

We Need Your Input:

On-line Survey for Tickborne Disease Prevention

Newtown, through a proposal/bid process, has contracted with MORE Advertising, and is launching a short survey (22 questions, less than 5 minutes!) which will capture the public's current knowledge and perception of risk about tickborne diseases.

The survey is available online, see the link below. It will be available in print for those who may not have internet access or prefer to do it manually.

The plan is to promote the survey widely through a variety of groups to solicit maximum participation and input.

Follow-up work, after the survey is completed and analyzed, will include key informant interviews, additional information gathering and focus groups adding to information already culled from the survey and interviews. The survey and data collection is the first step in compiling a "marketing plan" to help target audiences that are either unaware or unmotivated by the localized threat of tickborne illnesses.

MORE Advertising is a minority- and women-owned Massachusetts-based cause marketing firm with experience successfully mounting public health and safety programs similar to what Newtown hopes to launch. The company recently worked with the Massachusetts Department of Public Health creating a strategic outreach and education campaign on avoiding and preventing tickborne disease, "Mosquitoes and Ticks: They're Out In Mass!"

The survey is available online, please visit:

www.surveymonkey.com/s/ticksurvey

The Health District office located in the Newtown Municipal Center at 3 Primrose Street, also has copies available.

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