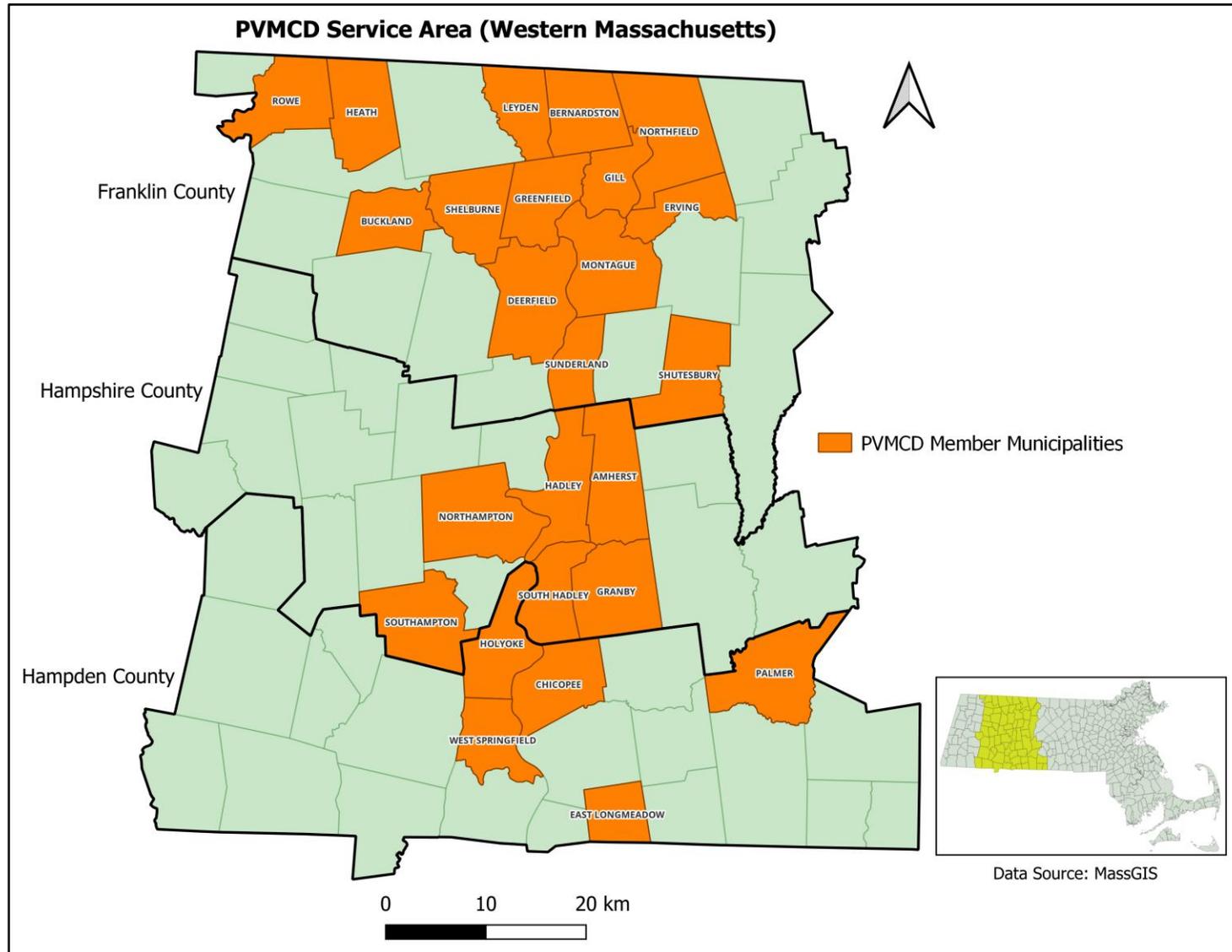




# Building Trust for Risk-Based Mosquito Control

John Briggs  
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# PVMCD: New Program, Mixed Awareness, Mixed Attitudes



- **New regional program in western MA**
- **Low awareness + mixed expectations**
- **Communication is part of operations**
- **Trust: transparency, competence, and responsiveness**

# Program Basics

## Integrated Mosquito Management



 = Active/Operational

 = Limited/Building Capacity

# Building Trust With Local Partners



# Gaining Trust With the Public: One Example

**Context**

- Rural community
- Mixed attitudes
- Public pushback

<b>Concerns &amp; Misconceptions</b>	<b>Approach</b>	<b>Outcome</b>
Pesticide impacts Authority/oversight District's role	Listen, clarify/validate, explain, follow through	Support gained

# Cultural Carrying Capacity in Practice



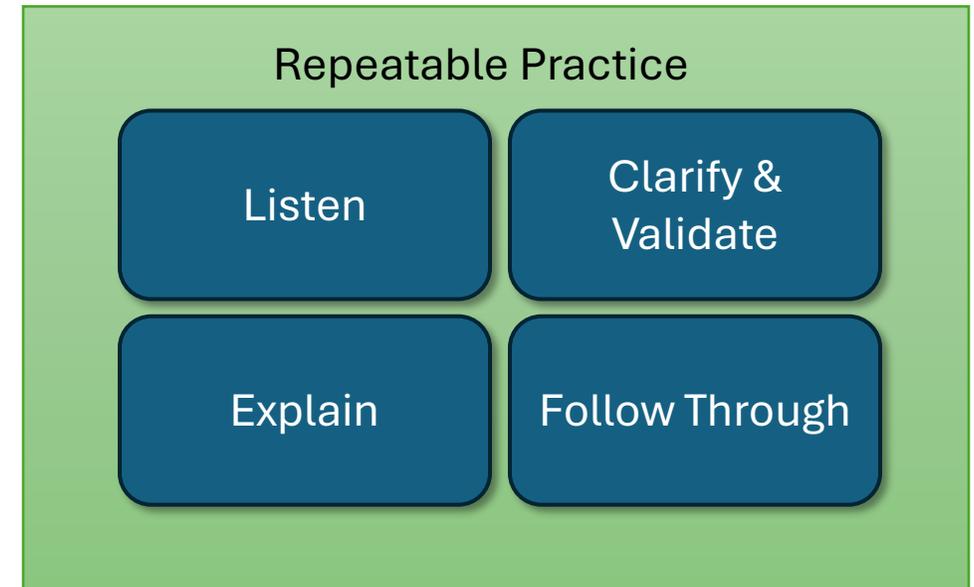
- Tolerance varies by place, experience, and values
- Mosquito abundance & perceived risk drive demand for action
- Clear communication & education are key

**Risk**



# Takeaways: Building Support for Risk-Based Mosquito Management

- Risk-based management is easier when decision logic is understood
- Two layers of trust: local partners and public



# Questions and Discussion

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