WHAT PROFESSIONALS THINK ABOUT PREVENT & PROTECT MATERIALS

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. These materials were also presented to Florida Department of Health and Florida mosquito control district professionals, who were then surveyed on their overall impression of the materials' effectiveness and design.

PROFESSIONALS USING PREVENT & PROTECT MATERIALS

In a survey conducted by UF/IFAS PIE Center, Department of Health (DOH) and Florida mosquito control district (MCD) professionals who reviewed Prevent & Protect materials reported that they were easy to use and relatively more advantageous than the materials they were currently using to communicate mosquito topics to the public. While DOH professionals expressed that the Prevent & Protect materials were not compatible with their current job practices, MCD professionals perceived the materials to align with their current job practices and activities. Of the professionals who had used at least one of the Prevent & Protect materials, most reported using the print materials and the website. The website was also given high marks for graphic, structural, and content design by MCD and DOH professionals.

Complexity, Compatibility, and Relative Advantage of Prevent & Protect Materials



 * Compatibility is the degree to which the professionals perceived the materials as being consistent with their values, experiences, and needs. Measured on a five-point scale.

* Relative advantage is defined as the degree to which the materials are perceived as being better than what is currently being used by the individual. Meaured on a five-point scale.

HOW DO PROFESSIONALS COMMUNICATE MOSQUITO-RELATED TOPICS WITH THE PUBLIC?





Center for Public Issues Education PREVENTMOSOUITOES.ORG Data Collected June 2019