

Distributed as a Public Service Announcement

To Radio and TV stations throughout the Caribbean in all
Member-countries of the Caribbean Tourism Organization

Whoever said prevention is better than cure, could well have been talking about mosquitoes.

Today, everyone is concerned about a mosquito-borne virus called Zika, a rare tropical disease which has now been found in countries in The Americas, including the Caribbean.

The virus is being associated with birth defects; and although that link is still unconfirmed, women who are pregnant or planning to become pregnant, are warned to be particularly vigilant.

All communities must approach this matter seriously and aggressively, recognizing that the most effective way to control Zika, is to eliminate mosquitoes.

Here are some important steps to take immediately.

Start now to clean up your surroundings.

Get rid of all mosquito breeding areas by avoiding the build-up of rubbish. Put garbage in closed containers.

Clear gutters and drains and remove stagnant water.

Remove coconut shells, old tyres, old appliances – anything that could contain standing water. Cover all water tanks.

Clear your surroundings of bush, tall grass, old bricks and construction materials; those are all places where mosquitoes could hide.

To further reduce your risk of being bitten, use insect repellent that contains DEET; wear loose, light-colored clothing that covers your arms and legs; and sleep under a mosquito net.

Mount a massive prevention campaign to protect yourself, your family and your community.

Keep Zika out of your life.

