

# ANNUAL OUTREACH REPORT

## 2023

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## Table of Contents

Preface: .....	7
Larger Scale Community Events: .....	8
Home and Lifestyle Show .....	8
Freedom Fest .....	8
Touch-A-Truck .....	8
Tire Days (Bromeliads too): .....	9
Health and Wellness Fair .....	9
Vincent’s Clubhouse – Autism Awareness Festival .....	9
First Fridays .....	9
School Events: .....	10
Skeeter Sweater .....	10
STREAM Night (WES) .....	10
Library Events: .....	11
Spring Fling: .....	11
Mosquitos Can’t Bite Ninjas Story Time .....	11
Halloween Hoopla .....	11
Festival of Trees .....	11
Speaking Engagements: .....	12
Flagler Home Builder’s Association .....	12
Flagler Beach Rotary .....	12
Health Matters Radio Show .....	12
MCD Outreach: .....	13
FMCA .....	13
MVC Educators .....	13
External Agency: .....	13
EOC FEMA Classes .....	13
Local Mitigation Strategy Group .....	13
Staff Visit District .....	14
Flagler Beach .....	14
Palm Coast .....	14
Flagler Dept of Health .....	14
Website (s): .....	14

Flaglermosquito.com .....	14
Flaglermosquito.gov .....	15
Social Media:.....	16
Facebook / Instagram.....	17
NextDoor .....	18
Twitter (X).....	18
YouTube.....	18

## Preface:

The following report discussed the outreach efforts of the East Flagler Mosquito Control District for the Fiscal Year 2022- 2023. Efforts are broken down into the following categories: Community Events, School Event, Library Events, Speaking Engagements, Mosquito Control District Specific, External Agency, Website and Social Media. While the report is not a detailed accounting of all efforts by staff in the District it will provide a snapshot of Outreach Operations.

## Larger Scale Community Events:

### Home and Lifestyle Show

The District's first year participating in this event. This is a larger scale event that draws many homeowners. While the District participates in the "Service Fair" that is not in the main areas of the event. The District benefits from the foot traffic that is drawn to the free bicycle helmets that the County Tax Office provides. The quieter atmosphere allows individuals to ask questions and receive detailed information about the District and the service we provide the community.

### Freedom Fest

The District has participated in this event for several years, the event estimates 7000 attendees over the course of 2 days. The Helicopter is the staple of this event. With increased staffing this has allowed the pilot more opportunity to discuss aviation and mosquito air operations as well as the Outreach Specialist to discuss individual questions more in depth.

### Touch-A-Truck

Running during National Public Works Week, Touch A Truck is a great event for children. The District has participated since 2019 and every year we have added more stations and opportunities to learn. This year included the helicopter, education table, a mock-up of backyard breeding sites, the ATV – complete with fake larvae in a kiddie pool, and of course the fog truck.







### Tire Days (Bromeliads too):

Working with the Florida Department of Environmental Protection (DEP) the District held a Tire Amnesty day. This event is open to any resident of Flagler County that would like to dispose of waste tires and no cost to the resident. The fees for disposal are reimbursed through a grant from the Florida DEP. The City of Palm Coast provided signage to assist the District with this operation. The District also takes in unwanted evil bromeliads and turns them into mulch.

### Health and Wellness Fair

Held annually at St. Elizabeth Ann Seton this is the District's first year participating in this event since COVID. While well trafficked the messaging of this event was more geared toward the again

population and assistance. If participating in the future, staff will arrange the display to be more in line with the Home Show.

### Vincent's Clubhouse – Autism Awareness Festival

An event for individuals and their families in the community that have autism or have questions about Autism. The District sets up a quitter display that kiddos can interact with the water table and talk about bugs and fish.

### First Fridays

A staple in Flagler Beach. The District attended First Friday this year in June, for Skeeter Month! A community gathering that includes live music. The event is large enough to draw a decent crowd but quiet enough to still have individual conversations with residents that have specific questions. While this event is every month, the District will continue to participate in the summer months of June, July, and August. The District's glowing promo items are a highlight here!



## School Events:

### Skeeter Sweater

Year 2 of the Skeeter Sweater! This event is a county wide initiative that provides



students an opportunity to make a mosquito sweater to keep the skeeters warm in the winter. This year's winner was from Wadsworth Elementary. The school asked that the entire 4<sup>th</sup> grade class attend the education opportunities with the District. While this required more staffing than the year prior it seemed to go very well. Students participated in a presentation and answered numerous questions about mosquitoes and their

lifecycle. After the presentation students watched their principal land in the District helicopter! Students then had a Q&A with the pilot before taking photos and heading back to class.

### STREAM Night (WES)

The Skeeter Sweater event at Wadsworth went so well the school invited us back for STREAM (science, technology, reading, engineering, art, and math) Night! Staff brought a “make your own mosquito mask,” microscopes with lifecycle slides, and a mosquito key with large photo to identify a mosquito.





## Library Events:

### Spring Fling:

This is a walk-through event with different agencies held at the library. The District attended with a table and had the kiddie pool filled with fake larvae and pupa. Participants were able to use a dipper (modified with magnets) to catch the larvae! They could then compare with real larvae that were in the container on the table.

### Mosquitos Can't Bite Ninjas Story Time

This year the Library and the District attempted to host the Skeeter Story Time in the afternoon. While there was an audience it was not as successful as in years past. The District has been participating in Story Time since 2019 at one or both locations as space allows. Drawing crowds that almost equal the magician!



### Halloween Hoopla

The first year for Halloween Hoopla for the District ~250 in attendance. Staff dressed up as a “mosquito vampire.” Even though this event is more focused on goodies it is fun to see all the kiddos and work with other entities in the area to make kiddos smile.

### Festival of Trees

The District Holiday tree was on display for the Festival of Trees. Our red, white, and blue skeeter tree is prominently displayed at the front entrance to the library and features larvae, pupa, and mosquitoes. The base of the tree has “water” with larvae and pupae awaiting to emerge.



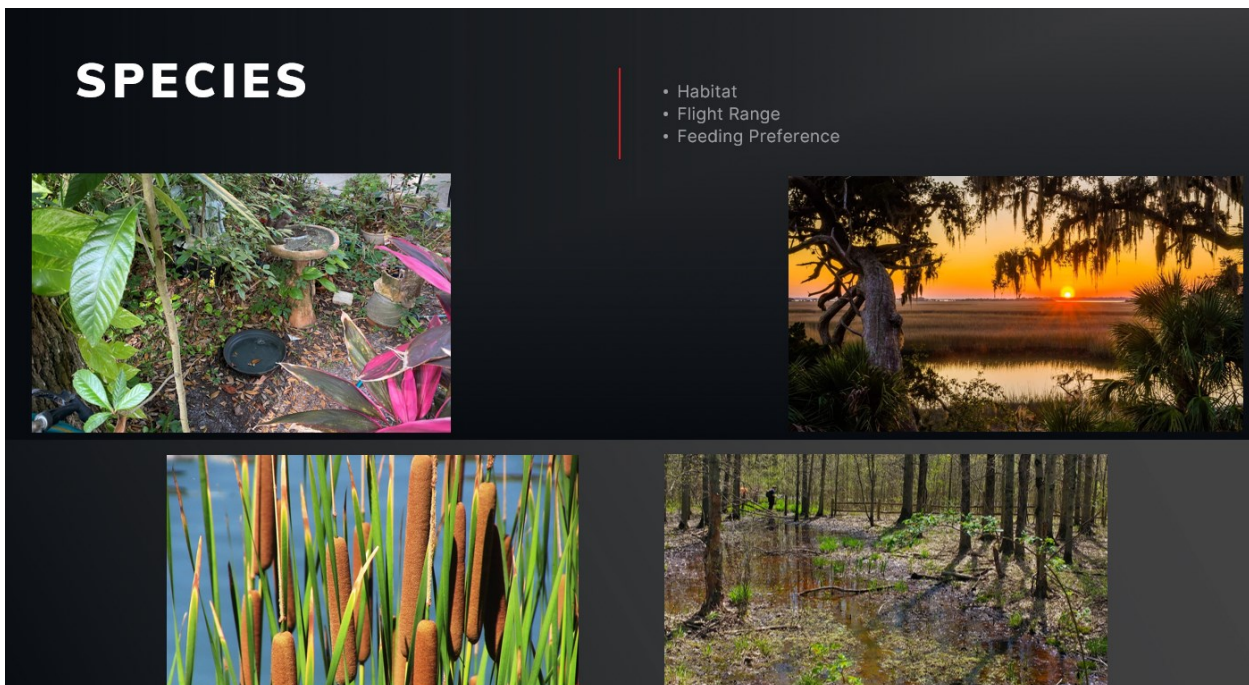
## Speaking Engagements:

### Flagler Home Builder's Association

Staff gave a presentation to the Home Builder's Association with a focus on bromeliads and construction related mosquito breeding grounds. The presentation was recorded to be available for future viewing for the home builders in the area.

### Flagler Beach Rotary

The District is available for presentations to groups around the area. This is the second year we have spoken with the Rotary Club. This year we ventured to Flagler Beach for the presentation. With these types of events the presentation becomes more tailored to the area in which we are presenting in.



### Health Matters Radio Show

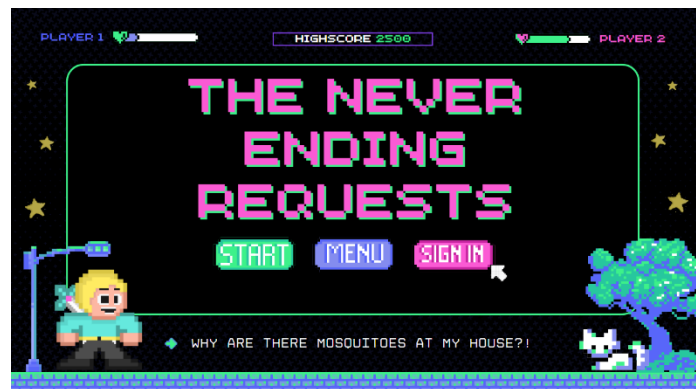
A radio show on WNZF hosted by the Florida Department of Health in Flagler County. This 30-minute radio show provides listeners with a basic overview of mosquitoes with an emphasis on container mosquitoes. This is the second time the District has appeared on this show. The District has been invited back for June of 2024.

## MCD Outreach:



## FMCA

The Florida Mosquito Control Association held their Annual Fall Meeting in Palm Coast this year. Staff presented at the meeting about “Never Ending Service Requests.” The District also hosted the Commissioners Caucus at our facility. This provided the District with an opportunity to speak with commissioners from around the state about innovative operations within our area.



## MVC Educators

There is no National Mosquito Control Vector Education group within the American Mosquito Control Association. Educators from around the country decided that working cooperatively and sharing ideas would be invaluable and thus this group has been created, its first meeting was October 2022. The District shared the only “whole school” campaign with their Skeeter Sweater program as well as District promotional items.

## External Agency:

### EOC FEMA Classes

As part of our community partnerships district staff assist the Emergency Operations Center with delivery of FEMA specific trainings. These classes teach how entities can respond to incidents or events.

### Local Mitigation Strategy Group

This is a working group however it has proven to be beneficial for outreach. In this group we are working on mitigation for hazards in the community, the District focus is preventing mosquito borne illness and maintaining operations. Staff from other agencies have visited the District to better understand operations and how we might work better together.

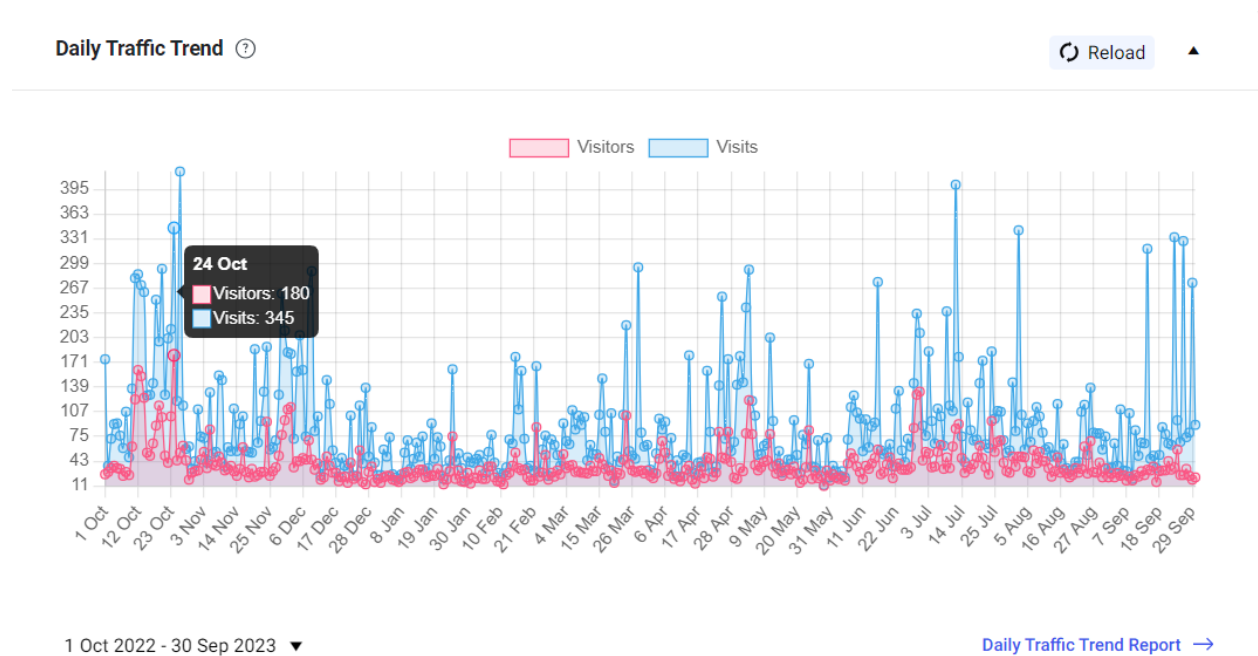


Staff Visit District  
Flagler Beach  
Palm Coast  
Flagler Dept of Health

Website (s):

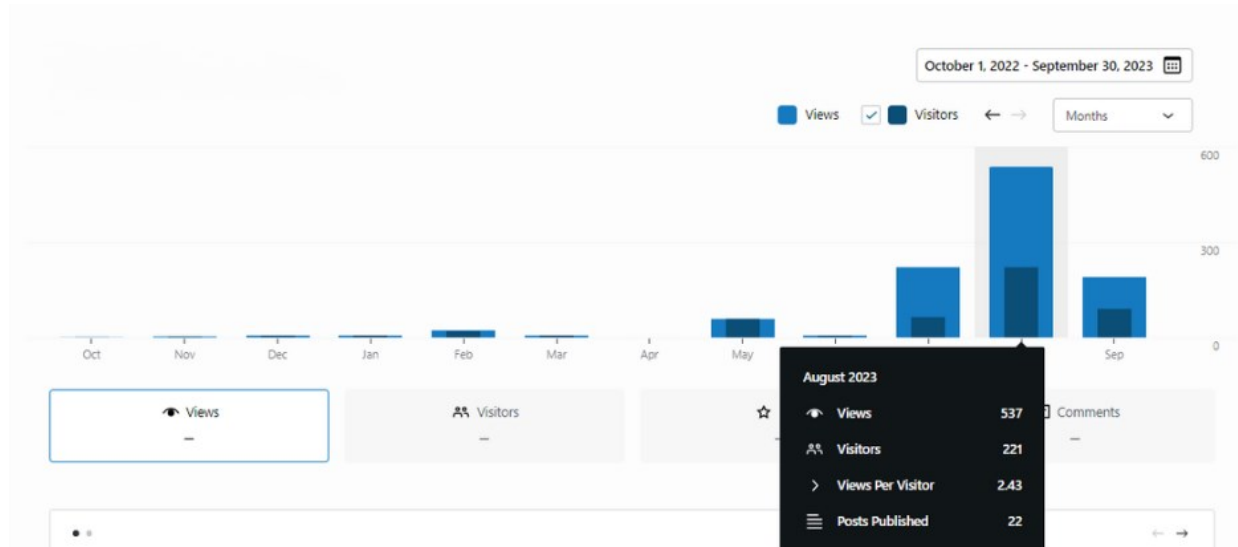
[Flaglermosquito.com](https://flaglermosquito.com)

The flaglermosquito.com website was the main website for the District this FY. Below is a graph of the traffic to the website during the FY. The highest day for traffic was October 24 with 180 unique visitors. This date falls between hurricanes Ian and Nicole.



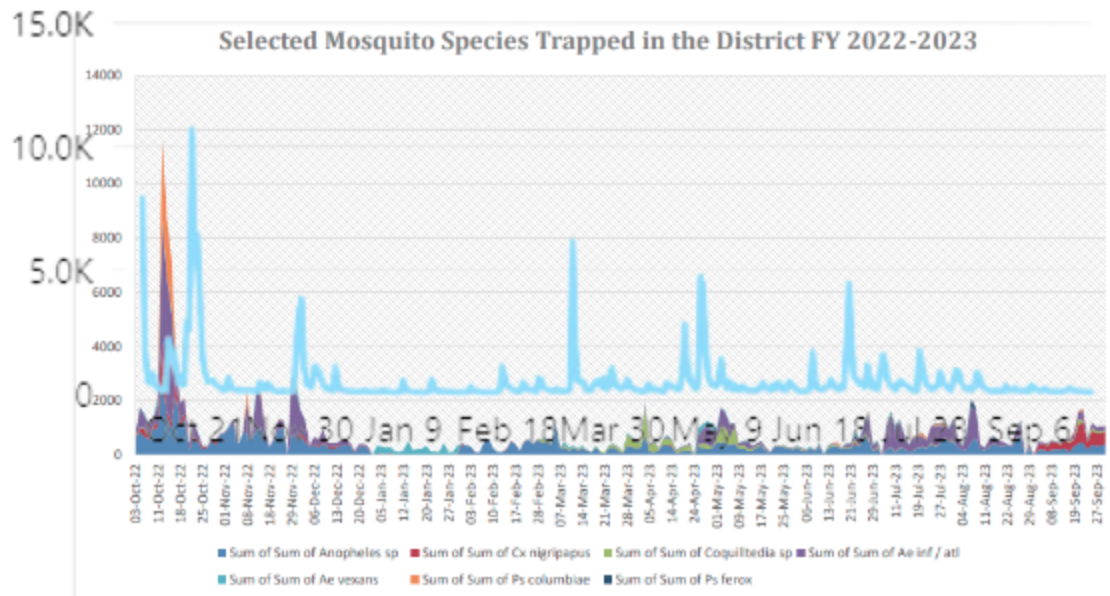
## Flaglermosquito.gov

August was the first use of the .gov platform on social media. While not yet the official website of the District, during the beta phase staff used this on the social media platforms so that residents could offer input if needed.



## Social Media:

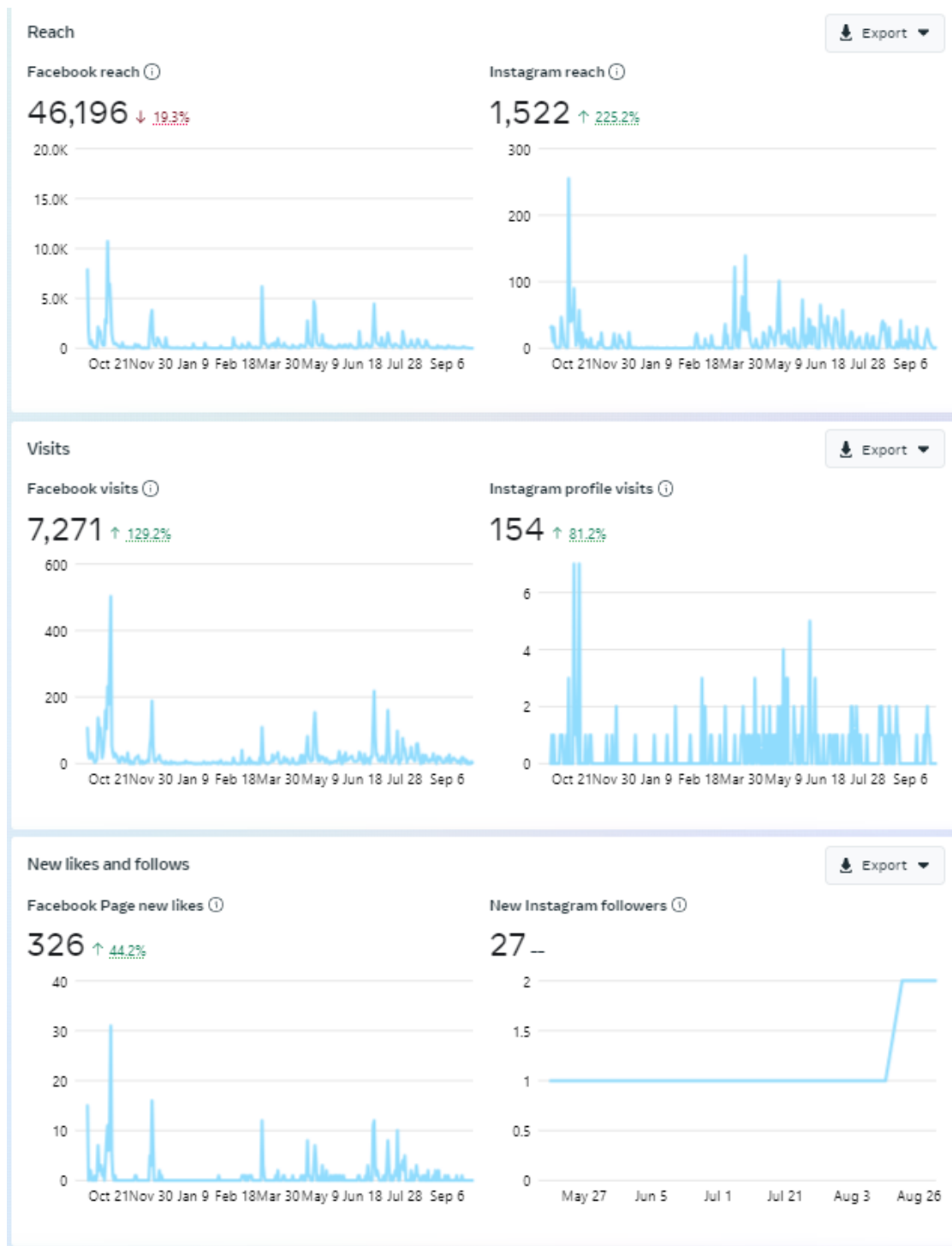
45 unique videos posted to social media. The major social media account for the District is Facebook. The graph for social media reach from the District Facebook account almost mirrors the Operations graph for mosquito populations. While the photos do not lay perfectly over each other the reader should be able to see the light blue (Facebook reach) over the Species Trapped.





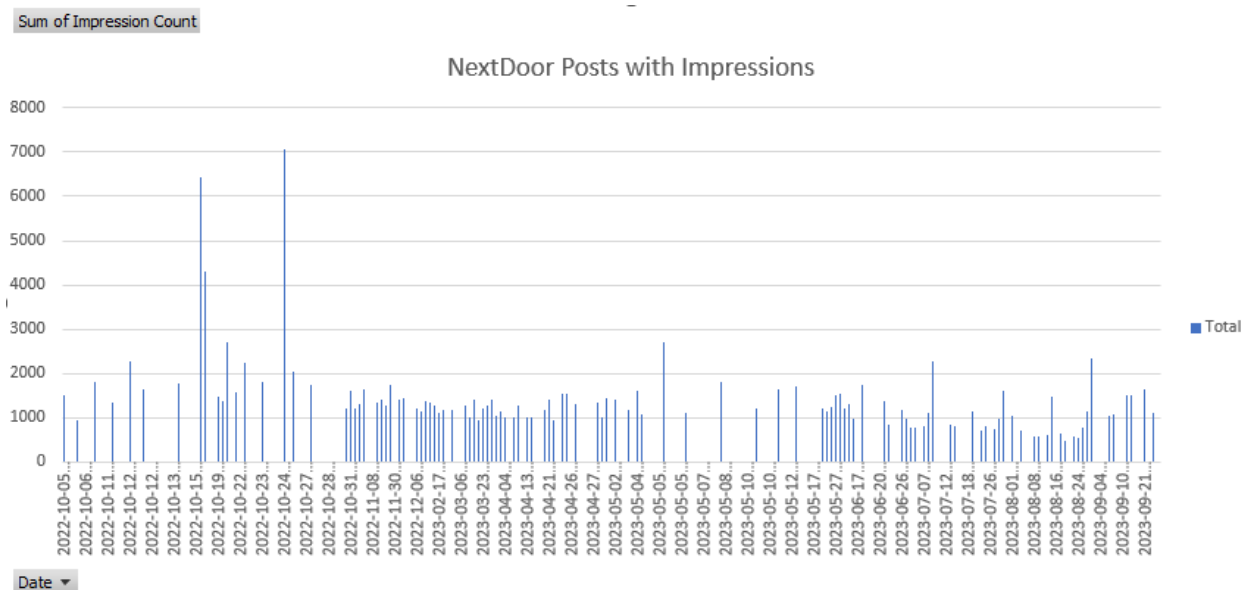
## Facebook / Instagram

Most traffic during the hurricanes.



## NextDoor

The District began using NextDoor in October of 2022. NextDoor is unique for agencies in that you do not need individual accounts to “follow” our page. If the user account “resides” (the user picks their residence) within the District boundaries the user has the possibility to see District posts. The user must “unfollow” the District if they no longer wish to see District posts. With that NextDoor seems hit and miss. Sometimes the consumer sees the posts days after the District posts them and they are no longer applicable.



## Twitter (X)

Twitter no longer offers any data unless you are a premium subscriber. The District to the date of this report has 8 followers on this platform.

## YouTube

The District is utilizing YouTube to store videos for the District website. YouTube offers closed captioning of the District videos. The District will continue to put all new video content in this repository. This also makes it easy to find and reuse videos if the situation arises. The District YouTube Channel has 3 subscribers, these individuals receive notifications when the District posts a new video.