

BEAT THE BITE: EDUCATION PACK FOR PRIMARY SCHOOL CHILDREN

Rational

The Loddon Mallee region is endemic for multiple mosquito-borne diseases, including strains with serious public health consequences. Notably, outbreaks of Murray Valley encephalitis occurred in 2023 and Japanese encephalitis (JE) in 2025, highlighting ongoing risk.

Seasonal rainfall events during mosquito breeding periods increase mosquito populations, elevating the likelihood of human infection.

These risks can be mitigated through targeted community education and JE vaccine uptake.

In response, a pilot program was developed in partnership with Mildura Rural City Council (MRCC) to deliver bite prevention messaging to children and families, via a short education video and resources including an interactive activity pack.



LMPHU Stop mozzie bites stickers



Alana Nolen MRCC examines a mosquito under a microscope

Objectives

This project pilot focused on developing an education package aimed at primary school-aged children and their families, designed to support mosquito bite prevention and awareness of mosquito-borne disease risk.

What we did

We partnered with Mildura Rural City Council to develop an education video aimed at primary school aged children. The video utilises footage by MRCC, providing localised mosquito management context.

Through this partnership we were also able to use the MRCC developed activity handbook, and offer interactive trapping demonstrations to schools. LMPHU provided technical expertise, and additional resources to deliver a packaged program.

What we delivered

- A child appropriate *beat the bite* educational video of actions children and families can take to limit the likelihood of contracting a mosquito borne disease.
- A letter to the principal introducing the mosquito bite prevention education, and it's purpose. Information on the Mosquito and mosquito-borne disease surveillance report was included for teachers and older students.
- MRCC is offering an interactive mosquito trapping session for students.
- MRCC developed an activity pack that can be used in schools, or taken home.
- Stickers and repellent are available for schools that choose to implement the program.
- The video can be used by other organisations to deliver simple mosquito bite prevention messaging.

Formal evaluation will be undertaken with MRCC and schools in late 2026.

Next steps

Program evaluation and uptake will allow further tailoring ahead of a planned coordinated rollout across LGAs and school settings next year, supporting consistent implementation, scalability and expanded reach across the Loddon Mallee region.

Supporting documents

Loddon Mallee Public Health Unit – Mosquitoes

Better Health Channel – Protect yourself from mosquito-borne diseases

Mildura Rural City Council – Mosquitoes – Don't Wing It

Lessons learned

Collaboration with key partners was central to successful project delivery. This collaborative approach strengthened engagement and ensured that resources were practical, relevant, and trusted. Targeted capacity building activities empowered stakeholders, parents, and caregivers to confidently apply key messages and build local knowledge.

The resources developed are adaptable and can be used across multiple stakeholder groups, with capacity to be replicated or tailored to local contexts.

While development required significant time and technical expertise, this investment ensured high quality, engaging outputs aligned to our targeted audience.

Acknowledgement

Loddon Mallee Public Health Unit acknowledges Mildura Rural City Council's contributions to this joint project.



LMPHU Beat the bite education video for Primary school aged children

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