosquito Control and schedule this program at anytime during the school year. Moreover an annual presentation of this program is made to all thirty-one 4-H clubs within the District. Distribution points for informational literature and portable exhibits are established throughout the District and include buses, doctors' offices, and public buildings.

Other special means of communicating with the public are: an annual article on

mosquito prevention in the Bell Telephone News (this is a short news leaflet that is included with the monthly telephone bills); an article on mosquito control progress in the local Bank of America Card newspaper; plus a variety of articles in the newspapers, of local civic and service organizations, which serve as valuable means of communicating our "mosquito story."

The annual results of the Public Information and Education efforts of Jefferson Parish Mosquito Control District in 1968 included: 41 speaking engagements; 8,307 pieces of literature distributed; 135 news releases; 24 TV appearances; and 6 radio appearances.

Recommendations for carrying out an effective public information and education program are: (1) encourage invitations to appear on TV and radio shows; (2) en-

courage invitations to speak to any interested group of people, such as, elected government officials, civic associations, and schools; (3) use all of the economically feasible means of communicating mosquito information to public on a year-round basis—from month to month, week to week, and even day to day; and (4) utilize modern techniques of mass communication and effective audio-visual aids. There are no substitutes for a diligent and persistent effort to create opportunities to communicate with the public—just don't wait for them to happen.

Ogden Nash, the American humorist, once wrote "God in his wisdom made the fly and then forgot to tell us why." We "made" mosquito control. So let's not leave ourselves open to being chided by an Ogden Nash! *Let's tell why! . . . why we control mosquitoes.*

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