

WHAT FLORIDIANS THINK ABOUT MOSQUITO PREVENTION

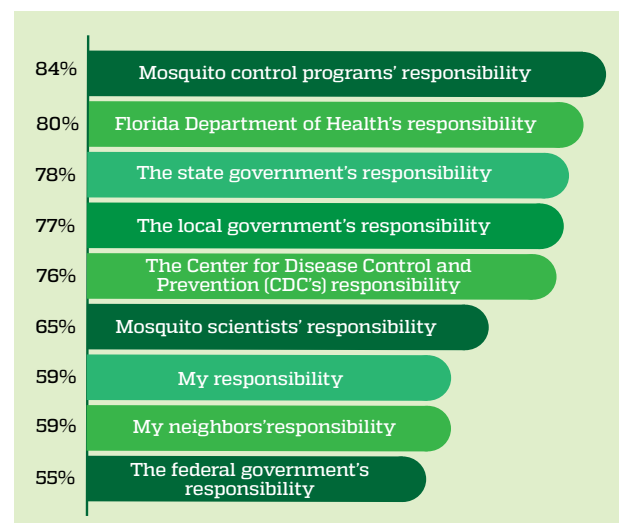
The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) recently created materials designed to educate the public and local elected officials about mosquito control. This project was a continuation of the Prevent & Protect campaign, and was created to gather more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

FLORIDA RESIDENTS' PERCEPTION ON MOSQUITO CONTROL

In a survey 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. However, Florida residents were slightly less convinced that mosquito control efforts were important year-round.

After viewing Prevent & Protect campaign materials, participants demonstrated significant increases in knowledge of mosquito control topics, including more positive attitudes towards aerial and truck-mounted spraying applications. Participants also viewed themselves as having more knowledge on these topics and were more likely to use at-home methods of mosquito control after viewing the materials. 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.

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



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

