

# MOSQUITO ALERT STL PROJECT

Communication plan logic model

Ricardo Wray, PhD, SLU/CPHSJ

## Inputs

**Partners:**  
DPH and DOH  
MOBOT  
SLU  
Tyson RC  
MA Team Spain

**Resources:**  
Partner leadership  
and personnel  
Student interns

**Commitments:**  
Collaborative  
Community-  
engaged  
Evidence-based

## Activities

**Community outreach:**  
Networking/coalitions  
Presentations/training  
Community  
organizations  
WGSCGSC  
GCC/Peace Park CAC  
Youth groups  
OYC  
Activities  
Walks  
Training

**Media outreach**  
Social media:  
Creation:  
Message/meme design  
Dissemination:  
Neighborhood  
associations  
Community partners

Traditional media  
Earthworms  
News outreach  
(print/radio)

## Outputs

**Outreach:**  
# of partners  
# of events  
# of attendees  
# of downloads

**Media**  
# of messages  
# of shares  
# of likes  
# of news stories

## Short Term outcomes

**Primary:**  
Increase confidence in  
how to access and use  
MA app

Increase perceived  
benefits of MA app  
and ecologically-sound  
mosquito control

**Linkages:**  
Increase perceived  
benefits and confidence  
for ecologically-sound  
mosquito control, e.g.  
benefits of beneficial  
insects and pollinators

Increase perceived  
benefits of ecological  
restoration, steps to  
address climate change

Increase perceived  
benefits of community  
participation and citizen  
science

## Intermediate outcomes

**Citizens:**  
Activate  
downloads and use  
of MA app

Increase  
downloads of photos  
of mosquitoes from  
target communities

Increase  
ecologically-sound  
mosquito control  
practices

**Agencies:**  
Assure timely  
species identification  
data man't, and  
timely reporting to  
partners and  
community members

Community partners:  
Increase support  
and participation in  
citizen science

## Long Term outcomes

**Community:**  
Reduce  
disease-bearing  
mosquito populations

Reduce  
mosquito-borne disease  
morbidity

Increased capacity  
and support for agency  
and community  
partnership in vector  
control