

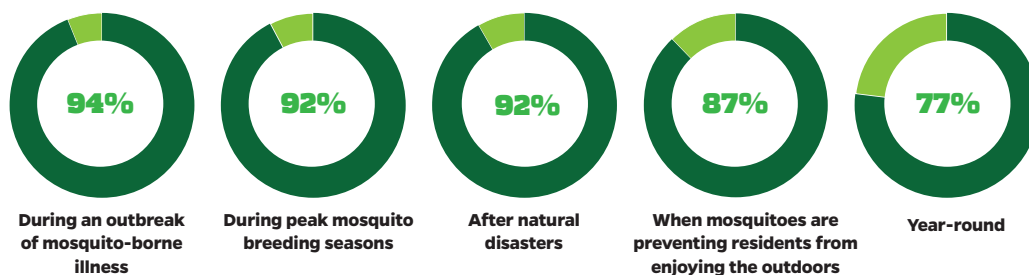
# WHAT FLORIDIANS THINK ABOUT MOSQUITO PREVENTION

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) recently created materials designed to educate the public and local elected officials about mosquito control. This project was a continuation of the Prevent & Protect campaign, and was created to gather more information on how the materials may be used among different audiences to promote communication and education on mosquito control topics. Components of this project include surveys and focus groups conducted with the Florida public.

## FLORIDA RESIDENTS' PERCEPTION ON MOSQUITO CONTROL

In focus groups and surveys conducted by the UF/IFAS PIE Center, Florida residents agreed that controlling the mosquito population is important because it protects residents from mosquito-borne illnesses. While they had not actively searched for mosquito control information, focus group participants suggested that their interest and concern with mosquito control would intensify if there was a disease outbreak in their community. After viewing Prevent & Protect campaign materials, survey participants demonstrated significant increases in knowledge of mosquito control topics, including more positive attitudes towards aerial and truck-mounted spraying applications. Participants were also more likely to use at-home methods of mosquito control. Based on survey results, it is recommended that Prevent & Protect materials be used to supplement larger education efforts to facilitate mosquito control education among the Florida public.

**“Controlling the mosquito population in Florida is important...”**



When surveyed, Florida residents agreed or strongly agreed that mosquito control is:



### SOURCES OF MOSQUITO CONTROL INFORMATION SEEN AS TRUSTWORTHY BY FLORIDA RESIDENTS

