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An Effective
Campaign Against
the Fly

And How to Manage It

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A booklet of practical suggestions for Mayors, School Superintendents, Commercial Clubs, Boards of Health, Granges
Women's Clubs and Newspaper Editors

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Why Have an Organized Fly Campaign?

FLY campaigns are a necessary evil, like spring house-cleaning. The ideal way to deal with the fly problem is for every person to do faithfully his share of this rather dirty task and thus quietly and efficiently to banish the typhoid-fly from our towns and cities.

The Extension Division of the University began the campaign in Oregon several years ago through Albert R. Sweetser, bacteriologist, and later through Dr. Clifton F. Hodge, professor of civic biology, with fundamental and carefully distributed information as to the nature and habits of the fly, and the best means of eradicating the pest. This work, aided as it has been by many other agencies, should not have to be repeated every year.

Unfortunately, the same conscience that troubles a man when he has given short weight or short change, often permits him to breed on his premises thousands of disease-carrying flies and to allow them to pollute food intended for his neighbor's use. His *Community Conscience*, therefore, needs to be aroused and the accepted method seems to be through a campaign of education, of cleaning up and of preparing for the fight which must extend through the summer.

This year we are going to assume that every person in Oregon who is in a position of educational or civic responsibility knows:

1. That the housefly is filthy and deadly.
2. That flies can be prevented, if the whole community will unite in certain simple and definite measures.

We are going to make the further assumption that no community is without physicians and other leading citizens who know:

1. How to prevent the breeding of flies.
2. How to catch those already in evidence, provided the start is made in time.

While we will gladly answer as fully as possible inquiries concerning the four fundamental propositions above indicated, we shall not add to the already large amount of publication along these lines, unless some really significant discovery in fly prevention warrants such publication.

In view of the facts above mentioned, we shall hope to be of assistance this year mainly in the practical way of suggesting means of getting the people together to work on this problem. In view of the need of arousing the community conscience on this important question, we are constrained to endorse the idea of a sensible, effective and largely educational fly campaign once a year.

For this campaign, plans in each community must vary to fit the special situation. This leaflet gives definite suggestions applicable to all fly campaigns, which will increase the effectiveness of the work in your community. These suggestions and such cooperation as is offered in them constitute our contribution to the anti-fly work in Oregon this year.

What to Do and How to Do It

Securing Central Organization:

1. Get an effective organization. Be sure that it includes the chairman of the board of health, the superintendent of schools, the principals of the graded and high schools, the officers and prominent members of the commercial club, the - officers of the women's clubs, the chief officers of the city government, official representatives of all newspapers, all the clergy, as many of the doctors as possible, presidents of the parent-teacher associations, the city librarian. Have the first meeting called under responsible auspices. Let all express themselves and take a part in shaping the initial policy.

2. Delegate the active planning to a committee of three men or women of high standing in the community who are willing to put thought into the work and to meet often and briefly. The lunch hour is often convenient. Some one, preferably

the secretary of the commercial club, should meet with the committee, keep a record of its proceedings and carry out its instructions.

3. Make sure of a limited but safe financial backing. The whole affair is a civic and cooperative undertaking, but there will be some expense. A good way is to secure an appropriation from the board of governors, ranging from \$10 to \$100.

4. Be sure that the newspapers get a good story of the starting of the campaign, with the names of all who are cooperating. See that they are supplied from day to day with live stories. Have feature stories prepared for the Saturday and Sunday papers. Keep the press matter on a high plane. Do not disgust the editors or the public by playing too long on the unpleasant aspects. Let some of the stories appeal to civic pride.

5. Let cooperative goodwill be the watchword. What you wish to do is to get everyone to working independently at trapping the breeders and cleaning up his own premises and keeping them clean. You are concerned with the formation of habits which will make next year's campaign an easier matter and a greater success. You cannot force cooperation. Your campaign *is* one of education. Do not threaten people with the law the first thing.

First Steps:

6. Overcome the feeling that some people have that flies are not so bad after all. Having done that, convince them that a flyless town is possible. Many persons do not think that flies are really very nasty. They fish them out of milk and gravy, but they eat the gravy and drink the milk. Convince them that the fly is deadly and they become fatalists. Convince yourself and the public of two things: first, the fly is a deadly menace; second, it can be exterminated.

7. Get a fly census and map of the city giving location of all breeding places. If you do not think of a quick and effective way to do this ask the Extension Division for suggestions.

Getting a Campaign Going:

8. Have printed some copies of the "Fly Catechism." (Write to Jean Dawson, Department of Biology, Cleveland Normal School, Cleveland, Ohio, for copies of the catechism.) Have on the sheet some reference to the campaign. On certain days have the grocers, bakers and butchers include a copy of this pamphlet wrapped in every delivery of food stuffs.

9. Interest the sewing supervisors, with the permission of the city superintendent. Have them give lessons on making Dr. Hodge's "Get-the-last-one Fly Net," the girls furnishing the fine mesh mosquito bar and the sewing, and the boys the bale wire, the sticks and the work of fastening the nets on the handles.

10. Interest manual training teachers and get all the boys in the city at work making fly traps of the very best design. Be sure that the principle is right. If you are in doubt, send a drawing of your trap to the Extension Division for criticism.

11. See that every home is provided with a good out-door fly trap in the back yard or barn yard, properly managed. This means that there must be no fly foods scattered about where flies may feed without, getting caught. Also see that every home is provided with at least one net to pick up the stragglers that escape the traps. If you are in doubt about the most effective bait, inquire of the Extension Division.

12. Very early when flies are hard to find, announce a large bounty. Make it clear why you do this, in order to impress on all the necessity of catching flies that have wintered over as soon as they become active. Limit the bounty to house flies and make it subject to change without notice. Reduce it rapidly as flies become more numerous. You will get some good newspaper stories out of this feature. Lump together always the idea of bounty with the idea of nets and traps. The thought of sending children after flies to be swatted and picked up is disgusting. Netting and trapping are cleanly.

13. Offer no bounty after spring breeding begins. Get the traps out early and let the youngsters feel as proud of a dozen flies in early March as of two bushels in May.

14. Run a series of letters from local physicians and business men telling of the fly evil and of their attitude toward the means that are being adopted to mitigate it. Get good names on these letters and the papers will handle them gladly.

15. Have the picture show people put on a "fly-reel" and advertise it heavily. In some towns interest has been so keen among the theater men that these reels have been shown free. The reels show the life history of the fly and are absolutely convincing.

16. When the campaign is well along, hold some public educational meetings. If you have a stereopticon, the Extension Division will loan you an illustrated lecture on the fly. Send invitations to these meetings by school children in order to insure a good attendance of people from all over town.

17. Interest leading business men in the distribution of swatters and nets carrying their business cards. Thousands of nets and swatters may thus be put into the hands of the people.

Let the School Help:

18. Interest the teachers of drawing and art and have a small prize offered for the best poster on the fly or the anti-fly campaign. You will get results that will surprise you if you really interest the teacher.

" 19. Interest the teachers in the graded schools and arrange to have the fly lessons in nature study presented simultaneously throughout the city. Then, on a certain day, have every child above the fifth grade write, as a nature study or English exercise, a composition about the fly. Have each principal choose the best one from his building for reproduction in a local paper.

Have an Educational Exhibit:

20. Have a store window display. Get the offer of the best window in the city for a week. Arrange an effective display. With the posters, the best of all the nets and traps, all of the school compositions, and some well made placards, it is sure to attract much attention. Have the window open if possible. Every parent will come to see the composition written by his child.

21. Have a doctor or the high school science teacher prepare some petri plates, showing how the fly leaves contamination from mouth and feet. Put these plates in the window display, with some such caption as: "A fly was caught walking on a manure pile. Then he took a walk on this plate."

22. In a clean, lightly stoppered glass jar have some filth containing fly maggots. Put them in a favorable place in the display window with a proper label. Emphasize the educational value of the label for this exhibit.

Use All Agencies Fully:

23. Have the city librarian collect all the material on flies in the library and put it on the reserve shelf. Have a poster made showing what is available and display it in the window downtown. Secure from the state library what material it has to spare and put in the city library.

24. Induce the board of health to put out a special circular and give it wide circulation.

25. Be sure that the city dump is not breeding flies for the whole town.

26. With a kodak, take pictures of some of the worst fly breeding places in town and exhibit the pictures, without names, in the display window.

27. Make a careful study of the local ordinances. Some local ordinances have provisions which actually encourage the breeding of flies. One such provides that manure must be kept in covered receptacles. If your ordinance contains such a clause, or does not make it possible to secure a clean-up once a week, take up with the health officer and the city council the advisability of immediate revision. The University will gladly aid with suggestions.

28. If any minister cares to discuss the matter before his congregation, suggest as a text Exodus 8:31.

29. Let the fly committee report through the local press on August 15, giving reasons for success or failure of the effort.