

CITY OF HAMILTON RAT RESOURCES

Electronic Resources:

'Rats!' - YouTube Video

One of the first resources developed is a six minute video that focuses on rat control and prevention measures for property owners/occupants. The video posted on our website and on social media pages including the City of Hamilton's Twitter page. The video is also posted to the City of Hamilton's YouTube Channel and has been viewed over 1100 times: (<https://www.youtube.com/watch?v=STMsPkogGS4&t=70s>)

Website

<https://www.hamilton.ca/public-health/health-topics/rats>

The website includes five major steps to deal with rats including these topic headings:

- Look for evidence of rats
- Clean up
- Do not feed rats
- Keep rats out of your home
- Eliminate rats

Each step walks the reader through detailed information. For example, under "Do not feed rats" the section explains how to store garbage so it doesn't become a food source, how to maintain a food garden, and the risk and local rules about feeding birds and other wildlife. This webpage received 1,447 views in 2016, compared to 535 views in 2015 when the webpage was first launched.

Social Media

Information is routinely shared by engaging the public through social media platforms. A Twitter campaign provided us with a total of 43,515 impressions in 2015 and 8,751 in 2016. A guest posting day on a City Facebook page allowed Public Health Services to share information about signs rats are living on a property and what homeowners should do if they suspect rats have made their property their home or feeding ground.

Councillor Newsletters

In April 2017, an article on rat control and prevention was created and shared with all City Councillors to distribute to their constituents.

Vets and Pet Owners

Also in April 2017, local veterinarians received a newsletter about rats through our One Health Newsletter. One Health is a global concept of the animal health community (veterinarians, veterinary technicians) working together with the human health community (public health, acute care) to share information about infectious diseases and to discuss common topics of concern all toward the goal of improved health for animals and people. Additionally, an article on controlling pests was published in Pets Magazine in 2015 and distributed nationwide.

Print Resources:

Property Standards “Bylaw 100” Flyer/Handout

This publication is a partnership between Municipal Law Enforcement (MLE) and Public Health Services. ‘By-law 101’ was first developed by MLE and then PHS was able to add a rat insert page which includes a graphic showing where rats may get into a home and where they might be living outside. The whole handout has been revised and is distributed by Public Health staff in response to rat complaints. Depending on the scale of the distribution and staffing resources, staff will either hand deliver or they will arrange a mail out.

Rat/Mice Factsheet

This was developed in July 2017, along with a flea factsheet and a cockroach factsheet, as these pests lacked a factsheet. The factsheets are available in pdf format but are also printed in small quantities for distribution as needed. The factsheet compares rats and mice to help with identifying droppings and whether a sighting of a rodent was a mouse or a rat.