

EDUCATION AND OUTREACH PLAN

Provide a 1-2 paragraph narrative of the proposed outreach plan, that includes listing of at least three education/outreach activities you plan to execute for the upcoming mosquito season:

Shutesbury is a small, rural, wooded town of mainly single-family homes with few public buildings, no businesses, one school. Most of the town is in a historically low-risk region. A recreational lake with swimming, boating, seasonal and permanent homes, open conservation land, and a state park is in the region considered moderate-risk. The town has been a member of the Pioneer Valley Mosquito Control District since 2020; no mosquitoes of concern have been identified.

Public outreach is perennial and ongoing. This year a reminder has been sent out in the town-wide newsletter (hard copy, also available on town website); a DPH fact sheet was distributed at Annual Town Meeting. All information is available on the Board of Health webpage and reposted to the town's social media platform. The message is reinforced periodically through the town's e-mail announcement system. A targeted presentation, with educational flyers for distribution, is planned for the lake association's annual meeting. Signage is being developed for posting in public buildings and at trailheads and boat launches. We will also work with town highway department and state park personnel to address mosquito breeding habitat and public education.

Check off all education/outreach methods that you intend to employ:

- Development/distribution of brochures, handouts, etc.
- Door-to-door canvassing (door hangers, speaking to property owners, etc.)
- Social media accounts (Facebook, Twitter, or other social media: Nextdoor, Town-Announce)
- Mailings (Describe target audience(s): Inclusion in town-wide newsletter)
- Media outreach (interviews for print or online media sources, press releases, etc.)
- Presentations (in-person or virtual)
- School-based programs, science fairs, etc.
- Tabling at events (local events, annual meetings, etc.)
- Website (URL: shutesbury.org/health)
- Other (please describe):

Select the audience types you intend to target from the list below:

- Residents (homeowners, apartment dwellers, etc.)
- Landlords (for large apartment or condominium complexes)
- K-12 (teachers, students, camps, etc.)
- Municipal staff (highway dept., parks and recreation, board of health, conservation commission, etc.)
- State/Federal land managers (state parks, national wildlife refuges, etc.)
- Transportation industry (Busing companies, commuter rail, truck/rest stops, etc.)
- Recreational venues (fairgrounds, sports complexes, ballfields, etc.)

Alternative Mosquito Management Plan

Required for a Municipality to Apply to Opt Out of Spraying Conducted by the State Reclamation and Mosquito Control Board

Other land owners/managers (please describe):

Other (please describe):

Additional Comments: