

FINAL REPORT

Project Title: Continued Bed Bug Outreach In Minnesota

Let's Beat the Bug! Campaign

Principal Investigator:

Dr. Stephen Kells
University of Minnesota
Department of Entomology

Organization Name and Address:

University of Minnesota
Sponsored Projects Administration
450 McNamara Alumni Center
200 Oak Street SE
Minneapolis, MN 55455

Telephone No.: 612.624.5599 Fax No. 612.624.4843

Email Address: awards@umn.edu

Project Title: Continued Bed Bug Outreach in Minnesota

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Minnesota Department of Agriculture Contact

Mr. Kevin Cavanaugh
Pesticide Management Advisor
Minnesota Department of Agriculture
625 North Robert Street
St. Paul, MN 55155-2538
PH: 651.201.6349
FAX: 651.201.6117
Kevin.Cavanaugh@state.mn.us

Community Outreach Offerings

Date	Description
December 17, 2013 Windom Community Presentation	UM presented bed bug basics to 6 individuals from the Windom Social Service Community. These people make home visits. Bed bug cards and MDA Insecticide Guide were distributed.
December 18, 2013 Ucare Skyway Senior Center – Minneapolis	UM presented to six elderly individuals bed bug basics and how to prepare for professional treatment in a residence.
Jan. 29, 2014 6 th Annual Local Public Health and Resettlement Agency Forum	Community Health Coordinator (CHC) presented bed bug prevention basics to approximately 100 attendees from various local public health agencies and refugee resettlement agencies. Materials distributed: 200 bed bug ID cards; 90 MDA's Bed Bugs and Insecticides: What you should know; 20 copies of Bed Bug Control in Residences in English, Arabic, Somali, and Spanish; 18 Bed Bug and Prevention and Control DVD.
Jan. 17, 2014 Scott/Carver County Head Start.	The CHC presented bed bug basics to 61 attendees, mostly comprised of Head Start teachers and, home visitors and administrators. Materials distributed: 100 bed bug ID cards; 60 copies "Bed Bugs and Insecticides: What you Should Know" and 60 copies of Home Visitors Tool Kit.
Jan. 28, 2014 Argosy University Public Health Grants Writing Class	Five attendees (students and professor). CHC presented information on the <i>Let's Beat the Bug!</i> Campaign and tips for grant writing application process.
Feb/March 2014	Bed bug basics were given at Ramsey County WIC (Women Infant and Child) Programs, Benton County Human Services and Nokomis Square for Senior Cooperative.

Community Outreach Offerings

Date	Description
June 24, 2014	Brooklyn Center Police Dept. - Cultural Services Units and Multi-Cultural Committee UM provided presentation to 25 members (diverse audience that included immigrants and refugees). Bed bug ID cards and factsheets in Spanish and Hmong were distributed.

Objective 2. Monitor information line and maintain website.

The University of Minnesota Bed Bug *InformationLine* and website serve the community at large, near and far across Minnesota and internationally. Visitors to the website have been increasing rapidly with an average of 526 visitors a day. They are seeking reliable, vetted, and consistent information on bed bug prevention and control. In addition to continued monitoring of the website and *InformationLine*, data tracking improvements and types of inquiries were made and recorded.

The UM Community Health Coordinator (CHC) with the *Let's Beat the Bug!* Campaign made substantial improvements to the database used for tracking information line inquiries. The improvements recorded geographical calling area and the types of questions received. During the 2012 Christmas holiday season the "Bed Bug Free Holiday" factsheet was featured on the front page of the UM webpage (www.bedbugs.umn.edu). Table 1 shows the activity of the *InformationLine* and the UM bed bug webpage visits from October 2013 through September 2014.

Table 1. Activity of UM *InformationLine* and the UM bed bug webpage - www.bedbus.umn.edu

Time Line	<i>InformationLine</i> visits	Webpage visits	Unique visits	Increase
Oct-Dec start	97	32,237	32,307	-
Jan-March	117	64,668	52,729	32,431
April-June	143	106,933	97,742	42,265
July-Sept end	200	159,779	139,752	52,846

During the duration of the project, updates to webpage continued as necessary exploring the possibilities of further improvements as the University of Minnesota transcends to a new content management system.

Objective 3. Update existing materials.

The CHC explored various options for which programs and software would be most beneficial in updating existing materials and creating new materials. This work continued throughout the duration of the project and was completed by the end of May 2014. All existing bed bug factsheets were reviewed and changes were made as necessary and appropriate and uploaded to the UM bed bug webpage. Table 2 shows lists the factsheet and the date it was updated and posted on the UM bed bug webpage.

These two factsheets address two audiences: 1) pest control companies seeking to understand best practices, and 2) general public looking to understand how companies they are working with should be treating bed bug infestations.

The project was completed on time and the MDA Project Manager gave the contractor a favorable review.