



Appendix A
To Report No. 080-12

Public Health Unit Bed Bug Support Fund

Final Project Report

Board of Health: Middlesex-London Health Unit	Address: 50 King St., London, Ontario, N6A5L7
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Date submitted: April 30, 2012	

Introduction

This report is being submitted to the Ministry of Health and Long Term Care to report on the activities carried out by the Middlesex-London Health Unit under the Bed Bug funding which was received to provide; information and education on identifying, preventing and controlling infestations of bed bugs and supports to vulnerable populations. The report also outlines the successes of our activities and their impact on the level of infestations in the Middlesex and London area.

Part 1 – Description of Activities

Stream 1 – Education and Outreach

1. If you have implemented and delivered activities within Stream 1, please describe the activities you have undertaken for the reporting period. Were activities implemented as planned and in accordance with your application? If not, why not?

For the reporting period of July 1, 2011 to March 31, 2012 the Middlesex-London Health Unit implemented and delivered activities in the community of The City of London and Middlesex County. The position of the Health Promoter was created in June 2011 and, as a way to intake phone calls specific to bed bugs, the Bed Bug Hotline was created and began receiving phone calls in June 2011. In 2011, there were 426 calls received related to bed bugs. This is up from 200 phone calls in 2010. The line put the caller in direct contact with the Health Promoter. Between January 1, 2012 and March 31st, 2012, 170 bed bug related phone calls were received at the Health Unit. This was the highest number of calls for a single reported problem in Environmental Health. 816 total complaint service request forms were received in total for Environmental Health in that time period.

To assist the bed bug program in reaching priority populations, The Community Bed Bug Working Group (CBBWG) was created. This took place during the initial activities reporting period, on May 1, 2011. In its final form, there were seven (7) community agencies which continued to meet on a monthly basis from July 2011-March 2012. A list of the agencies is attached as Appendix A. The CBBWG is an example of how the Health Unit has now developed community partnerships in the social service and housing realms within both the City and County. The bed bug funding allowed us to create the CBBWG to share strategies related to mitigation and treatment of infestations.

The education sessions were generally well received and were in high demand. The biggest asset to the program was the bedbugsinfo.ca materials both digitally and in print. Having one central website to direct all callers to ensured that the information was uniform. To customize the pamphlets for the Middlesex and London area, we created stickers with the Bed Bug Hotline information and attached them on the back. Appendix B contains examples of the promotional materials used throughout the program. The bedbugsinfo.ca information was also incorporated onto our Health Unit Website under, www.healthunit.com/bedbugs.aspx. The pamphlets were distributed at education sessions, community events, health fairs, placed in high risk public areas, municipal offices, and in the Health Unit waiting rooms. Other community agencies which requested information to be available in their public area for users were Clinic 528 where methadone maintenance treatment is provided, the YMCA learning centre, the Youth Action Centre, the City of London Public Libraries, the County of Middlesex Libraries and the municipal offices within the County of Middlesex.

For special events, health fairs and workshops that were attended, various promotional materials were purchased to brand the program. 5000 bed bug message pens were purchased as take away with seven (7) bed bug messages, including: hire a licensed pest control expert;

avoid bed bug hitchhikers while travelling; adult bed bugs are 3-5mm in size; bed bugs do not spread disease when they bite; and an adult bed bug can live up to 18 months. The pens were also branded with the MLHU logo and the Bed Bug Hotline phone number. A mock up of the pen and messages appears in Appendix C. To draw in people at events and workshops, a bed bug retractable banner was designed and used. A picture of the banner is attached as Appendix C. Images from Bedbugsinfo.ca were incorporated to tie the program materials and information all together.

In September, the focus shifted to educating our community partner target populations to teach them how to prevent infestations and assist their housing providers in their efforts to treat for existing problems. The London Middlesex Housing Corporation has Adult, Senior and Family sites across the City and in the County. The number of treatments and clean outs that London Housing have completed in their buildings is reported in the Final Surveillance Report. The education sessions began in the middle of September and ran until late November. A full list of education sessions held can be found in Appendix C. The London Housing site visits are listed as LMHC. The education sessions were designed in a way that the Health Unit and London Housing worked together to inform the tenants about how to identify bed bugs, and how to prevent using the bedbugsinfo.ca resources. London Housing assisted in the presentations by informing their tenants about the actions they should take if they suspect or know that they have a bed bug infestation. This information included how to prepare and how to receive a supply of garbage bags and bag tags which London Housing provides for bed bug preparation. For the education sessions, London Housing brought along clear and black garbage bags, sticky tags, along with a few items of clothing as visual tools to walk the tenants through the process of bagging laundry, putting it through the dryer and resealing the clothes in fresh garbage bags. After the education sessions were completed, London Housing passed the items onto the MLHU Health Promoter to use as tools in future presentations.

The average attendance overall for the Bed Bug meetings was 12%. The greatest average attendance was in the senior buildings with 19%. The adult buildings were slightly less with an average attendance of 16%. The family sites saw the lowest turn out with an average attendance of 1%. The family sites were a hard population to reach because of their busy lifestyles and set up of the units. They are town houses with units designated for recreation use. A contributing factor which may have lead to lower attendance in the family sites was the weather conditions at that time. Through a later connection the Health Promoter made with a 'Women's Support Group', which was held some mornings at a family site, the MLHU was able to make a better connection with 15 of the women living in that family site. This may not seem like a large number of people, but in the family sites, the community atmosphere is very tight. One woman has the ability to spread information to other women and families through their daily conversations. Because all of their children play together, it is a concern for many of them that their kids will be carrying bed bugs with them from home to home.

Another information session with a community partner was given to the County of Middlesex Social Services case managers. Often times, recipients of social services seek out extra funds to replace mattress, clothing and furniture which were thrown out *because* of a bed bug infestation. Sometimes the items were thrown out by clients before they asked for other solutions. By educating the case managers about the solutions to treating furniture, mattresses and clothing, it is hoped that less money will have to be distributed for replacing mattresses when money for a mattress cover can be issued as an alternative. The manager for the City of London social services was a member of our CBBWG. She sat on the Joint Occupational Health and Safety (JOHS) Committee for the City of London. The Health Unit educated the members of the JOHS Committee about bed bugs to take appropriate actions in their services. Many of the frontline workers were concerned that their jobs would guarantee that bed bugs would come home with them. Through education, we were able to provide the agencies with the most correct

information and steps that they could take when in homes to ensure their services would be delivered without worrying about bringing home bed bug hitchhikers.

Many other staff members at the MLHU, besides Public Health Inspectors, work in jobs which require them to go into homes. The Public Health Nurses who work on the 'Home Visiting Team' are in and out of homes. For this reason, two lunch and learns were held for Health Unit staff who were looking to get this information for professional or personal reasons. One was held at the main office in the City of London while the other one was held at our satellite office in the County of Middlesex. This information session took place at the end of the program. To ensure that the largest number of community agencies would have access to the information, various MLHU staff members invited various managers and team leads from community partners to come and hear the information and take it back to their teams. The community partners who attended were; Middlesex Centre Emergency Services and a shelter provider based out of the county.

Beyond the bed bug program there will be other opportunities to continue working with the community partners who have been working on our CBBWG. With their help, we can enhance the delivery of our other programs within Environmental Health. There are other projects taking place in EH which the housing providers may be interested in such as climate change and the Million Tree Challenge.

While we do consider that any of our community partners and the information sessions carried out were to agencies in need of information and affected directly by bed bugs, there have been more specific education and outreach sessions targeted to specific high-risk settings and populations. Over the course of the bed bug program, the Health Unit twice took part as a presenter in the "Healthy H.O.M.E.S Program". It is run by the Salvation Army and has been developed to provide homeless and low income individuals with the necessary knowledge and skills to live a healthy lifestyle. It is a 6 – 10 week life-skills program, providing information through presentations and workshops regarding physical activity, sport, recreation and leisure, healthy eating, injury prevention, home and personal safety, and mental health etc. Topics are chosen and tailored to each group's needs, and the workshops are interactive and discussion-based. The coordinator contacted us through our community member from the Canadian Mental Health Association as he is a member of the Steering Committee for the program. Bed bugs were a topic of discussion in the fall and winter sessions of the Healthy H.O.M.E.S Program.

These workshops were a great forum for discussion and the teaching tools were utilized. The participants of the program received information, relevant to them, about how to prevent infestations based on their actual abilities. It gave an opportunity for the participants to ask about alternative solutions to vacuuming when they may not be able to purchase a vacuum until the next month. This insight gave the Health Promoter an idea of the real barriers in bed bug prevention and preparation that are facing many of the people who are at higher risk for dealing with infestations. Practical solutions were discussed and visual aid tools were used.

The Health Unit also presented bed bug information to the students at the London International Academy. There is a high population of students who live in the school's residence where there was an ongoing bed bug issue. With the help of a translator, an education session was held for all of the students. One of the major set backs in the management of the problem was that the students were visiting one another's rooms. They were not aware of the ways which bed bugs travel into and infest our living spaces. The education session was also scheduled right before many of the students went home for the holidays in December. Many of the students' families in the other countries were hearing about the problem and were worried about what was being done to fix the problem. Through working with the school and the housing providers, we learned about their pest management strategy with Pest Management Company. The goal was to better educate the students to assist their landlord in their efforts to keep the building pest free.

Another major challenge facing groups most at risk for dealing with a bed bug problem are the groups of people who have just moved to Canada on a permanent basis or those in transition out of living in shelters. These groups may be new to having landlords and unaware of what their rights may be, how to approach landlords with problems and how they can work together as a team to solve an issue. A MLHU Public Health Nurse who does visits to the Women's Community House and Second Stage Housing asked the Health Promoter to present information and to have discussion around the pest management strategies which should be used versus what are not considered adequate actions.

During the summer months when garage sales were a regular weekend pastime, the MLHU distributed a media release reminding buyers and sellers to be on the lookout. A copy of the media release is attached in Appendix C. Information on identifying, preventing and controlling infestations of bed bugs was included along with practical steps for garage sale enthusiasts to keep in mind. The information for the release was incorporated from the bedbugsinfo.ca material. It was important to give people solutions to how they can adapt their garage sale buying rather than just banning the practise all together.

From the media release, radio and television stations approached the MLHU for interviews. Interviews with the Health Promoter were requested. In June and July, radio interviews were done with AM 1290 and CBC Radio: Ontario Morning. The A Channel News (now CTV2) provided television coverage featuring bed bug education on their 'Health and Home Segment'. In print media, the Metro News featured the opening of the Bed Bug hotline in its pages. In the County of Middlesex, the Strathroy Age Dispatch and The Rural Focus newspapers featured articles on bed bugs. See Appendix D for the various media clippings.

Throughout the program, various waves of marketing and types of media were implemented. In November, we rolled out our awareness campaign to the general public. This consisted of images of bed bugs and website information on Transit shelters and London City buses. We purchased 10 transit shelters which displayed bed bug images for four (4) weeks. The shelters were placed strategically at various points around the city, including in the downtown area and close to the hotels in the south. Five months later, the ads were still present at one or two of the shelters around the city. One of them is in the downtown core close to offices and hotels. We purchased advertising on two buses which actually looked like they were crawling with bed bugs. Each bus was covered in bed bugs for 12 weeks and changed routes everyday. It literally gave people the impression that they were seeing the bus and bed bug messages all over town. See Appendix E for the transit shelter advertisement, a map of their locations in the city of London and the Bed Bug Bus.

Because the County does not have buses or transit shelters to cover with bed bug messages, it was suggested by the County representative on our CBBWG that the shelter designs be adapted into posters. We were able to order posters and distributed them to; the 15 libraries in Middlesex County, five (5) County offices, all 52 London Middlesex Housing Corporation buildings within the City and County, the eight (8) municipal offices and the nine (9) arenas in the county. These were distributed to the county partners just after Christmas to be available for people who may be travelling and looking for information and, with the busy hockey season, for the many families staying in hotels while away at tournaments.

To wrap up the promotions of the program, the Health Unit ran 30 second Bed Bug advertisements on various radio stations across the City and County. We included the radio station of our community partner, Western University, and the radio station of Fanshawe College. The radio segments began airing March 16th, just before the weekend, to target those driving to visit family on the weekend, heading out on vacation or up to the cottage. The script

and audio file (hard copy only) and the full list of radio stations that ran the ad are attached as Appendix F.

These activities were implemented and planned in accordance with our application that was filed to the Ministry of Health and Long Term care in February 2011. The MLHU had proposed to increase the number of educational awareness campaigns which would be delivered to community partners. In the past, bed bugs were presented under the general health hazard umbrella with mould and other pest issues. Because the funding was introduced on a one time basis, we assisted the groups by providing education at the administration level to assist them in addressing policy and protocol to sustain their bed bugs endeavours in the future. As planned, a Health Promoter was hired to coordinate the education session and do intake on the bed bugs hotline. We continued to leverage the use of the Health Inspectors on the Health Hazard Team and the Lab Technician on the Vector Borne Disease team to assist in the identification of pests submitted to our office.

Outside of the bedbugsinfo.ca resources, community partners such as London Middlesex Housing Corporation and UWO Student Housing created their own internal guidelines to ensure their protocol would be consistent and in language relevant to the population. Our community partners included a broad spectrum of service providers in the housing realm and the social services programs which are delivered in the city and county. All of these activities were in accordance with our initial application.

Stream 2 – Supports to Vulnerable Populations

2. If you have implemented and delivered services and supports within Stream 2, please describe the activities you have undertaken for the reporting period. Were activities implemented as planned and in accordance with your application? If not, why not?

When the Bed Bug program was created, the Health Unit developed an understanding with the City of London, Property Standards Division, whereby the Health Unit will take the initial calls related to bed bugs and apply the following procedure:

- Homeowners are provided with education on bed bugs and provided with the appropriate websites and advised to contact a pest management company. If the caller is a tenant, we first advise the tenant to get their concerns in writing to the landlord and give them time to respond. Property Standards suggests 10 business days. In that time, we provide education and guidance to both the landlord and tenant so that a solution can be reached in a timely manner.
- The landlord is directed to hire a professional pest management company to investigate the unit, and other units to where the problem may have spread. If necessary, we obtain inspection reports from a pest control company already involved. The tenants are educated on preparation and management steps they can start on
- If the landlord will not assist the tenant in having a pest control company come in to identify an infestation, a Public Health Inspector (PHI) will conduct an inspection to confirm or deny a bed bug infestation.
- If bed bugs are confirmed the Health Promoter and/or PHI will direct the owner to hire a professional pest management company to complete provide treatments and complete the IPM.

- If the owner/landlord is uncooperative and refuses to take the appropriate action of hiring a pest control company and incurring those costs, the matter will be referred back to Property Standards. Property standards will enforce section 4.10.1 of the Property Standards Bylaw, which states:

All buildings shall be kept free of rodents, vermin, and insects at all times and methods used for exterminating rodents or insects or both shall be in accordance with the provisions of the Pesticides Act, R.S.O. 1990, Chapter P.11, as amended, and all regulations enacted pursuant thereto.

Because of this agreement with the City and the education steps we go through with both the landlords and the tenants, the on-site inspection rate specifically for bed bugs has remained relatively low. Through the Health Unit procurement policy, a contract was secured with Steve's Pest Management to provide inspections, preparation and treatment services through the bed bug funding. Assessments/inspections of homes were conducted to determine if the resident qualified for preparation or treatment help. A chart of the assessments conducted and funding distributed is available in Appendix G. There were a total of 34 assessments and 24 of those resulted in bed bugs being identified where the tenant or homeowner was considered vulnerable. Vulnerable individuals include individuals with physical, mental health or addictions issues; people living in poverty; the under-housed or homeless; and the frail, elderly. The assessment chart on Appendix G indicates situations where the Health Unit was involved with coordinating either preparations and/or treatments of units.

To assist people with monitoring, Bed Bug Monitoring Boards were purchased to provide them with tools to contain bed bugs for identification if there is activity in, on or around furniture and mattresses. The monitors were given to people who came in to the Health Unit who had questions about how to identify whether or not they had bed bugs. They were also given out at community events and were distributed to community partners: London Middlesex Housing; Thames Valley Addictions Services; Mission Services; CCAC; and the Stroke Rehabilitation Team. A stamp was purchased to brand the boards with the MLHU logo and small instruction sheet was developed. The instruction sheet was also shared with other Public Health Units distributing monitor boards. To assist the Public Health Inspectors and Health Promoter in their bed bug assessments and inspections, LED flash lights with black light capabilities were purchased from Steve's Pest Management. The same models that their pest operators use were purchased for the Health Unit. Appendix H shows an example of the cardboard monitor boards which were supplied as well as the flashlights which were purchased.

Bed bug identification services were provided by asking residents to bring a sample into the Health Unit if possible or by arranging for a pick up from a member of the Health Hazard team. The Health Promoter received the bugs coming in and provided next steps and education based on what could be identified. Supplies in our lab were utilized to preserve samples to be used as teaching tools. If a bug could not be identified on the spot, the Health Unit Entomologist with the Vector Borne Disease team assisted the health hazard team with identification of the bug and information about it. There were 33 bugs submitted from June 1, 2011 – March 31, 2012. Of those, 18 were confirmed to be bed bugs. That is a rate of 54%, just over half of the people who thought that they had bed bugs actually did. The number of bugs submitted was also heaviest in June – September. When our education and bed bug images began to go out to the public, the number of submitters did decline. This may have been due to the wide availability of real pictures of bed bugs online, thereby reducing the need for the services of the Health Unit.

Reaching out to our vulnerable populations in the County was something that we knew was going to be a challenge. There were services such as Search Community Health Services who work in the County to provide housing advocacy and mental health services to those struggling with addictions and mental health issues. Education was provided to their front line staff about

support they could provide to their clients and how the bed bug information could be adapted specifically for them. To reach the recipients of social services in the County, bedbugsinfo.ca pamphlets were included in the cheque distribution and in new sign up packages.

These activities were in accordance with our initial funding application. The MLHU leveraged existing Public Health staff to assist in identification of bed bugs for the residents and provided assessment services in the home to confirm if there were bed bugs and, in cases where it was appropriate and necessary, services were provided to prepare a unit for treatment through clean out services and providing preparation by Steve's Pest Management. The working relationship that was established with the City of London will continue to be put into place to deal with pest control issues. In cases where front-line services could not be provided, education was always a top priority to help the resident understand prevention of bed bugs and what the next steps needed to be for them.

Part 2 – Successes and Impacts of Implemented Activities and Supports

3. Please describe the successes of the delivered activities under both Streams. Were particular activities more effective than others? If available, please share examples of specific success stories in your health unit.

A big success of our program was the hiring of a Health Promoter who could focus on coordinating all of the information sessions and then go out into the community to deliver them. Also, having resources available which were in easy to understand language, and in a variety of languages, supported the program and ensured the information was accurate. Having the information so readily available on the pages of our MLHU website for all Middlesex-London residents was also a great success. This information was important to counter the many myths associated with bed bugs that appear on the internet. Having information that was backed up by the Province of Ontario gave the program credibility.

Using the MLHU twitter account (@MLHealthUnit) the Health Promoter and Online Communications Coordinator collaborated to inform the public about upcoming information sessions and periodically posted the "Bed Bug Myths and Facts". The MLHU twitter account has 2,131 followers. Information and fact sheets posted, directed the followers to the MLHU Bed Bugs website. Using Google Analytics, the number of page views was tracked. From June 1, 2011 – December 31, 2011, the website received 3,241 page views. This includes multiple views by the same person in one or more visits to the Health Unit website. Between January 2012 – March 2012, the bed bugs page received 1, 219 views.

Success stories in providing supports to our vulnerable populations were achieved every single day of the program. By providing the monitoring tools, the recipients were happy to feel like they may achieve some piece of mind and have the monitors as a reminder that, if there was any activity to worry about, it would be caught on the traps. The monitor tools were essential in helping people cope with the stress and giving them an alternative to constantly pulling up the corners of the sheets or flipping over the mattress. There are a few success stories which stand out.

One story is about an organization in London who provide information and support for individuals surviving on low-incomes, and support the empowerment and self-development of these individuals in their efforts to attain self-sufficiency. The organization is a "Community Housing Initiative". They provide permanent affordable housing to those who would otherwise be considered homeless. They contacted the Health Unit because it was believed one of their tenants was struggling with bed bugs. A visit was conducted to the unit by the MLHU and Steve's Pest Management. Bed bugs were confirmed to be in that unit.

There were 13 residential units all together in the building. On the initial visit, the Health Promoter and the Director of the housing unit sat down to discuss Integrated Pest Management and what their strategy going forward after the funding period would be. Unfortunately, due to time constraints, a formal education session with the tenants was not able to be scheduled within the funding period. They have requested an education session for April 2012, which will be delivered by a Public Health Inspector. It was agreed that within the funding period, the Health Unit would help to prepare the initial unit where bed bugs were found and have the other units inspected by Steve's Pest Management. As prevention to control the spread of bed bugs throughout the building, diatomaceous earth would be applied to the other units. On the day of the service, two (2) units were identified to have bed bugs and were treated through the Health Unit Bed Bug Funding. All 13 units were inspected and dusted. This is aligned with our application for funding because we assisted the community group in addressing an issue in multiple units and assisted them in arranging a protocol for them going forward.

The Health Unit was also of assistance in Long Term Care facilities in two direct ways. The first was by taking part in a presentation about bed bugs in an infection control workshop. There were 103 long term care Directors of Care and front line staff present to hear information about the spread of bed bugs and the steps to take with new residents moving in. The second was through preparation and treatment services which were provided to a family who was in the process of having a family member moved into long term care facility. This family was considered to be vulnerable due to a lack of resources and the disability of two family members. The bed bug infestation was moderate and there was a mobility issue with an adult member of the family. When the MLHU became involved with the bed bug issue it was clear that our funding could be applied in the circumstances. We worked with CCAC to have the member of the family moved into long term care to ensure the house would be empty and able to have a high heat treatment applied. The MLHU worked with the long term care facility to guide them along the move-in process for the new resident and to assist them in the monitoring of the room. The family was educated on prevention.

4. Please describe the impact of the activities on decreasing bed bug infestations in the public health unit area and impacts on vulnerable populations. Have these impacts been measurable and if so, please provide any data to demonstrate the impact.

The activities carried out by the MLHU have not decreased the number of infestations in the Middlesex and London area, but have worked towards educating the population about the importance of behaviour change. The Health Unit activities decreased the impact which bed bug infestations have on the vulnerable populations in London. The Health Unit provided education and outreach to those who were already dealing with infestations through the hotline services and in some cases with the funding available. The hotline and education provided through the community partners certainly helped to mitigate the effects of the infestation for tenants and clients. It may have helped to prevent infestations, but the major housing provider, London Middlesex Housing Corporation, still continued to report infestations, provide treatments and preparations. The number of bed bug incidents for Community Partners is reported in the Final Surveillance and Evaluation Report. As we continued to educate people and encourage reporting of infestations to the Health Unit, the hotline was consistently phoned throughout the program. Attached as Appendix I is a graph of the consistent upward trend in calls to the bed bug hotline.

5. Any additional comments? Lessons learned?

One major barrier within the information that was provided were the lack of alternatives to prevention when many of the populations we were working with did not have access to vacuums, enough garbage bags or money for the drying facilities. From a prevention standpoint, telling the resident to vacuum on a regular basis and always use a hot dryer for clothing may not be possible on a fixed income. The role of the Health Promoter was more often a 'Health Educator' where solutions to bed bug problems were reached through discussions and

facilitating. Having a Health Promoter working on the program allowed for behaviour change theories to be applied. The behaviours which so many high risk populations adopt, such as picking up discarded furniture, cannot simply be stopped by telling them that it's risky for bed bugs. They have to understand that avoiding the consequences of having bed bugs far outweighs the cost of investing in new or gently used furniture from a more reliable source.. In some communities, such as immigrant populations, visiting one another and having open homes to their families can be a major part of their culture. Travel back and forth between homes can be one way which bed bugs hitchhike on the clothing and luggage of visitors. In close knit communities which live in high rise and townhouse facilities, landlords expressed frustration that during treatments, the residents of one unit would go stay with a family member who may also have bed bugs, and therefore carry bugs and eggs back and forth between treatments. Providing alternatives to the tenants, such as spending the day of treatment in a public/outdoor space, was a behaviour which could be introduced to prevent infestations and assist landlords in treating the problem. It is important that baseline funding be continued to respond to the volume of people looking for education on bed bugs. If education is not continued, we will continue to see a lack of awareness about bed bugs and their methods of spread.

Appendix A - Community Bed Bug Working Group Membership List

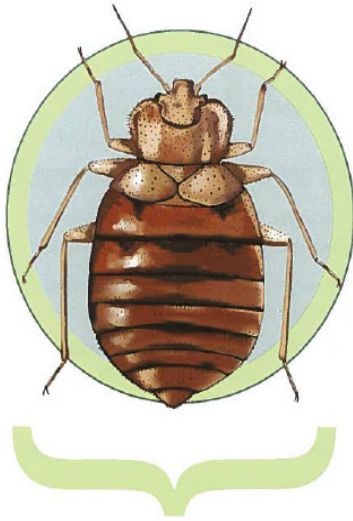
- Middlesex-London Health Unit Staff: Environmental Health, Health Hazards
- Canadian Mental Health Association
- Middlesex County Social Services Department
- University of Western Ontario – Student Housing
- London and Middlesex Housing Corporation
- The Salvation Army – Centre of Hope
- London Property Management Association
- City of London, Housing

Appendix B - Education Sessions

Date	Where/Organization	Attendance
6-Jul-11	London Fire - Training Managers	2
26-Jul-11	Voyageur Patient Transfer - Managers	2
4-Aug-11	WOTCH Community Mental Health Services Staff	30
6-Aug-11	Car Free Festival	200
24-Aug-11	Shelter Standards	8
1-Sep-11	Northeast Community Fair	500
18-Sep-11	Car Free Festival	200
21-Sep-11	LMHC Adult Site	12
22-Sep-11	LMHC Senior Site	52
22-Sep-11	Atlohsa Native Family Healing Services	10
28-Sep-11	Agape Church - Welcome Wednesday	20
5-Oct-11	LMHC Senior Site	27
5-Oct-11	LMHC Adult Site	12
7-Oct-11	Public Guardian and Trustee Staff	14
12-Oct-11	LMHC Adult Site	35
12-Oct-11	Middlesex Providers Alliance	40
13-Oct-11	LMHC Adult Site	18
14-Oct-11	LMHC Adult Site (County)	11
17-Oct-11	LMHC Senior Site	37
18-Oct-11	LMHC Adult Site	24
19-Oct-11	Women's Community House	5
20-Oct-11	LMHC Adult Site	16
21-Oct-11	Long Term Care Workshop	103
24-Oct-11	LMHC Adult Site	5
26-Oct-11	LMHC Senior Site	34
27-Oct-11	Clarke Rd Community House	3
2-Nov-11	Thames Valley District School Board - DOE Forum	100
3-Nov-11	Second Stage Housing	11
4-Nov-11	LMHC Senior Site	37
8-Nov-11	LMHC Senior Site	32
9-Nov-11	LMHC Family Site	1
10-Nov-11	LMHC Family Site	0
14-Nov-11	LMHC Family Site	4
14-Nov-11	LMHC Adult Site	21
15-Nov-11	LMHC Family Site	1
16-Nov-11	LMHC Family Site	4
17-Nov-11	LMHC Family Site	0
21-Nov-11	LMHC Family Site	0
23-Nov-11	Addiction Services Thames Valley	3
29-Nov-11	Healthy H.O.M.E.S Program	6
1-Dec-11	London International Academy	200
5-Dec-11	Glen Cairn Community Centre - ESL Class	21
6-Dec-11	Regional Mental Health Staff	18
7-Dec-11	Alzheimer's Society Staff	13
8-Dec-11	MLHU Staff Lunch and Learn	15
NEW YEAR		

11-Jan-12	Women's Support Group (day)	12
12-Jan-12	Women's Support Group (evening)	13
18-Jan-12	PeopleCARE Long Term Care	43
20-Jan-11	Child Health Team - MLHU	16
25-Jan-12	UWO Adult Residence	3
26-Jan-12	Youth Action Centre Drop In	25
07-Feb-12	Craigweil Gardens Apartments	21
09-Feb-12	Seniors Support Group - South London	17
10-Feb-12	Community Living Staff	6
16-Feb-12	VON Middlesex-Elgin	19
22-Feb-12	Day Nursery School - Salvation Army Staff	25
28-Feb-12	County Social Services Staff	15
06-Mar-12	Healthy H.O.M.E.S Program	6
07-Mar-12	South West CCAC Case Managers	51
09-Mar-12	Cross Cultural Learners Centre Users	25
12-Mar-12	Public Information Session: London Public Library	15
21-Mar-12	Family Services Thames Valley Staff	12
26-Mar-12	Stroke Rehabilitation Team	7
29-Mar-12	MLHU Staff and Community Workshop - Strathroy	12

Appendix C – Promotional Materials



What are bed bugs?

Bed bugs are small insects (about the size of an apple seed) with oval-shaped bodies and no wings. They usually come out and bite at night. It is possible for anyone, anywhere to experience a bed bug infestation, but they can be prevented and controlled.

bedbugsinfo.ca

How do I find a pest control company?

Getting rid of bed bugs requires pesticides and other treatments that should only be used by professionals. There are many licensed pest control companies in Ontario who have the training and experience to manage a bed bug infestation. To find a licensed company near you visit www.spmac.ca or www.pestworld.org



ML MIDDLESEX-LONDON
HEALTH UNIT

Bed Bugs Educator
Hot Line:
(519) 663-5317
Ext. 2847 (BUGS)



Catalogue No. 015702 Mar/71 ISBN: 978-1-4435-6457-1 (Print) © Queen's Printer for Ontario

How to find bed bugs and control them.
bedbugsinfo.ca

**EVERYTHING
YOU WANTED
TO KNOW
ABOUT
BED BUGS.**



bedbugsinfo.ca



ML BUREAU DE SANTÉ DE
MIDDLESEX-LONDON
HEALTH UNIT

Bed Bugs Hotline
519-663-5317 ext. BUGS

Avoid bedbug hitchhikers while travelling

Get educated at www.healthunit.com/bedbugs.aspx

Adult bedbugs are 3mm – 5mm in size

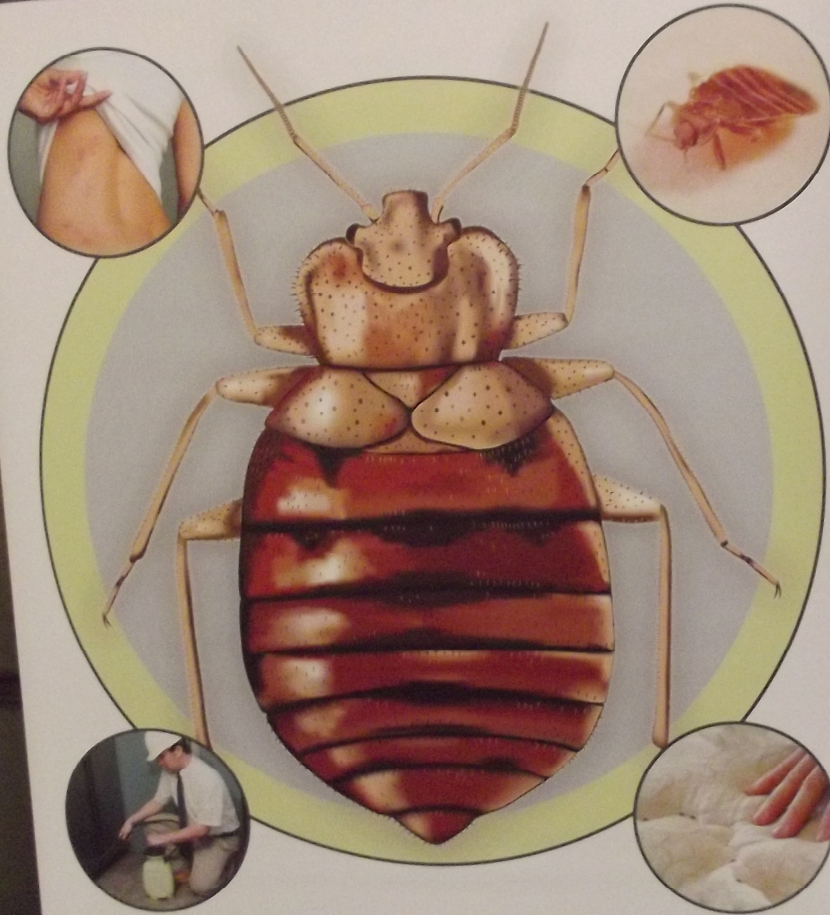
Hire a licensed pest control expert

Bed bugs do not spread disease when they bite

An adult bedbug can live up to 18 months

Preparation is the key to extermination

ML BUREAU DE SANTÉ DE
MIDDLESEX-LONDON
HEALTH UNIT
www.healthunit.com



**BED BUG QUESTIONS?
WE HAVE ANSWERS!**

Call the bed bug hotline
519-663-5317, Ext 2847 (BUGS)
www.healthunit.com/bedbugs.aspx

ML BUREAU DE SANTÉ DE
MIDDLESEX-LONDON
HEALTH UNIT



HEALTH UNIT'S BEDBUG CAMPAIGN LAUNCHES WITH REMINDER ABOUT GARAGE SALES

FOR IMMEDIATE RELEASE

July 8, 2011

London, ON – The Middlesex-London Health Unit now has a new way for residents to obtain a wide range of information about bedbugs, tips to avoid bringing the pests into your home and how to deal with infestations. The information is available online at www.healthunit.com/bedbugs.aspx or by calling the Health Unit's new Bedbug Hotline at 519-663-5317 extension 2847 (BUGS).

Over the last several months, bedbugs have been a growing concern, not only in London, but province-wide as well. The need for awareness about how to prevent bedbug infestations is as important as ever. And while many bedbugs arrive in the community as the result of travel, garage sales are another way the pests find new homes.

"Bedbugs can hitch a ride on furniture, clothing, stuffed toys and many other items regularly seen at garage and yard sales held every weekend, so it's important for buyers and sellers to take extra steps to ensure they aren't getting more than they bargained for," says Heidi Klopp, the Middlesex-London Health Unit's Bedbug Health Promoter. "Adult bedbugs are about the size and shape of an apple seed and can be seen with the naked eye. They tend to hide in cracks and crevices, so use a flashlight to inspect for bedbugs."

Important garage and yard sale tips for sellers and buyers:

- Inspect the items you are selling closely and don't sell items you suspect are infested with bedbugs;
- Put clothing and plush items in the dryer on the hottest setting for at least 30 minutes to kill anything which may be on them;
- Ask sellers if they've ever had items they're selling treated for pests;
- Inspect items closely before making a purchase;
- Place purchased items on a white drop cloth in your vehicle. This will make anything that falls off items you've purchased visible;
- Wash hard goods such as tables, chairs and bed frames, thoroughly with hot soapy water before bringing them into your home;
- Put second hand clothing in the dryer on the hottest setting for at least 30 minutes before wearing them.

Above all, do not pick up items left at the curbside. Controlling bedbugs is a community-wide effort that requires attention and diligence to contain and prevent infestations. For more information, or to report an infestation call the Bedbug Hotline at 519-663-5317 ext. 2847 or visit: www.healthunit.com/bedbugs.aspx.

Media Contact:

Dan Flaherty, Communications Manager, Middlesex-London Health Unit
519-663-5317 extension 2469 or 519-617-0570 (cell.)

Spokesperson:


Heidi Klopp, Health Promoter, Middlesex-London Health Unit

www.healthunit.com

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51 Front St. E., Strathroy, ON N7G 1Y5
tel: (519) 245-3230 fax: (519) 245-4772

Bedbug life line opens

The Middlesex-London Health Unit has started a hotline for residents to obtain a wide range of information about bedbugs, from tips to avoid bringing the pests into your home and how to deal with infestations. Call 519-663-5317, ext. 2847 (BUGS). 

Metro July 11/11

Health unit begins bed bug campaign

STRATHROY - The Middlesex-London Health Unit now has a new way for residents to obtain a wide range of information about bedbugs, tips to avoid bringing the pests into your home and how to deal with infestations. The information is available online at www.healthunit.com/bedbugs.aspx or by calling the Health Unit's new Bedbug Hotline at 519-663-5317 extension 2847 (BUGS).

Over the last several months, bedbugs have been a growing concern, not only in London, but province-wide as well. The need for awareness about how to prevent bedbug infestations is as important as ever. And while many bedbugs arrive in the community as the result of travel, garage sales are another way the pests find new homes.

"Bedbugs can hitch a ride on furniture, clothing, stuffed toys and many other items regularly seen at garage and yard sales held every weekend, so it's important for buyers and sellers to take extra steps to ensure they aren't getting more than they bargained for," says Heidi Klopp, Health Educator/Promoter Bedbugs, for the Middlesex-London Health Unit. "Adult bedbugs are about the size and shape of an apple seed and can be seen with the

naked eye. They tend to hide in cracks and crevices, so use a flashlight to inspect for bedbugs."

Important garage and yard sale tips for sellers and buyers include:

Inspect the items you are selling closely and don't sell items you suspect are infested with bedbugs;

Put clothing and plush items in the dryer on the hottest setting for at least 30 minutes to kill anything that may be on them; Ask sellers if they've ever had items they're selling treated for pests; Inspect items closely before making a purchase; Place purchased items on a white drop cloth in your vehicle. This will make anything that falls off items you've purchased visible; Wash hard goods such as tables, chairs and bed frames, thoroughly with hot soapy water before bringing them into your home; Put second hand clothing in the dryer on the hottest setting for at least 30 minutes before wearing them.

Above all, do not pick up items left at the curbside. Controlling bedbugs is a community-wide effort that requires attention and diligence. For more information, or to report an infestation call the Bedbug Hotline at 519-663-5317 ext. 2847 (BUGS) or visit: www.healthunit.com/bedbugs.aspx.

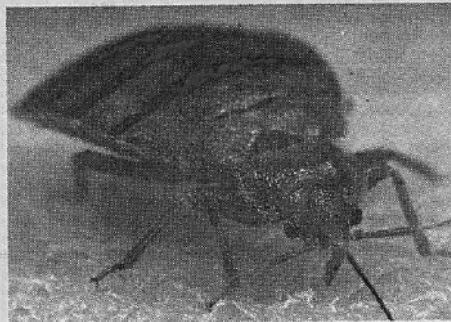
Middlesex Banner July 13/11

Health Unit urges caution at garage sales

Over the last several months, bedbugs have been a growing concern, not only in London and Middlesex, but province-wide as well. The need for awareness about how to prevent bedbug infestations is as important as ever. And while many bedbugs arrive in the community as the result of travel, garage sales are another way the pests find new homes.

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Important garage and yard sale tips for sellers and buyers:

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- Put clothing and plush items in the dryer on the

hottest setting for at least 30 minutes to kill anything that may be on them;

- Ask sellers if they've ever had items they're selling treated for pests;

- Inspect items closely before making a purchase;

- Place purchased items on a white drop cloth in your vehicle. This will make anything that falls off items you've purchased visible;

- Wash hard goods such as tables, chairs and bed frames, thoroughly with hot soapy water before bringing them into your home;

- Put second hand clothing in the dryer on the hottest setting for at least 30

minutes before wearing them.

Above all, do not pick up items left at the curbside. Controlling bedbugs is a community-wide effort that requires attention and diligence to contain and prevent infestations. For more information, or to report an infestation call the Bedbug Hotline at 519-663-5317 ext. 2847 (BUGS) or visit: www.healthunit.com/bedbugs.aspx.

Health Unit's Bedbug Campaign launches with reminder about garage sales

The Middlesex-London Health Unit now has a new way for residents to obtain a wide range of information about bedbugs, tips to avoid bringing the pests into your home and how to deal with infestations. The information is available online at www.healthunit.com/bedbugs.aspx or by calling the Health Unit's new Bedbug Hotline at 519-663-5317 extension 2847 (BUGS).

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Place purchased items on a white drop cloth in your vehicle. This will make anything that falls off items you've purchased visible;

Wash hard goods such as tables, chairs

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Put second hand clothing in the dryer on the hottest setting for at least 30 minutes before wearing them.

Above all, do not pick up items left at the curbside. Controlling bedbugs is a community-wide effort that requires attention and diligence to contain and prevent infestations. For more information, or to report an infestation call the Bedbug Hotline at 519-663-5317 ext. 2847(BUGS) or visit: www.healthunit.com/bedbugs.aspx.



Bed bugs a concern

by Barb Shea

MIDDLESEX - Bedbugs are not a thing we like to think about but they are becoming a real threat in Canadian society once again. In London-Middlesex there has been a 30% rise in the reporting of the bugs to the Middlesex London Health Unit (MLHU) and the health unit now has some funding to fight against this scourge on society.

If you think you cannot get them you would be wrong, because it is just not a certain segment of society that has them according to Heidi Klopp the bedbug specialist at the MLHU.

Everyone everywhere is susceptible to the bugs. These little creatures who are about the size of an apple seed lurk in dark corners, inside mat-

tresses and furniture or inside clutter. Motel rooms can have them used furniture bought at garage sales can have them, they can attach themselves to suitcases or clothing and travel home with you and then horror of horrors you will have them in your house as well.

If you think they may be new house guests in your home, you can look for them in all the places they lurk since they can be seen fairly easily. According to Klopp all you need is a blow dryer which has a hot setting, a vacuum, a thin knife or a credit card. You use this equipment to search their favourite hiding places in mattresses, bed frames, box springs, cracks or crevices on or near the bed
SEE BUGS / 16

Middlesex Banner Aug 3/11

BUGS (from page 1)

and in or near clutter. How do you prevent them from coming into your home?

Wash all bedding in hot water and the dry on the hot setting. Be careful when buying used furniture or clothes and check thoroughly for bed bugs before purchase. If you like to look through trash and bring home treasures it may not be a good idea. Klopp recommends that you never bring discarded furniture or electronics into your home because they could have bed bugs.

If you think you may have some of the bugs in your house after a thorough search you are not alone in handling the problem the MLHU is there to help you in your battle. Klopp said this is something communities need to talk about because prevention and management is a team effort. For more information and how to get rid of the beg bugs there is an online resource called www.bedbuginfo.com or you can call the MLHU at 519-663-5317 extension bugs.



SUE REEVE/The London Free Press

Londoner Eleanor Robinson hasn't been able to sleep in her own bed for almost three weeks, thanks to bed bugs. After 11 weeks and four treatments of her apartment, the 71-year-old Kippis Lane resident shares her frustrations over the infestation with Free Press city columnist Ian Gillespie on Page A3.



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Once found mostly in hotels or high-density housing, pesky bed bugs have expanded their territory, invading single-family homes, townhouses and condos.

Big bugaboo



Kelly Pedro

They're creepy little biter and they're everywhere — London, Bayfield, Exeter, Sarnia and Goderich.

Bed bugs are hitchhiking into hotels, apartments and houses more and more every year.

"It's definitely increasing and it's been increasing substantially over the last six to seven years in the London area," said Ilyan Sawyer, owner of Sawyer Pest Management.

"People don't understand where it's going. It appears to be getting worse every year."

While bed bugs once were found mostly in hotels or high-density housing, Sawyer said he receives many more calls from residents of single-family homes, townhouses and condos about them.

He has seen infestations so bad people were sleeping in their bathtubs and balconies to get away from the bugs.

"When you go into some place and people are sleeping on their balconies . . . you really have to feel for people," he said.

Last month, a Sarnia police officer responding to a call to assist a man in medical distress

public meeting on the growing problem. A staff report is expected next month.

Five years ago, Sawyer received one call a month from someone fearing they had bed bugs. Now, he gets two or three a day.

The story is the same at the Middlesex London Health Unit, where calls about bed bugs have doubled in two years.

Four years ago, the London Middlesex Housing Corp., pest control budget was \$25,000. Now, it's more than \$300,000 — all because of bed bugs.

"It'll be like that for the foreseeable future," said Derek Grater, the corporation's acting chief executive.

The city-owned corporation has 3,000 units and the bed bug issue is "multiplying significantly," Grater said.

"This is a major issue for hotels and landlords," he said.

One tenant, who asked her

that has bed bugs refuses to allow pest management to spray.

The woman said she and her young children have been forced to keep their belongings in garbage bags and huddle in one room to sleep. Her request to be moved has been denied, the woman said.

"I'm paying rent for all my stuff to be in garbage bags to keep away the bed bugs," she said.

Grater said residents sometimes refuse to allow pest management in, but under Ontario law, landlords must treat a pest

said. Professionals place finely crushed seashells, called diatomaceous earth, in the baseboards where bed bugs hide during the day.

When the bugs walk across the powder, it scratches the underside of their bodies and dehydrates them.

Another more expensive way, to kill the bugs is through heat. Technicians use special equipment to quickly increase the heat in units to about 45 C for three hours, killing the bugs.

Though effective, Grater said the technique is also expensive, about quadruple the cost of diatomaceous earth.

But before any of that is done, Grater said, the largest stumbling block is preparing the unit for treatment. People have to move furniture from walls, empty dressers, launder clothing and place it all in plastic bags.

bags. "It's a very big process," he said, adding some people are unable to do the preparation work.

Sawyer called the expansion of the bed bug problem "troublesome."

"The (bed bug) population's continuing to grow and expand and hasn't peaked out yet."

While there's no "magic bullet" for treating bed bugs, Sawyer said there does need to be more education on proper pest control to cope with the problem.

Residents or homeowners need to deal with it at the first sign of a problem or if they suspect they have bed bugs to call a professional to confirm the finding.

"The quicker you can control it, the better, because their production is so high," said Sawyer.

Females can lay between three and five eggs a day and adult bed bugs can go 13 months without a blood feeding. Younger bugs can go three months without a meal.

kelly.pedro@sunmedia.ca
 twitter.com/KellyPedro

THE BASICS OF BED BUGS

WHAT ARE THEY?

Bed bugs are insects with oval-shaped bodies and no wings. Adults look like apple seeds, with the same size, shape and colour. They usually bite at night and bite all over, especially around the face, neck, upper torso, arms and hands. There are no known cases of infectious disease transmitted to people by bed bug bites but they can cause skin rashes and allergic symptoms.

HOW TO FIND THEM

Use a bright flashlight to look for bed bugs or their dark droppings in bedroom furniture, windows and door frames. Or use a hair dryer, thin knife or an old playing card to force them out of hiding spaces and cracks. Check behind your headboard, around cracks and crevices of your bed, in the seams and tufts of your mattress, inside the box spring and along the bed frame, along baseboard cracks, in and around night stands, windows, door casings, pictures, mouldings, nearby furniture, loose wallpaper, cracks in plaster and partitions and clutter.

WHAT TO DO

Talk to your landlord, building manager, health unit or a pest

Government funding fight against bed bugs

Alana Power
Strathroy Age Dispatch

If you have bedbugs, you are not alone.

In the last few months, bedbugs have been a growing concern, not only in the region but also across the province.

The Middlesex London Health Unit recently received \$180,000 from the provincial government to help deal with the issue. They received the money as part of a one time \$5 million bedbug funding by the provincial government.

Education and outreach are an important part of the health unit's strategy to combat the crawly creatures.

"It's one of those pests that we have to control. It's in our houses and we'll get it whether we like it or not," said Heidi Klopp, health educator and promoter - bedbugs.

Klopp made a presentation to Middlesex County Council at their meeting on Tuesday, July 26 regarding the issue of bedbugs in the Middlesex and London area.

Anyone, anywhere can get bedbugs. They do not discriminate; anyone can come into contact with them and carry them into their homes.

"No matter what your postal code is, you're at risk for bedbugs," Klopp

said.

There is a stigma associated with the pests, but if more people start talking about the issue, that will help.

Klopp described bedbugs as a "mental health issue."

When individuals are faced with the pests there is the issue of how to deal with the home infestation either with landlords or associated costs for homeowners. Often people lose sleep over the issue.

"It can be very stressful," Klopp said.

Bedbugs are about the size and shape of an apple seed and can be seen with the naked eye. They tend to hide in cracks and crevices.

Members of the public are encouraged to be very cautious when buying secondhand items, as bedbugs can hitch a ride on furniture, clothing and stuffed toys, among other items.

While they are on the rise, they can be controlled and prevented.

To prevent bedbugs, washing all bedding in hot water and drying on the high heat setting is recommended. In her report to council, Klopp suggested never bringing discarded furniture or electronics into your home, as they may be infested.

"You have to be diligent," she said.

alana.power@sunmedia.ca

Health unit takes aim at bed bugs

Shobhita Sharma
Londoner

A new campaign being launched by the Middlesex-London Health Unit will see Londoners come face-to-face with bed bugs this week.

"The importance of this education and this campaign is that bed bugs are more prevalent than they were before and you need how to deal with them," said Heidi Klopp, MLHU's Health Educator/Promoter for Bedbugs. "A bed bug infestation can be very stressful. It can make you very anxious, you can develop insomnia and it's a financial burden as well."

Funded by money from the Ministry of Health and Long-Term Care, the campaign will be rolling from now until the end of March.

Two London Transit Commission buses will participate. The buses, Klopp said, will be covered with bed bugs and will have the health unit's logo and phone number. They'll also change routes every day to give the campaign maximum exposure.

"It's going to seem like they are all over the city," Klopp said.

The campaign follows an increase in the number of calls placed to health units in London and across the province from residents concerned about bed bugs.

"And now that we are putting our phone number out there, we (want) the calls to go up so that people are getting correct information," Klopp said.

Educational ads will be posted at bus shelters across the city as well.

Klopp said with winter setting in, people will be spending more time indoors and are more likely to notice the pests that might have been overlooked during busy summer months. And with the snow on its way, many Londoners might also be thinking of heading somewhere warm. Klopp said travelers should be careful as they might bring back more than just happy memories.

"It's always a good idea to keep your luggage on a metal rack and don't unpack into the drawers just so that you don't have to worry about bringing something

home," Klopp said, adding it's also a good idea to check hotel room mattresses for fecal droppings and other signs of bed bugs.

Klopp said these hitchhiking pests are quick to reproduce and can lay dormant for a long time. An adult bed bug can go for as long as 18 months before needing a blood meal. Hence these pests can lay dormant on clothing, mattresses and walls for months before being noticed.

Fecal droppings and bites are the signs Klopp said are most evident of a bed bug infestation.

"If you do see something, report it right away," Klopp said.

He offered other tips for prevention as well.

To begin with, Klopp encouraged Londoners to visit the bed bugs page on the health unit's website at <http://www.healthunit.com/article.asp?ID=16967>. The site gives readers information on everything from how to identify bed bugs to prevention strategies.



It's important to note that they are not a health hazard, they're just a health issue

— Heidi Klopp

"It's important to note that they are not a health hazard, they're just a health issue," Klopp said. He explained that while bed bugs are not vectors for disease, there are mental health concerns such as stress and anxiety related to the pests.

The website also has a section dedicated to informing tenants about their rights in case of a bed bug infestation in a rented property.

"Of course there is that stigma," Klopp said. "If (people) are not sure how their landlord is going to react, they're not going to report it because they think the landlord may lay blame on them."

Klopp said that according to the law, it is the landlord's responsibility to keep the property pest free and encouraged renters to report infestations.

The health unit will also be conducting education sessions in the community during the campaign.

For more information or to report an infestation, visit www.healthunit.com/article.asp.

Shobhita.sharma@sunradio.ca



Heidi Klopp, health promoter with the Middlesex-London Health Unit, stands next to an ad for the health unit's new bed bugs awareness campaign on Monday. The campaign started this week and will continue until March 2012.

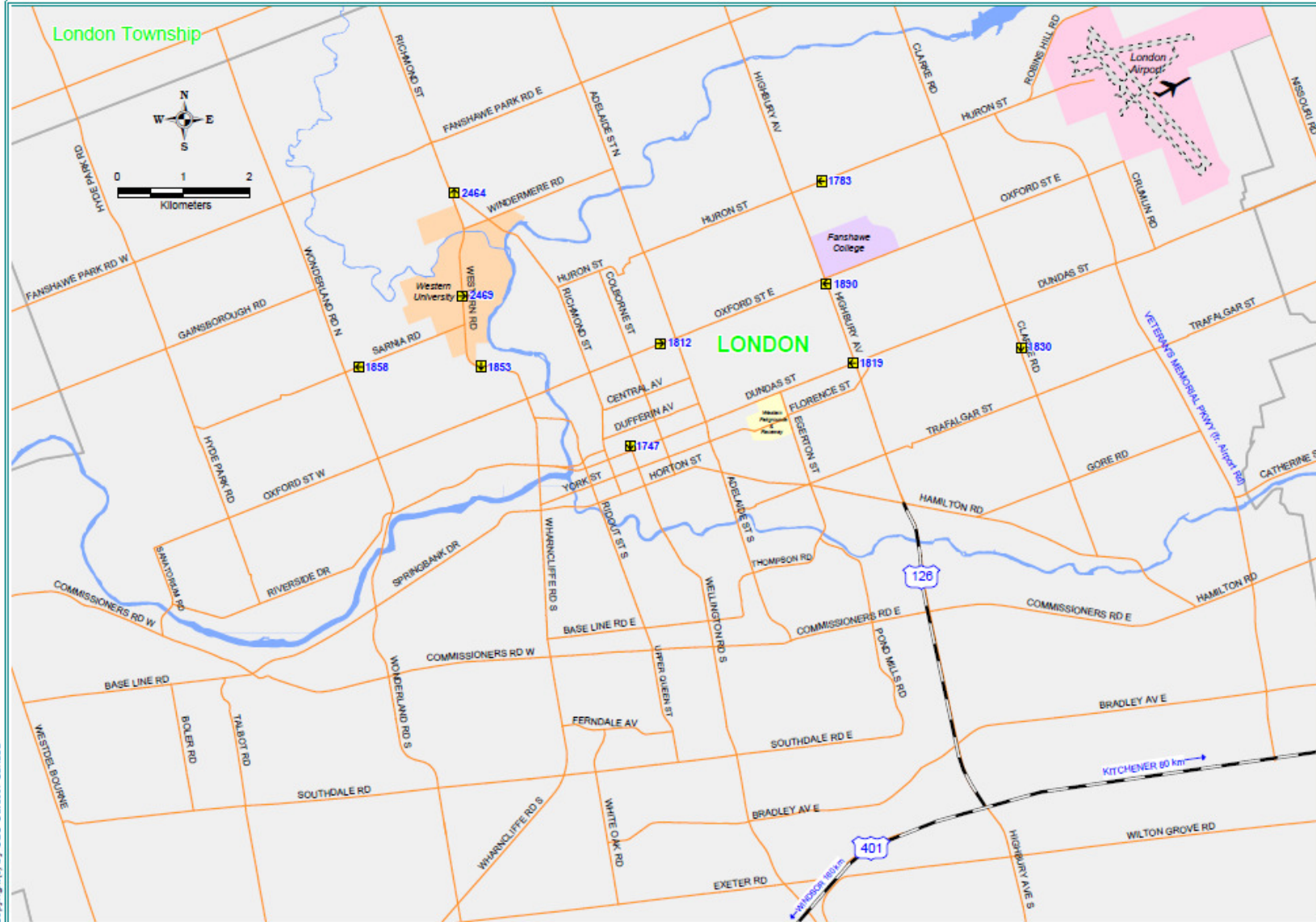
Appendix E – Bed Bug Transit Shelters and Bus



MARKET SUMMARY

	Scheduled Space Booked	Advanced List	Percentage Delivery	Week 1 Delivery	Week 2 Delivery	Week 3 Delivery	Week 4 Delivery
No. of Faces	10	10		10	10	10	10
G.R.P. (Daily)	25.0	24.7	99%	24.8	24.8	24.8	24.8
Avg. Circulation (Daily)	118,950	117,700	99%				
Total Days	560	560	100%				
Total Circulation	6,661,200	6,593,944	99%				

London (CMA)



SHOWING

Contract: 0119995
 Advertiser: Middlesex - London Health
 Product: Transit Shelters
 Weight: 24.7
 Start: 10/31/11
 End: 12/26/11
 Printed: 20111019

LEGEND

☐ Transit Shelters

MARKET PROFILE

LONDON (CMA)
 SOURCE: FP Markets - Canadian Demographics

- Available Outdoor Advertising Products
 - Posters
 - Transit Shelters
 - Backlights
- Total Number of Vehicles on the Road
 - 301,741
- 2011 Estimated Population 500,918
 - Working Population 243,567
 - At Home Population 221,355
- 2011 Households Estimate: 205,030
 - Avg. Household Income \$28,257 **
 - 22% Hilda, with income > \$100,000 **
- Major Ethnic Groups Include:
 - Spanish
 - Arabic
 - Polish
 - Portuguese

Although the information on this map has been thoroughly checked for accuracy, an error or omission may occasionally occur.

Visit us @
www.cbsoutdoor.ca



Appendix F – Radio Ad Script*

“Even vigilant homeowners can find themselves facing a big bed bug problem.

Bed bugs are always on the lookout for a new home

They can hitch a ride home with you after a hotel stay, cruise, business trip, or a bus ride, even an afternoon at the movies.

Know what signs to look for and the steps to take in case bed bugs come home with you.

For more information about bed bugs, including how to identify them phone 519-6635317 extension BUGS or online at healthunit.com/bedbugs.aspx”

*Audio file included in the hardcopy submitted to the MOHLTC

London City Radio Stations:

- BOB FM
- University of Western Ontario Radio
- Radio Fanshawe
- FreeFM
- BX 93
- Fresh FM
- AM 980
- FM 96

County of Middlesex Radio Stations:

- MyFM Strathroy
- MyFM Exeter

Appendix G – Assessments and Inspections for Possible Funding

Homeowner/ Tenant	Assessment	Recommendations	Funding Recommended?	Outcome
Homeowner	Inspection conducted by MLHU, bed bugs identified in home. Previous treatment conducted, Bed bugs still present. Economically vulnerable, as well as vulnerable special needs child along with 2 year old daughter and 2 adopted sons.	Due to the vulnerability of the occupants and lack of funding to address the issue, recommend funding to be spent on house treatment. Steve's Pest Management verified infestation.	Yes	Preparation and heat treatment conducted by Steve's Pest Management
Tenant	Elderly couple living in unassisted apartments in a retirement home. Bed bug infestation is heavy and there are no family/staff supports. Rentokill confirmed the infestation.	Due to sickness of the husband and level of the infestation recommend funding for preparation of the unit. Will also meet with Executive Director to offer education and IPM advice.	Yes	Preparation completed by Steve's Pest Management and funded by MLHU. Conducted a site visit to speak with the tenants and executive director. Will be doing in depth education meetings in the future.
LMHC	Conducted by Steve's Pest Management in 2010. Was identified again by Orkin and London Housing in 2011	Due to the vulnerability of the occupants, it is recommend funding be spent on helping with preparation by Steve's Pest Management who will also do the treatment as funded by LMHC	Yes	Preparation funded, LMHC will treat through Steve's Pest Management. On site education was conducted.

Homeowner	<p>Inspection conducted by MLHU bed bug signs and bodies identified in home. Steve's is needed to do a more thorough inspection. Economically vulnerable, as well as vulnerable special needs child. 2 infants living in the home, mother is immobile.</p>	<p>Due to immobility of the mother, a child with special needs and infants in the home. Based on the assessment conducted by Steve's and the vulnerability of the homeowners, and lack of funds to put towards the infestation, recommend that funding be applied.</p>	Yes	<p>The mother was moved to a long term care facility. The Family members will remain in the house. Prep and treatment funded. Education provided at long term care facility.</p>
Tenant	<p>Inspection conducted by MLHU. The furniture was replaced previously. Infestation has been caught quickly.</p>	<p>Resident is a vulnerable population. Is elderly and has minimal help which comes in the home to clean. Recommend funding be spent to help resident get the home in good order and to make the maintenance easier on the side of her house keepers.</p>	Yes	<p>Preparation funded by MLHU</p>
Tenant	<p>Inspection conducted by MLHU. Bed bugs found. Landlord not taking responsibility</p>	<p>Due to vulnerable populations living in the home and the cluttered situation, it is recommended funding be applied to help the home get proper treatment once the landlords arrange for a pest control company to come in</p>	Yes	<p>Preparation funded by MLHU</p>
Tenant	<p>Inspection by MLHU. No bugs found. Landlord has been providing treatments. Was too close to last treatment to detect any bed bug activity</p>	<p>No funding at this time. Is a vulnerable population and connected with WOTCH program. Last treatment seems successful for now.</p>	No	<p>no more complaints of bed bugs</p>

Tenant	Public Guardian and Trustee handle this womens finances and called to clarify the landlord's responsibility. A site visit was conducted by MLHU	One treatment was done on Jan 12th. Many dead bugs and the closets were not cleaned out. May continue seeing bugs but will report it again to the landlord if she finds bugs after 2 weeks.	yes	no more complaints of bed bugs
Tenant- Not For Profit Housing	Conducted by Steve's Pest Management. Bed bugs were found, as well as needles. This will be a premium service. Container will be provided by the MLHU	Due to disability, she is confined to a wheel chair for most of the time. The home is quite cluttered and she would not be able to do the prep work on her own	Yes	Preparation funded by MLHU. Hard reduction materials provided.
Tenant - Not for Profit Housing	conducted MLHU, bed bugs were found	Due to age and disability from having a stroke, is recommended for preparation services	Yes	Preparation funded by MLHU
Tenant	Conducted by Steve's Pest Management, identified a heavy infestation of bed bugs. Elderly couple	Tenants are an elderly couple who are unable to deal with the prep involved with another pest treatment. Landlord will provide the treatment but the health unit will fund the prep	Yes	Preparation funded by MLHU
LMHC	Was confirmed by Steve's Pest Management and MLHU. Is not a heavy infestation but a treatment is necessary	Due to vulnerable tenant living in the unit and her limited mobility, preparation should be provided in this situation. Preparation and treatment may prevent a larger infestation	Yes	Preparation funded by MLHU
LMHC	Was confirmed by Steve's Pest Management and MLHU. There have been treatments done by LMHC in the past month.	Due to vulnerable tenant living in the unit and his physical limitations, will provide preparation help	Yes	Preparation funded by MLHU

Tenant	Site visit by MLHU found a live bed bug 9 days after the initial treatment.	Due to physical limitation of the tenants and the language barrier when it comes to preparation, they would benefit from prep. Additionally to contain the spread when they move into non-profit housing, recommend that the treatment of furniture be funded by the health unit.	Yes	Preparation and some treatment funded to assist the family in moving to not for profit housing in the city
Tenant	Infestation confirmed by Steve's pest management and MLHU. The couch was infested. Lots of clothing that would need to be treated and removal of items.	Due to physical and mental limitations of the tenant, he will benefit from having preparation done in the unit.	Yes	Preparation funded by MLHU
LMHC	Site visit by MLHU found a live bed bug.	Due to physical and mental limitations of the tenant, he will benefit from having preparation done in the unit.	Yes	Preparation funded by MLHU
LMHC	Site visit by MLHU found a live bed bug.	Due to physical limitations of the tenants, they will benefit from having preparation done in the unit.	Yes	Preparation funded by MLHU
LMHC	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found	Recommended LMHC put bed bug monitors in the unit to watch for activity. No treatment is needed at this time.	No	Education provided.
LMHC	Conducted by MLHU and Steve's Pest Management. bed bugs and signs of bed bugs found	Due to physical and mental limitations of the tenant, he will benefit from having preparation done in the unit.	Yes	Preparation funded by MLHU

Tenant	Conducted by MLHU. Bed bugs and signs of bed bugs found	Minimal furniture and items in the apartment. No physical limitations to the tenant.	No	Education provided
LMHC	Conducted by Hklopp and Steve's Pest Management. No bugs found..	Tenant is elderly and has had multiple treatments. Would benefit from prep help if bugs are found to be in the unit aagin	No	No action at this time. Asked London housing to install monitors. Education provided
LMHC	Conducted by MLHU and Steve's Pest management. Bed bugs and signs of bed bugs found.	Has extensive clutter and has multiple treatments. Will fund preparation. The tenant has agreed to get their clutter removed and separate what they want to throw out	Yes	Preparation funded by MLHU
Tenant	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found	Recommended she continue to keep samples of bugs but that she talks to her doctor and shows them what she has been using on her skin.	No	Education provided.
Homeowner	Conducted by MLHU and Steve's Pest Management. Bed bugs and signs of bed bugs found.	Are homeowners, but are living on Ontario Disability. Are not prepared or able to afford the treatment for bed bugs. Will fund prep and treatment of the house. Will help to remove infested mattresses that have been left outside.	Yes	Preparation and treatment funded by MLHU

Not for profit Housing	Conducted by MLHU and Steve's Pest management. Bed bugs and signs of bed bugs found.	Is a 10 unit facility where people live there who would otherwise be homeless. One unit has been identified as having bed bugs. We will have the other units inspected and do a preventative dust treatment to the units around it. Have provided information for the Executive Director to set up an IPM in the future	Yes	Preparation and treatment funded by MLHU. Preventative dust applied to other units
LMHC	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found.	LMHC was considering a preventative dust. Said we would help Nancy prepare for the dust if that was going to take place	Yes	LMHC will not dust since this is a negative inspection and it has been dusted in the past. No actions
Tenant	Conducted by MLHU and Steve's Pest management. Bed bugs and signs of bed bugs found.	The landlord is having Xtermitec come in to treat. The tenant has financial restrictions to getting prep done and no laundry on site. Would benefit from prep help to support the landlord	Yes	Preparation funded by MLHU
Homeowner	Conducted by MLHU and Steve's Pest management. Bed bugs and signs of bed bugs found.	Are homeowners, but are living on Ontario Disability. Are not prepared or able to afford the treatment for bed bugs. Will fund prep and treatment of the house. Will help to remove infested mattresses that have been left outside.	Yes	Preparation and treatment funded by MLHU
LMHC	Conducted by Steve's Pest Management and London Housing	Due to the vulnerability of the occupants, it is recommend funding be spent on helping with preparation by Steve's Pest Management who will also do the treatment as funded by LMHC	Yes	Preparation funded by MLHU

LMHC	Conducted by Steve's Pest Management and London Housing	Due to the vulnerability of the occupants, it is recommend funding be spent on helping with preparation by Steve's Pest Management who will also do the treatment as funded by LMHC	Yes	Preparation funded by MLHU
LMHC	Conducted by Steve's Pest Management and London Housing	Due to the vulnerability of the occupants, it is recommend funding be spent on helping with preparation by Steve's Pest Management who will also do the treatment as funded by LMHC	Yes	Preparation funded by MLHU
Homeowner	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found.	cleanout of materials and to address a hoarding concern	No	Referral with Everest College Clean Up Crew
Homeowner	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found.	Check bed monitors placed by the MLHU and Steve's Pest Management Company in a week to monitor for activity. Wash all bedding in hot dryer and vacuum mattresses and baseboards. See a doctor to treat the itching	No	Bed bug monitors installed. Education provided. Recommended a doctors visit to check out bites on one of the children
Tenant	Conducted by MLHU and Steve's Pest Management. No bed bugs or signs of bed bugs found.	educated tenant on how to find bed bugs and prevent them through drying and vacuuming	No	Education Provided. Recommended mattres covers and clean up of laundry

Appendix H: Inspection and Assessment Tools



Appendix I

Bed Bug Calls

