

**TOWN OF PELHAM COMMUNICATIONS PLAN  
Gypsy Moth Spray Program - 2021**

**March 16, 2021**

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**INTRODUCTION:** This plan addresses key messages to engage the community and inform them about this year's Gypsy Moth Spray program.

It is the responsibility of the Town's Public Works Department to carry out the spray program and its components. Communications is critical to ensure residents are informed about the activities and the precautions put in place to do conduct a spray program safely and effectively.

This plan outlines messaging for Public Works and the Communications Specialist, highlighting communications tactics to be used to get the message out about the spray program and the important information and key dates therein.

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**PURPOSE:** Create an extensive information campaign outlining the activities, dates, and important information for the 2021 Gypsy Moth spray program.

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**OBJECTIVES:**

1. Communicate important program information
2. Educate residents about home control methods
3. Preserve tree canopy through public participation

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**THEME:** Taking action to preserve trees in Pelham

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**KEY MESSAGES:**

1. Pelham Gypsy Moth population on the decline due to recent sprays
2. Program has been successful in keeping trees healthy in Pelham
3. Egg masses are so large that even 95% efficacy leaves many eggs
4. Egg masses have increased in other areas that have not sprayed
5. Other municipalities use Pelham as example to combat gypsy moth

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## STRATEGIES & TACTICS

TACTIC:	DETAILS AND SUPPORTING MATERIALS	TIMELINES	COSTS
News Brief	Gypsy Moth report outcome from Council	March 23, 2021	
VOP print ad	Home control methods for GM	March 24, 2021	\$290
Bang the Table	Launch BTT project for GM	March 29, 2021	
Digital newsletter	Home control methods, updated info about program	April 1, 2021	
Social Media post	Look to newsletter, BTT, online for information	April 2, 2021	
Website landing page	Feature six box pointing to web page	April 5, 2021	
VOP print ad	Bang the Table project – feature GM	April 7, 2021	\$290
SM Post	Reminder about home control methods	April 9, 2021	
Web update	What is Btk? FAQs	April 15, 2021	
Digital Newsletter	All GM info on hand	May 3, 2021	
SM Post	What is Btk? FAQs	May 6, 2021	
SM Post	Reminder about home control methods	May 11, 2021	
Digital Newsletter	All GM info on hand	June 1, 2021	
SM Post	What is Btk? FAQs	June 3, 2021	
Website/BTT	Spray maps available	TBD	
Mail	Letters to inside/outside spray blocks	TBD	
SM post	Letters sent out	TBD	
VOP print spread	All GM information we have	TBD	\$1,500
Website/news brief	Public notice requirement for spraying	TBD	
SM/WEB/BTT	Spray 1 dates	TBD	
SM/WEB/BTT	Spray 2 dates	TBD	
SM/WEB/BTT	Road closures for spray dates	TBD	
Alert Banner on website	Sprays 1 and 2	TBD	
Press release	Details about program	TBD	
Total			\$2,080