

Mid-term report

Developing multimedia materials to educate the public on bed bug IPM

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This project has two objectives: 1) develop a video demonstrating the bed bug biology, prevention, inspection, monitoring, proper use of non-chemical and chemical control tools, and step-by-step approach for conducting community-wide bed bug IPM programs, and 2) develop web sites demonstrating cost effective bed bug prevention and control techniques.

Originally, we proposed to make a 50 minutes long video. We soon realized that average audience's attention span is much shorter than this. We decided to make two videos. The first one is a 7-minute video discussing bed bug biology, behavior, and integrated pest management. The 2nd video will discuss the detailed bed bug treatment techniques. The 1st video is an introductory video suitable for the general public. The 2nd is for professionals or who wish to be trained so that they can apply the techniques themselves.

The 1st short video is now posted online. The web page is:

http://www.youtube.com/watch?v=2Xi9CUcs8kA&feature=results_main&playnext=1&list=PL26A66E9DFC8C8F56

We are in the process writing the 2nd video scripts. The video is expected to be finished before March 2012. We will also post videos on the web when all video clips are available.