

# MOSQUITO CONTROL DURING COVID-19

In nearly all jurisdictions, mosquito control is considered an essential public health service and therefore must maintain operational continuity under extreme social distancing guidelines or even shelter-in-place orders during COVID-19.

This situation is unprecedented, but most every mosquito control entity is facing similar staffing and operational challenges, and wondering how to maintain routine service levels with way less resources than usual.

Clarke wants to help, by connecting programs across the country and sharing the innovative ways we're seeing our customers react to COVID-19. We're all in this together. Starting now, and for as long as our industry needs it, we'll be sending out brief articles on ideas and tips for maintaining mosquito control services during COVID-19.

**Here's the fifth one:**

## COVID-19 creates opportunity for community engagement.

**With many people staying close to home right now, early season field work such as inspecting breeding sites, larviciding, and trapping/surveillance will be more visible than usual in communities. So be ready to engage!**

The Metropolitan Mosquito Control District, serving the greater Minneapolis/St. Paul, Minnesota area, recently worked with their local CBS station to feature how their program is operating under COVID-19 restrictions. They stressed the importance of staff protection and prioritizing their work, while reinforcing the simple but highly effective actions residents can take to remove standing water and eliminate potential breeding sites around their properties.



By Jennifer Mayerle, CBSN, Minnesota

[See a copy of the article and news clip here.](#)

This is a great example of outreach that any mosquito control program can do with their local media partners.



### Here are some practical media relations tips to consider:

- » Time your media outreach with weather conditions that signal first broods – warming temperatures following a rainy period. That's when local media will find your story most relevant.
- » Have photography of your field teams working according to current social distancing or PPE protocols.
- » Prepare talking points focused on the public health importance of mosquito control and how services are being adjusted during COVID-19.
- » Explain what residents should expect to see from your field crews working in their communities (yard inspections, trap checks, catch basin treatments, etc).
- » Have a checklist for residents to follow to eliminate standing water around their property.
- » Prepare a crew to talk with or even spend time in the field with your media partners.

### What other community engagement efforts are working for your program?

Share your ideas and feedback on with your local Clarke representative.