

## ***Public Education and Community Outreach***

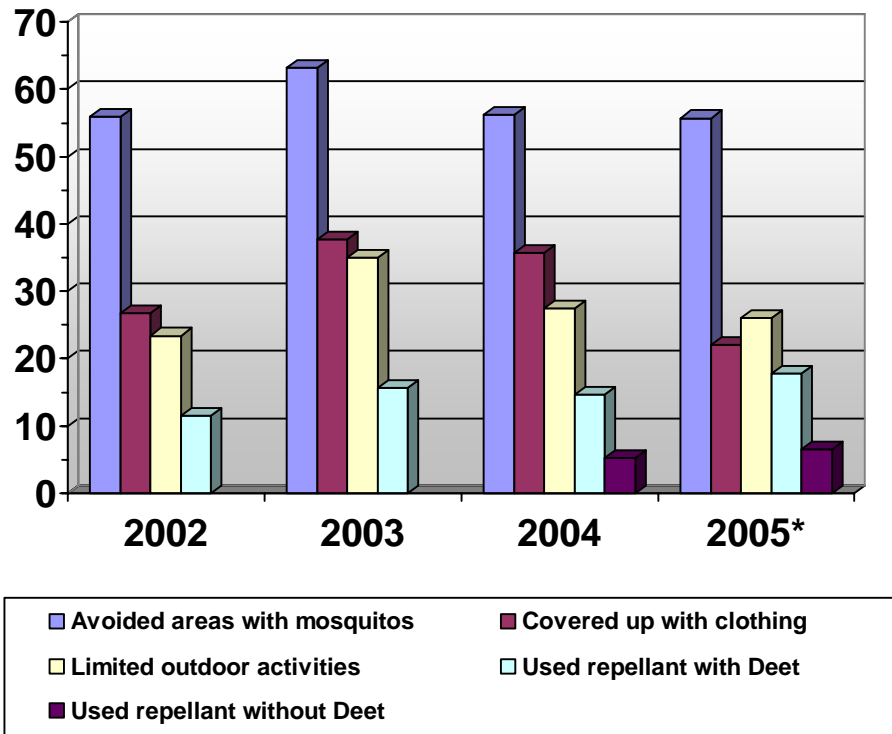
The prevention and reduction of WNV risk requires the involvement of many sectors. Engaging individual residents is integral in preventing human infections, particularly in advocating personal protective measures and the elimination of breeding sites on private property.

Seasonally, May through October, questions regarding mosquito protection measures are asked as part of the Rapid Risk Factor Surveillance System. This survey helps Peel Public Health staff understand the knowledge, attitudes and behaviours of Peel residents associated with WNV.

Figure 29 illustrates the percentage of Peel Region respondents that protected themselves from mosquitoes all or most of the time over a four- year period 2002 to 2005. Preliminary 2005 data indicate that 56% of respondents avoided areas with mosquitoes, 20% covered up with clothing, 26% limited outdoor activity and 18% used a DEET-based repellent<sup>24</sup>.

In 2003, higher proportions of respondents reported using all methods of protection all or most of the time compared to other years. This may be explained by the fact that the previous summer was the first year where locally acquired WNV occurred in the Region of Peel including two deaths, which may have resulted in the public becoming more aware of the risks of WNV and the need to protect themselves.

**Figure 29 Proportion of Residents who Protected themselves from Mosquitoes all or most of the time - Region of Peel, 2002-2005**



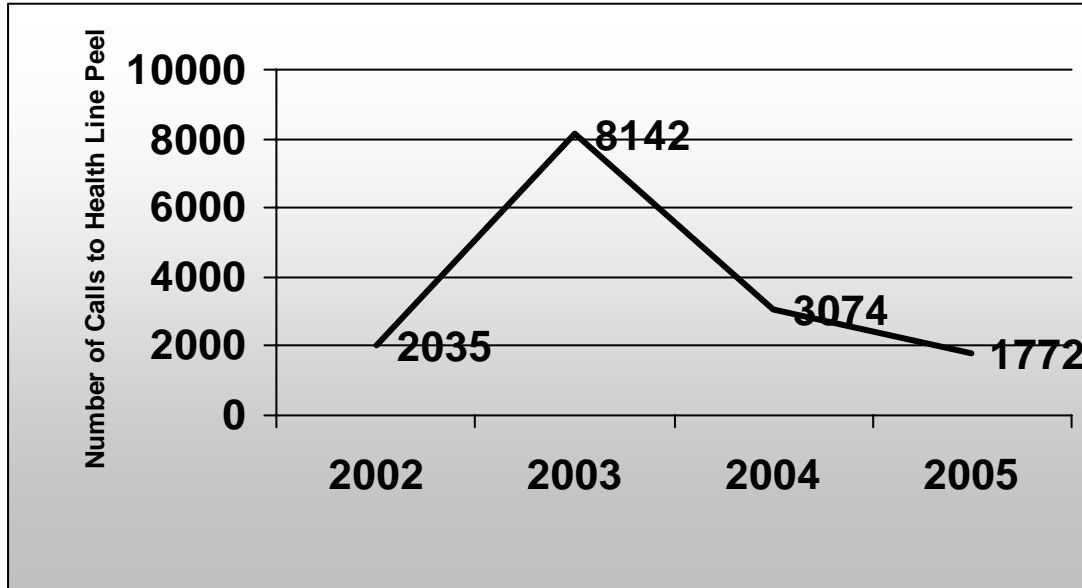
\*2004 and 2005 regarding the use of repellent without Deet must be used with caution. 2005 data on covering up with clothing must be interpreted with caution because this estimate was calculated including “non-responses” whereas for the previous year “non-responses” were not included.  
 Source: Rapid Risk Factor Surveillance System, Region of Peel, 2002-2005<sup>23</sup>

### Health Line Peel Calls

Health Line Peel (HLP), the regional telephone intake line, was the first level for WNV related inquiries, complaints and reports. Peel Region residents were requested to call Health Line Peel with their stagnant water complaints, dead bird reports and when there were any questions related to prevention and protection against WNV. The number of calls to HLP may be used as an indicator of public engagement and concern when compared over a number of years.

In 2005, a total of 1,772 calls were received by Health Line Peel which included both stagnant water complaints and dead bird reports. This represents the fewest number of calls received since first starting to accept calls in 2002 – 58% of 2004 calls and 22% of 2003 calls. One influencing factor may be that the dead bird surveillance ended September 30, 2005 where as in previous years the program ran until October 31. Other factors include fewer standing water sites as a result of hot, dry conditions and a decline in the bird population affected by WNV. Refer to Figure 30 for the call centre data over the last four years.


**Figure 30** Number of Calls to Health Line Peel - Region of Peel (May 1 - September 30, 2002-2005)




Peel Public Health has developed various resources to educate Peel Region residents about the personal protective measures and encourage individual and household activities that prevent or discourage the breeding of mosquitoes. The resources included flyers, fact sheets, posters, mailers and newspaper advertisements. All the materials are made available on the Region of Peel website at <http://www.peelregion.ca/health/westnile/resources/pamphlets.htm>. Some of the 2005 materials appear on the next page.

## Recognize and Reduce the Risk of West Nile Virus

### 1. Clean Up! Keep Mosquitoes Out of Your Yard




- Recycle/dispose of containers that can hold water
- Drain pool covers
- Ensure eavestroughs, flowerpots, window boxes drain properly
- Change bird baths, wading pools, troughs weekly
- Drill drainage holes in recycling/trash containers
- Turn over wheelbarrows, canoes, plastic wading pools
- Cover rain barrels with a screen



### 3. Report Dead Crows


To report a dead crow call Health Line Peel at 905-799-7700 from 8 a.m. to 5 p.m. on weekdays and from 10 a.m. to 5 p.m. on weekends. Caledon residents call toll-free at 905-584-2216.

### 2. Cover Up! Avoid Mosquito Bites



- Wear light-coloured clothing including long sleeves, long pants, socks and a hat
- Use insect repellent; follow manufacturer's instructions
- Consider staying indoors between dusk and dawn
- Keep mosquitoes outside—fix window and door screens

### PUT MOSQUITOES OUT OF TOUCH



For more information about West Nile Virus call Health Line Peel at 905-799-7700 from 8 a.m. to 5 p.m. or visit [www.peel-bugbite.ca](http://www.peel-bugbite.ca). Caledon residents call toll-free at 905-584-2216.

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L-07-100 04/05

## PUT MOSQUITOES OUT OF TOUCH



**Reduce your exposure to mosquito bites.**

Wear light-coloured, long-sleeved clothing outdoors. Use mosquito repellent. Check all window and door screens for tears and holes.

Mosquitoes breed in standing water. Reduce mosquito breeding areas on your property by eliminating standing water. Visit our Web site for tips or call Health Line Peel.



For more information on West Nile Virus, call:  
**Health Line Peel at 905-799-7700**  
 Monday to Friday, 8 a.m. to 5 p.m.  
 Saturday and Sunday, 10 a.m. to 5 p.m. (to report dead crows only)  
 Caledon residents call toll-free at 905-584-2216  
[www.peel-bugbite.ca](http://www.peel-bugbite.ca)

**Region of Peel**  
Working for you

## Notice of Application of Larvicide for Mosquito Control in the Region of Peel

From May 15 to June 15, 2003, the Region of Peel under the authority of the Medical Officer of Health will conduct the first phase of a program to control mosquito larvae (immature mosquitoes) in standing water in order to prevent their development into carriers of West Nile Virus. The program will be carried out in the City of Brampton, the City of Mississauga, and the Town of Caledon.

Methoprene and Bti are registered larvicides approved for use by the Federal Government. This application will be carried out under permit from the Ontario Ministry of the Environment. The larvicides will be applied by licensed applicators of Pestalto Environmental Products Inc. under contract to the Region of Peel.

The larvicide methoprene (product name — Altosid Pellets Methoprene 4.25 %, registration number — 21809) will be applied in pellet form to municipal roadside catch basins. The larvicide Bti (product name — Aquabac 200G, registration number — 26863) will be applied in granular form to selected bodies of surface water such as ditches and ponds, depending on the results of testing for the presence of mosquito larvae. Signs will be posted at surface water locations where Bti is applied.

For further information about this West Nile Virus and mosquito control programs in the Region of Peel, including the locations and dates of larvicide application, please call Health Line Peel at 905-799-7700 or visit [www.peel-bugbite.ca](http://www.peel-bugbite.ca). Caledon residents call toll-free at 905-584-2216

**Region of Peel**  
Working for you