

West Nile Virus Educational Project
East Central District Health Department
Columbus, NE
www.ecdhd.com

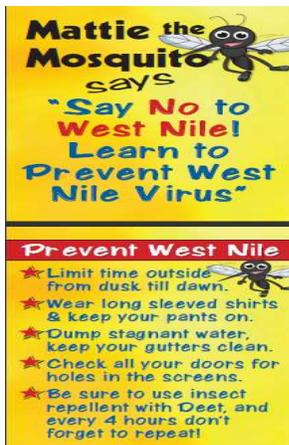


“Mattie the Mosquito” Campaign

- Concept: Present WNV educational material to community through a fresh and unique approach
- Target audience: young parents with children
- Manufacturer : Local seamstress and health department staff created costume
- Features paper mache head, household strainers for eyes, proboscis made from foam cone and paper party horn.
- Head coated with fiberglass for durability
- Mattie dances during WNV presentations

“West Nile Virus Blues” original song

- Rock band “Evicted” hired to write song about WNV prevention
- Band performed and recorded the song at county fair
- Recording edited into 15 sec. commercials which aired on 15 regional TV channels
- Commercials aired 920 times during month of August to an estimated 10,000 individual viewers
- WNV video accessible on [YouTube](#)



Sandwich Board– Two Sided

- Carried by assistant during WNV promotions and Mattie’s appearances
- Reinforces tips on WNV prevention
- Created by Ultra Graphics, Columbus, NE

Additional WNV Resources Utilized

- CDC website brochures “ **West Nile Virus is a risk you can do something about**” in English and Spanish distributed throughout the jurisdiction
- DEET insect repellent towelette attached to brochure

The West Nile Blues

By Evicted

(Buzzy bass noise)

(Blues riff starts)

Bob was out mowin' the grass
When a mosquito came and bit his (guitar
twang)
Bob didn't know about the protection
Used to prevent West Nile infection

Say no to West Nile
Learn to prevent West Nile

Try to stay inside from dusk till dawn
Wear long sleeve shirts and keep your pants
on
Dump stagnant water, keep your gutters
clean
Check all your doors for holes in the screens
Be sure to use insect repellent with DEET
and every four hours don't forget to repeat.

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