



## “I’m One” Program Outreach Guide

We appreciate your effort to raise awareness about the “I’m One” Program and encourage you to proactively find opportunities in your area to collaborate and share the message about mosquito control, protection, and prevention. Our unified voice can draw proactive attention to the threat of West Nile virus (WNV) and other mosquito-borne diseases, and you can play a critical role in fostering this collaboration in your community.

### **Here are some suggestions on how to start this community outreach:**

Contact key advocates in your community and ask them to spread the message about mosquito control, protection, and prevention.

Examples of Advocates:

- **WNV survivor groups** — Enlist survivors to partner with you to share experiences by speaking to local media or at local events (school events, home-owner association meetings, faith-based events, etc.).
- **Medical professionals** (physicians, veterinarians, nurses, health clinics/departments, etc.) — Encourage local medical leaders to speak at events, share messages with patients, and/or be media interview contacts to enhance the credibility of the message.
- **Public works directors and city council members** — Gain support for mosquito control, prevention, and personal protection programs and legislation by contacting local officials.
- **Community organizations** (PTA, PTO, local chamber of commerce, faith-based organization, Rotary clubs, Boy Scouts, Girl Scouts, 4-H clubs, etc.) — Share materials with these large membership groups and increase the number of advocates for the program.
- **Media** — Contact print, television, and online media to help spread the message.





**Based on our experience, we've outlined a few best practices for dealing with the media.**

**1. Gather your media list and customize the news release**

- Local reporters look for news that is important to the local community because it's local folks that will consume this news.
- To reinforce this local appeal, customize your news release with your name and the relevant WNV stats for your city.  
(Visit [www.mosquito.org](http://www.mosquito.org) to download the news release.)
- Talk to individuals in the community who can add credibility to your story and ask them for a quote.

**2. Send a brief e-mail to local media contacts to share the press release**

- See the example pitch e-mail on page 3.
- Make follow-up calls to contacts using the phone script provided on page 4.
- Explain the "I'm One" Program and stress the importance of running the PSA.

**3. Follow up with contacts**

- Call your contact a few days later to ensure the contact received the PSA and ask when it will air.
- Some stations may have other PSAs they are currently running, and may not be able to run this PSA for a few months. That's why it's so important to contact local media early in the process.

It is exciting to see how the "I'm One" Program is used by various community organizations and local media. We want to know about our collective success!

**Send updates to Joe Conlon**, AMCA Technical Advisor, at [amcata@bellsouth.net](mailto:amcata@bellsouth.net) and include the following:

- Local policies and legislation passed on mosquito control, protection, and prevention
- Local organizations enlisted to spread the message
- Local media outlets that ran the PSA
- Local media that ran a story on WNV
- Your feedback on the program and its success





**Example PSA Pitch E-mail**

Subject Line: PSA to Highlight Importance of West Nile Virus Mosquito Control, Protection, and Prevention

Dear <CONTACT'S NAME>,

Did you know <INSERT LOCAL CITY OR STATE STATISTIC> were infected with West Nile virus (WNV) last year in <CITY OR STATE>? Being infected with WNV can be devastating and sometimes deadly. This threat has prompted the American Mosquito Control Association to develop an important program — the "I'm One" message highlighting the importance of community collaboration to reduce the threat of mosquito-borne disease.

I'm a <INSERT LOCAL CONNECTION TO MOSQUITO CONTROL> and a member of the American Mosquito Control Association. I've been a part of this community for <insert number of years> years, and I believe we need to protect our community's public health. The "I'm One" Program illustrates that while most people infected with WNV will show mild or no symptoms, there is a chance you will be *One* whose life is changed forever by this disease. Being *One* might mean a life challenged by sustained disability or possibly even death. Through awareness and education like the "I'm One" Program, we can help to protect and prevent the spread of WNV and other mosquito-borne disease.

The program includes a television public service announcement (PSA) with WNV survivors who know firsthand about the devastating effects of the disease. The PSA will direct people to the American Mosquito Control Association Web site, where they can access tips and the latest WNV news. Together, we can make <CITY> aware of WNV's threat and work to keep our community safe. We hope you will become part of this collective community effort.

For more information and tips, visit [www.mosquito.org](http://www.mosquito.org).

Thank you for your time.

<YOUR NAME>

<YOUR PHONE NUMBER>





### **Example PSA Phone Follow-up Script**

Hi, this is <NAME>, and I'm a <INSERT LOCAL CONNECTION TO MOSQUITO CONTROL> and a member of the American Mosquito Control Association. I wanted to follow up on information sent to you <DAY> concerning the threat West Nile virus may pose this year to our <CITY> area residents. Do you have a minute to discuss?

#### **Agenda for Call:**

**Did you receive the information that I sent?**

If NOT, ask the best way to resubmit the press materials.

If YES, ask her/him to run the PSA about West Nile virus prevention.

**Share a couple of key local stats** about West Nile virus and stress the importance of sharing the PSA in the community.

**Offer an interview with an advocate** you have enlisted through your local outreach, including physicians, city/community leaders, survivors, etc.

If leaving a message, leave detailed contact information and repeat your phone number in the message.

Above all, make this your own. This is your community and you have the power to make a positive change and improve your community's public health.

