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**Public Outreach Toolkit: Flea and Tick Medication**

**February 2024**

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# Background

This Toolkit was created for agencies associated with the Bay Area Clean Water Agencies as guidance to conduct outreach to the public on the link between indoor and topical flea and tick control and San Francisco Bay water quality, and pet and human health concerns associated with these products. This toolkit provides materials for educating the public on safer and more effective flea and tick control alternatives, and includes the Baywise.org Residents webpage, various outreach materials, and a slide presentation. A description of each toolkit item is found below.

# Toolkit

## Baywise.org Webpage

The Baywise.org webpage house information on current studies on the use of fipronil, human health risks in adults and children, and fipronil in wastewater. The webpage also educates pet owners on alternative treatments and recommends avoiding fleas and ticks and keeping harmful pesticides out of their homes and the Bay. **Webpage link:** [Your Pets - Baywise](https://baywise.org/residential/for_your_pets/).

## Utility Bill Insert

A Utility bill insert that encourages pet owners in the City of Palo to make the switch to flea and tick oral medication. The utility bill insert provides tips on reducing flea and tick problems before they start and encourages pet owners to seek more information on the Baywise.org website and the City of Palo Alto’s Cleanbay.org website. The intent is that other agencies could customize this for their outreach needs.

## Campaign Images and Text

Alongside the Utility Bil insert, the City of Palo Alto ran a Google Network Static and Video Ads Campaign to drive traffic to the Baywise.org webpage. Several platforms were used for the ad campaign, including Google Display Ads, Google Responsive Display Ads, Nextdoor Ads, Facebook Ads, and YouTube Video Ads. The target audience was pet owners in the City of Palo Alto Service Area (Palo Alto, Los Altos, Mountain View, Stanford, and East Palo Alto). The campaign was also run in Spanish. A total of 10 images were created for the campaign. A total of 6 headlines and descriptions were created. Examples of ads with combined text are found in the Public Outreach Folder.

## Electronic Ad Video

The City of Palo Alto created a 15-second-long electronic ad video that targets pet owners who use topical flea and tick medication for their pets. The ad encourages pet owners to seek more information from their vet to switch to oral medications.

## Public Zoom Presentation

In November 2022 Stephanie Hughes and David Roberston presented to the public on how wastewater works, concerns about flea and tick pesticidal products, alternatives to topical treatments, and shared available resources to those who attended the presentation. An example of this presentation is being shared so other agencies may use it as a template for their own public presentations.

## QR Code

A QR code is available to be placed on outreach material. The QR code links to the [Baywise YOUR PETS](https://baywise.org/residential/for_your_pets/) page.