

Mosquito Control & Prevention Toolkit

MHS Communications Plan

July 27, 2016



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Overview:

Mosquito-borne illness is a significant public health concern, both to the Department of Defense and to the broader national and international public health community. This toolkit is intended to provide a collection of resources to assist in education and risk communication for partners and stakeholders on issues relating to mosquito control and prevention, as well as the prevention of mosquito-borne infectious disease. These include policy memos and guidance issued by the Department of Defense, as well as materials produced by the Medical Services and various other DoD components. Also included are links to a variety of web resources maintained by DoD and other federal agencies involved in the maintenance of U.S. public health with additional information about combatting and prevent mosquito-borne illnesses.

Links included in this toolkit are live and can be accessed by control-clicking. Links in the “Core Messaging and Information”, “Policy Memos & Guidance”, “Fact Sheets and Infographics”, and “Social Media Resources” point to files stored on the MHS Communications Sharepoint website. Contact information for appropriate public affairs POCs and other SMEs working on mosquito control and prevention communications is also included.

Goal & Objectives

- Inform senior leaders, internal and external stakeholders, partners, and beneficiaries of the health risks associated with mosquito-borne illnesses.
- Educate stakeholders on the most effective actions they can take to protect themselves and their communities from mosquitoes and mosquito-borne illnesses.
- Ensure messaging on the prevention and control of mosquito-borne illnesses is unified and consistent across the Military Health System.

Target Audiences

- DoD Senior Political and Military Leadership – Senior political, civilian, military line and medical leadership within the Department of Defense.
- MHS Personnel & Staff – Internal Health Affairs, Service medical, and Defense Health Agency military, civilian, and contract staff, particularly those staffing medical facilities and located on DoD installations around the world.

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- Installation Leadership – Installation command, local leadership and other personnel responsible for public health on DoD installations worldwide.
- Beneficiaries – MHS patients and beneficiaries across all beneficiary categories.
- General public – All remaining members of the general public (to promote general awareness).

Core Messaging and Information

Description	Link
CDC – Controlling Aedes aegypti and Aedes albopictus: Information for vector control programs	Click Here
CDC – Estimated Range of Aedes Mosquitoes in the United States	Click Here
OSHA – Interim Guidance for Protecting Workers from Occupational Exposure to the Zika Virus	Click Here
CDC - Zika Risk Communications	Click Here
MHS Comms ‘Avoiding Mosquito Bites’ One-Pager	Click Here
Navy Zika Public Affairs Guidance	Click Here
Army Public Health Center Zika Virus Health Risk Communication Plan (Provisional)	Click Here
Zika – CDC Draft Interim Response Plan	Click Here
APHC Risk and Crisis Communication Handbook	Click Here
APHC Risk Communication Tips Pocket Guide	Click Here
APHC Zika Hotline Q&A Script	Click Here

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Policy Memos & Guidance

Policy Memo	Link
ASD (HA)/ASD (EIE) Strategy for Control of Zika Virus Transmitting Mosquitoes	Click Here
Armed Forces Pest Management Board Aedes Mosquito Vector Control Technical Guide	Click Here
USD (P&R) Zika Memo	Click Here
USD (P&R) Zika Memo Attachment	Click Here
ASD (HA) Zika Virus Information for DoD Medical Personnel	Click Here
AFHSB (Detecting and Reporting Guidance for Zika Virus)	Click Here

Fact Sheets and Infographics

Description	Link
CDC – Protect Yourself From Mosquito Bites	Click Here
CDC – Help Control Mosquitoes that Spread Dengue, Chikungunya, and Zika Viruses	Click Here
MHS Comms – Help Control Mosquitoes	Click Here
MHS Comms – Travel Health and Mosquitoes	Click Here
MHS Comms – Zika Virus and Sexual Transmission	Click Here
MHS Comms – Zika Virus and Pregnancy	Click Here
Army Public Health Center (APHC) DoD Insect Repellent System	Click Here

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APHC – DoD Insect Repellent System and Permethrin Treatment of Military Uniforms	Click Here
APHC – Permethrin Factory-Treated Army Combat Uniforms	Click Here
APHC – Zika Virus Infographic	Click Here
APHC – Zika Virus Brochure	Click Here
APHC – Zika Virus Handout	Click Here
APHC – Mosquito Control Around the Home	Click Here
APHC – Mosquito Trap-N-Kill Lethal Ovitrap	Click Here
Navy and Marine Corps Public Health Center Mosquito Control Door Hanger	Click Here
Navy and Marine Corps Public Health Center Mosquito Control Trifold	Click Here
Navy Entomology Center of Excellence Protecting Yourself and Home from Mosquitoes	Click Here
Navy Entomology Center of Excellence DoD Skin Repellents	Click Here
Air Force Civil Engineer Center Mosquito Control for Urban Areas	Click Here

Social Media Resources

Description	Link
MHS Mosquito Bite Prevention Graphic	Click Here
MHS Mosquito-Borne Illnesses: Know the Facts	Click Here
APHC Zika Hotline Graphic	Click Here

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Navy Medicine Zika Infographic	Click Here
MHS Social Media Messaging Plan	Click Here

Web Resources

Centers for Disease Control (CDC)

- [Zika Communications Toolkits](#) - Extensive collection of educational fact sheets and infographics, organized by vocation/activity (healthcare providers, outdoor workers, schools, camps, etc.)
- [Avoiding Mosquito Bites](#)
- [Insect Repellent FAQs](#)
- [Travelers' Health](#)
- [Zika Virus – Fact Sheets and Posters](#)
- [Zika Virus – Infographics](#)
- [Zika Virus – Video Resources](#)

Military Health System (MHS)

- [Health.mil - Mosquito-Borne Illnesses page](#) (Includes info on Zika, Chikungunya, Dengue, Malaria, and West Nile virus)
- [Health.mil Tick, Mosquito, & Flea Prevention Article](#)

Armed Forces Pest Management Board (AFPMB)

- [AFPMB Homepage](#)

Army

- [Army Public Health Center \(APHC\) Zika Page](#)
- [APHC Youtube Channel](#)
- [APHC Control of Mosquitoes in and Around the Home](#) (Youtube video)
- [DoD Pesticide Hotline](#)

Navy

- [Navy and Marine Corps Public Health Center \(NMCPHC\) Zika Page](#)

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Points of Contact

Organization	Name	Contact
OSD Public Affairs	Maj Ben Sakrisson	benjamin.e.sakrisson.mil@mail.mil 703-692-7697
MHS Communications	Tanya Bradsher	tanya.j.bradsher.civ@mail.mil 703-681-8952
MHS Communications	Mark Kogan	mark.s.kogan.ctr@mail.mil 202-770-7649
Army Medicine	COL John Via	john.d.via.mil@mail.mil 703-681-8630
Navy Medicine	CAPT Dora Lockwood	dora.u.lockwood.mil@mail.mil 703-681-9069
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