

Mosquito Vector Control

Problem Statement

The problem that this public education campaign looks at is mosquitos as a vector for dengue. Dengue is transmitted through mosquitos and mosquito-breeding environment require freshwater sources. The places where the mosquito species and dengue are found together is northern Queensland region and that is where the education efforts are being concentrated.

Goals

The goal of the campaign is to increase the awareness of mosquito control as a way to prevent disease. Furthermore the campaign aims to reduce the number of mosquitos in the region.

Audience analysis

This step is important for ensuring that the communication is targeted to the right audience. The audience for this campaign is home and property owners living in northern Queensland. Therefore they are generally adults with a non-specialized understanding of mosquito's and infectious diseases.

Objective

The specific objective of this campaign is to educate people to reduce the number of mosquito breeding habitats on their property. Mosquitos require fresh water. Therefore removal of anything that can store freshwater will prevent mosquitos from breeding.

The media

A number of different media are being employed. Facts sheets released by the state and local government are being used in conjunction with signs and billboards. ß