

# Education and Communication: General Public

Outputs for a National Strategy

- Clearinghouse of Communications Website

- Develop a National Marketing Strategy

- Develop Educational Materials/Tools

- Build Partnerships

- Build Network to Facilitate Grassroots Communications

- More Government Standardization and Facilitation of Product Claims and Legitimacy

# Data Gaps/ Barriers

- Validating bed bug allegations and available information
  - Pest management companies can't share client information
- Access to technology/resources
  - Underserved populations need to have means/methods/resources beyond education

# Data Gaps/Barriers

- Motivating/informing people of clearinghouse
- Internet/Google search issues
- “Ground Truth” of info available through clearinghouse
- Having/consenting on the “right” message
  - Ex) DIY-yes or no?
- Issues with reaching underserved populations
  - Literacy/ESL issues
- Education material in schools aren’t effective

# Data Gaps/ Barriers

- Stigma/People don't to take responsibility
- Need more government support for IPM
- Disclosure laws
- Government budget restraints
- Too much widespread education or government regulation is not always helpful
- Double-edged sword of information
  - How to control media misinformation?
- Balance between “sugar coating” and grossing people out

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