In Tasks 7-1 and 7-2, you assembled and developed parts one and two of your plan. However, if no one outside of your research team knows about your plan, can it make an impact? No way! Next, you will need to develop a plan to creatively communicate your action plan with your community.

There are many possible ways you can communicate with your community. Be creative!

**Objective**

In this task, the team will assemble the third part of their community action plan. This part involves creating a communication strategy to communicate your plan to others.

1. Go to the Task 7-3 folder to read the details about assembling part three of the action plan: Communication Strategy. There is only one version of this task.

2. Read through the details of the third part of the action plan again as a team. Ask questions about any parts that are not clear. Remember not to worry.

3. Use all of the work you have completed up to this point to assemble and organize this part of your action plan for the community.

Hooray! You completed Task 7-3. Check it off the task list. Go to Task 7-4!
Task 7-3 Creating Part Three of the Community Action Plan: A Communication Strategy

The team will continue developing your action plan. Overall, this action plan will outline how you will address and communicate the problem question: How can we ensure health for all from mosquito-borne diseases?

The Community Action Plan will have three parts. Tasks 7-1, 7-2, and 7-3 will help you complete each part of the plan.

1. Task 7-1: Research area background, evidence collected, integrated management plan developed (This part involves organizing what you have already completed during your research.)
2. Task 7-2: Action goals (This part involves figuring out what you will do now, after your research is completed.)
3. Task 7-3: Communication strategy (This part involves telling people about your research, action goals, and plan.)

This task will focus on creating a communication strategy for the Community Action Plan. This part involves communicating any and all parts of your plan with your community. Complete the following, based on the research you have conducted.

If no one outside of your research team knows about your plan, can it make an impact? Of course not! So you will need to develop a plan to creatively communicate parts of your action plan to your community. Make sure you include Social, Ethical, Economic, and Environmental perspectives on the problem. How will you educate others about your evidence, claims, decisions, and action goals?

**Be creative.** This plan can include:

- Making posters or art projects to communicate parts of your plan.
- Writing a song or a one-act play to communicate parts of your plan.
- Writing and recording a public service announcement (audio or video) to communicate parts of your plan.
- Creating a social media campaign to communicate parts of your plan.
- Come up with your own ideas!
After you have developed your communication strategy, you will need to share with and present this information to local community members. This group can include parents, educators, administrators, residents, and other team members.

Each group should include the following when communicating with community members.

- Present Social, Ethical, Environmental, and Economic considerations for the community.
- Support all claims with evidence (data and statistics, expert opinion, personal and secondhand experience) within the plan.
- Support all suggested actions using claims and evidence.
- Clearly explain, demonstrate, and illustrate parts of your integrated management plan.
- Clearly explain, demonstrate, and show all aspects of your action goals.
- Clearly outline how the plan would be monitored for effectiveness over time. Discuss how the plan can be adjusted if it is not working or needs to be improved.

Go back to Research Guide now
The Zika Awareness and Prevention (ZAP) Game was developed to strengthen students and communities in their ability to stop Zika virus disease. Zika virus is a mosquito-borne virus, spread primarily by the bite of an infected Aedes species mosquito. Through simulation, this game educates students about Zika virus, common mosquito breeding sites, Zika virus disease symptoms, and pregnancy risks associated with Zika. Practices that help to prevent mosquito bites are also covered such as using an EPA registered insect repellent with DEET, the importance of wearing long sleeved shirts and long pants when outdoors, and treating clothing with permethrin. Multiple choice and matching games are provided to gauge how much you learned about Zika.

Use the following link to access the game, and have fun!

Computer WebGL Compatibility: Chrome 64 bit Version 57 and newer, Microsoft Edge version 16 or newer, Safari version 11 or newer, and Firefox version 52 or newer.

Firefox users check your [privacy settings](http://zika.vmasc.odu.edu/zap/).

For more information about the ZAP Game or for any other concerns please email us at [Zapzika@odu.edu](mailto:Zapzika@odu.edu) or contact:

Bridget Giles PhD  
Virginia Modeling Analysis and Simulation Center  
Old Dominion University  
1030 University Blvd.  
Suffolk, VA 23435  
Email: [bgiles@odu.edu](mailto:bgiles@odu.edu)  
Phone: 757-638-4436
Team News Articles for Task 7-3

Zika ZAP Game News Article

Rusty Low News Article -USAID
https://medium.com/usaid-2030/arming-citizen-scientists-with-an-app-to-
identify-zika-carriers-f8af4ff7391d

Kelly Bennett STRI News Article
https://newsdesk.si.edu/releases/smithsonian-scientists-track-aedes-mosquito-
invasions

Lee Cohnstaedt USDA News Article 1
http://www.fox5dc.com/news/local-news/md-students-taking-part-in-research-
project-to-help-track-mosquitos-that-may-carry-zika

David Pecor WRBU News Article
https://insider.si.edu/2016/06/smithsonians-mosquito-collection-weapon-battle-
zika/

Lee Cohnstaedt News Article 2
https://www.denverpost.com/2016/05/16/usda-wants-citizen-scientists-to-help-
fight-zika/

Invasive Mosquito Project Link
http://www.citizenscience.us/imp/