

Public Outreach for West Nile Virus in Southern California

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San Gabriel Valley Mosquito & Vector
Control District

Public Information Outreach in San Gabriel Valley

How we did it...

Goal:

Hit 'em with WNV info every where they turn!

- Local / In-house outreach
- Regional / Multi-agency outreach

Local / In-house outreach

- **City Staff**
 - **Info Packets:** city manager, council members, department heads, PIOs
 - **Presentations:** city staff, city councils, seniors
 - **Press releases & regular correspondence:** city manager, PIO, trustees
 - **Literature:** city hall, chamber of commerce, libraries, PD, FD, animal control, community/senior services (reference cards, poster, WNV pamphlets - *multilingual*)
- ** **NPDES coordinator/stormwater mgrs contacted**
 - Mosquitoes in BMP info sent
 - Request list of BMPs and placement on list to review future projects

Local / In-house outreach

- **Seniors**

- **On Site Visits:** each senior center, convalescent home, retirement village located and visited throughout season by technician
- **Regular correspondence:** site director
- **Literature:** reference cards, WNV poster, WNV pamphlets (multilingual), articles for newsletters
- **Presentations:** safety fairs, staff training, senior citizens meetings

Local / In-house outreach

- **Schools**

- **Info Packets:** district superintendents, school site principals (public and private)
- **Newsletter:** 4th-5th grade level to each teacher
- **Literature:** each school site (reference cards, posters, WNV pamphlets *multilingual* - provided disk for duplication and distribution to all parents)
- **Presentations:** classrooms, staff (primarily maintenance & nursing)
- **Press releases & regular correspondence:** principal, PTA, school newspaper

Local / In-house outreach

Media - *multilingual*

- **Print**

- Newspaper insert - sent to *every* household
- Press releases to regional, community, & college newspapers... *lots* of interviews!
- “articles” written for community papers, PTA



Local / In-house outreach

- **Media - *multilingual***

- **Cable Access**

- Video and CD Rom provided (individual slides, short video PSA, CDC WNV video)
 - Interview shows, WNV specials

- **TV**

- Press releases and interviews

- **Radio**

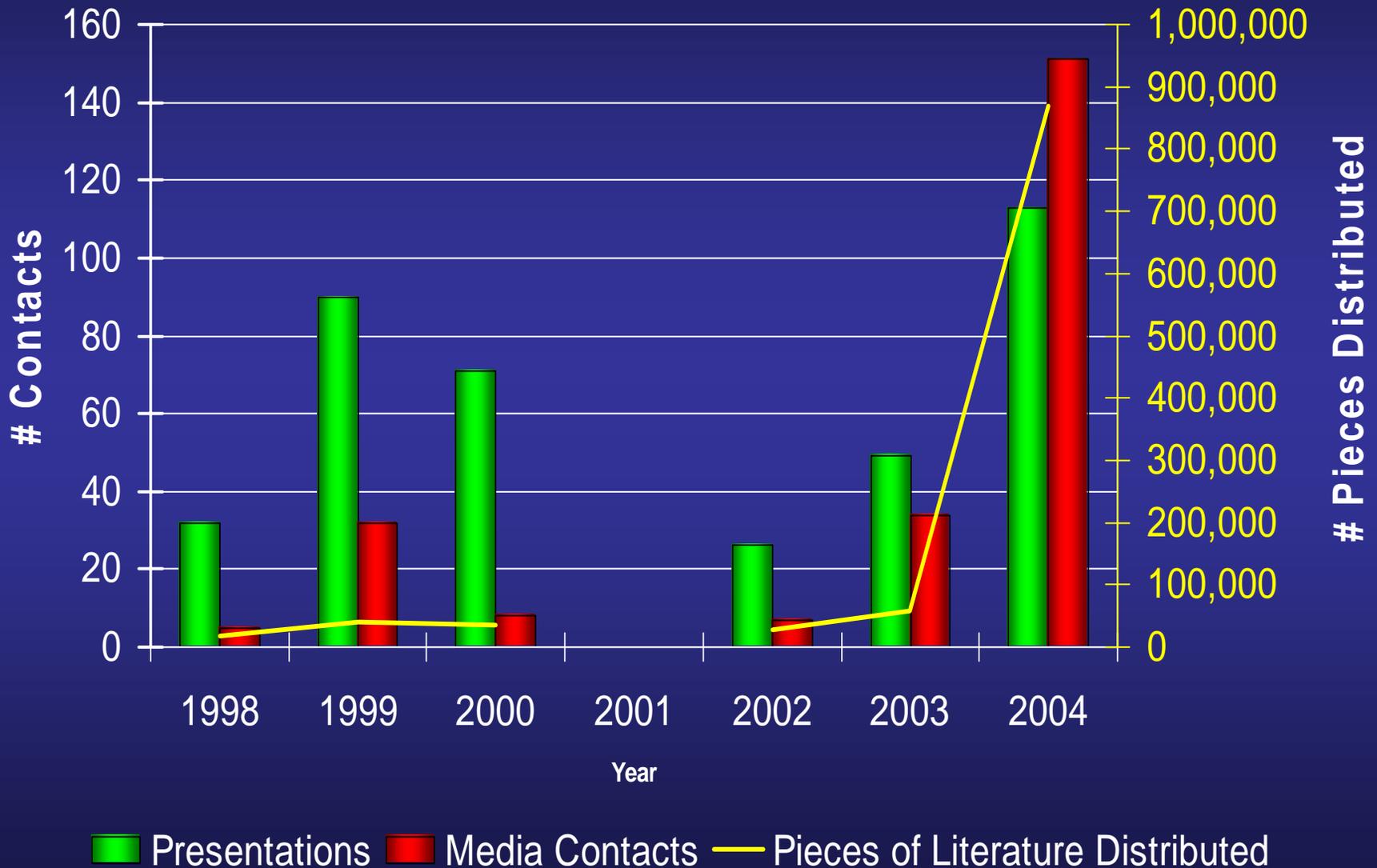
- Press releases and interviews

DEET Wipe Giveaways

- **Cutter** (Spectrum Brands) representative donated 6,000 + individual towelettes
- Distributed at L.A. County Fair, Senior Centers, City Fairs, Etc.

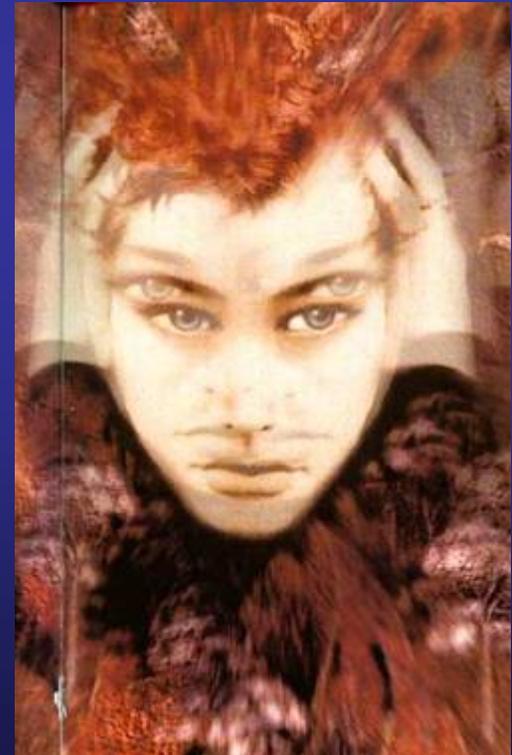


Impacts on Education Department



2004 Budget Impacts

- Annual PR Budget = \$20,000
- Additional expenditures = \$75,000
- 152 hours overtime (2 staff)
- Tylenol = \$250.00



Regional / Multi-agency outreach

Joint effort between 5 agencies

– GLACVCD, SGVMVCD, OCVCD, WVMVCD, LBDHS

The Miller Group



\$218,000 total investment

Cost share based on #
parcels in 'coverage' area

Regional / Multi-agency outreach

- Sponsorships

Albertsons/Sav-On, Ralphs/Food-4-Less, Stater Bros, Safeway, Longs Drugs, Armstrong Garden, Lowes, Orchard, Costco, REI, 7-11, Salvation Army, Goodwill, and more

- Water Bills

36 Water Depts printed or added inserts

- Press Conference (May 04)

- High visibility PR events

Freedom Festival, Latin Festival, Coliseum billboard, community fairs, Kirkorian theatres

- Radio Buy (\$68,000)

447 60-second spots

27 30-second spots

- Lindsay Wagner PSA





WIPE OUT WEST NILE VIRUS

El virus del Nilo Occidental es una amenaza significativa para la salud. Contagiado a través de los mosquitos, sus síntomas incluyen dolor de cabeza, fiebre, cansancio y dolor muscular. La mayoría de las personas se recuperan pero la enfermedad puede ser fatal. No existe vacuna contra el virus, pero sí medidas que se pueden tomar para proteger a la familia.

TOME LAS SIGUIENTES MEDIDAS DE PRECAUCIÓN

- ✓ Repare las tuberías de agua exterior que goteen.
- ✓ Mantenga la limpieza de las piscinas y bebederos de animales.
- ✓ Use cubiertas de plástico negro y cubiertas cuando se encuentre al aire libre, especialmente al anochecer y al amanecer cuando hay actividad de los mosquitos.
- ✓ Cambie el agua de los bebederos con los animales lo menos una vez por semana.
- ✓ Cierre bien los mosquiteros de las puertas y de las ventanas para que no entren los mosquitos.
- ✓ Enterrase el exceso de césped y la tierra.
- ✓ Cuando esté al aire libre, use una mosquitera que contenga DEET.
- ✓ Cero los mosquitos se reproducen en agua estancada que puede ser tan poco profunda como un plato.
- ✓ Limpie los estancos y las charcas con comen mosquitos. Deséchelos, que contenga gran cantidad de los charcos control de los mosquitos.

Los moscos portadores del virus del Nilo Occidental. Informe de cualquier muerte de aves a California Department of Health Services. Llámese al 1-877-WNV BIRD (968-2473). Si alguien tiene información sobre un sitio de charca de control y denunciado a un control de los mosquitos, a ser los piscinas o bebederos de animales que estén desatendidos.



WIPE OUT WEST NILE VIRUS

Vì khuẩn Tây Nê là một đe dọa đáng kể đến sức khỏe. Nó mang rất nhiều triệu chứng bao gồm nhức đầu, nóng và nhức bắp thịt. Hầu hết những người mắc bệnh hồi phục thể gây chết người. Thuốc chủng ngừa bệnh này hiện không có sẵn. Tuy nhiên, chúng ta có thể thực hiện một số biện pháp phòng tránh để bảo vệ gia đình.

BẢY LÀ PHƯƠNG CÁCH HIỆU QUẢ CHỐNG TAY NÊ

- ✓ Sửa chữa những vòi nước bị chảy ở bên ngoài.
- ✓ Dùng an chén nước uống từ hồ và bể bơi của bạn.
- ✓ Tránh tắm nước quá nhiều vào những buổi trưa và sớm những ngày hè.
- ✓ Mây mưa an dù tay và quần áo từ người khác, đặc biệt là khi tiếp xúc đông và sau buổi bơi khi nước đang "lấm lem".
- ✓ Khi đi ngoài trời, hãy sử dụng thuốc chống muỗi có chứa DEET.
- ✓ Thay nước trong bồn rửa nước mỗi tuần một lần.
- ✓ Khi đi chung từ nhà hãy loại bỏ nó ra ngoài và loại bỏ nó ra ngoài và loại bỏ nó ra ngoài.
- ✓ Không bỏ rác của mình ở ngoài trời.
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Một số chim mang vi khuẩn Tây Nê. Hãy thông báo cho Bộ 1-877-WNV BIRD (968-2473) bất cứ thông tin nào. Gọi số tìm kiếm và quan ở địa phương để tìm hiểu về những báo về vi khuẩn và hồ của bạn có thể đang bị bỏ quên và không được xử lý.

Để tìm hiểu thêm về vi khuẩn Tây Nê, vào trang web www.wipeoutwestnile.com hoặc gọi vào số 1-877-WNV BIRD (968-2473).



WIPE OUT WEST NILE VIRUS

West Nile virus is a significant health threat. Transmitted by mosquitoes, its symptoms include headache, fever, fatigue and muscle aches. Most people recover, but the disease can be fatal. No vaccine exists, but there are steps you can take to protect your family.

Here's How You Can Make A Difference:

- ✓ Repair leaking exterior faucets.
- ✓ Maintain swimming pools and spas.
- ✓ Avoid over-watering flower beds and lawns.
- ✓ Wear long sleeve shirts and pants outdoors, especially at dawn and dusk when mosquitoes are active.
- ✓ When outdoors, use mosquito repellents containing DEET.

- ✓ Change water in bird baths at least once a week.
- ✓ As standing water breeds mosquitoes, eliminate standing water from tires, dog bowls, buckets, etc.
- ✓ Secure window and door screens to keep mosquitoes outdoors.
- ✓ Seal ports and furniture with mosquito-eating felt, free from your local mosquito control provider.

Birds are carriers of West Nile virus. Report dead birds to the California Department of Health Services at 1-877-WNV BIRD (968-2473). Finally, call this number to find your local mosquito control provider to report mosquito problems and neglected pools/spas.

TO FIND OUT MORE ABOUT WEST NILE VIRUS,

VISIT www.wipeoutwestnile.com

OR CALL 1-877-WNV BIRD (968-2473)





WIPE OUT WEST NILE VIRUS 消除西尼羅病毒

西尼羅病毒對健康有嚴重的威脅。它是經由蚊子傳播，其症狀包括頭痛、發燒、疲勞和肌肉疼痛。大多數患者可以康復，但此病毒亦可致命。目前尚無疫苗可用，但是您可以採取一些措施來保護您的家人。

以下是一些有益的建議：

- ✓ 修理漏水的外牆水龍頭
- ✓ 維持游泳池和按摩池的清潔
- ✓ 避免過度澆水花圃和草坪
- ✓ 戶外穿著長袖襯衫和長褲，特別是清晨和黃昏時
- ✓ 戶外活動時，使用含有 DEET 的防蚊劑
- ✓ 每週更換鳥浴盆的水一次
- ✓ 確保窗戶和門窗密封條可以阻擋蚊蟲進入室內
- ✓ 膠合家具和傢俬用蚊蟲食腐膠
- ✓ 聯絡您所在地的蚊蟲防治局，告知任何可能滋養蚊蟲的池水

某些鳥類可能攜帶西尼羅病毒，如果發現死鳥，請通知加州衛生服務部電話：1-877-WNV BIRD (968-2473)。最後，請撥打此電話來尋找您當地的蚊蟲防治局。



WIPE OUT WEST NILE VIRUS

鳥類是西尼羅病毒的攜帶者。報告死鳥到加州衛生服務部電話：1-877-WNV BIRD (968-2473)。最後，請撥打此電話來尋找您當地的蚊蟲防治局。

如何獲取更多關於西尼羅病毒的信息

- ✓ 訪問 www.wipeoutwestnile.com
- ✓ 撥打電話 1-877-WNV BIRD (968-2473)

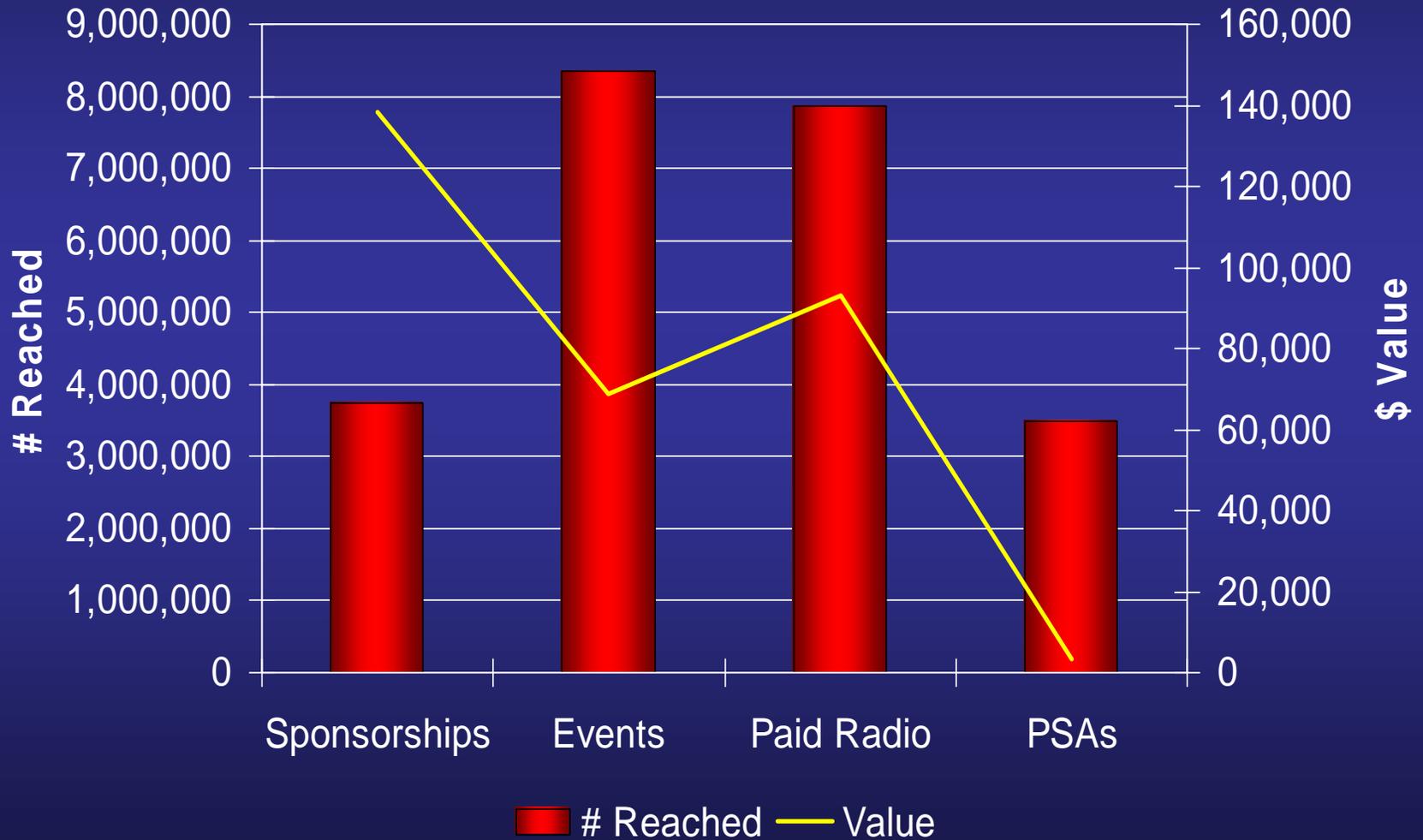
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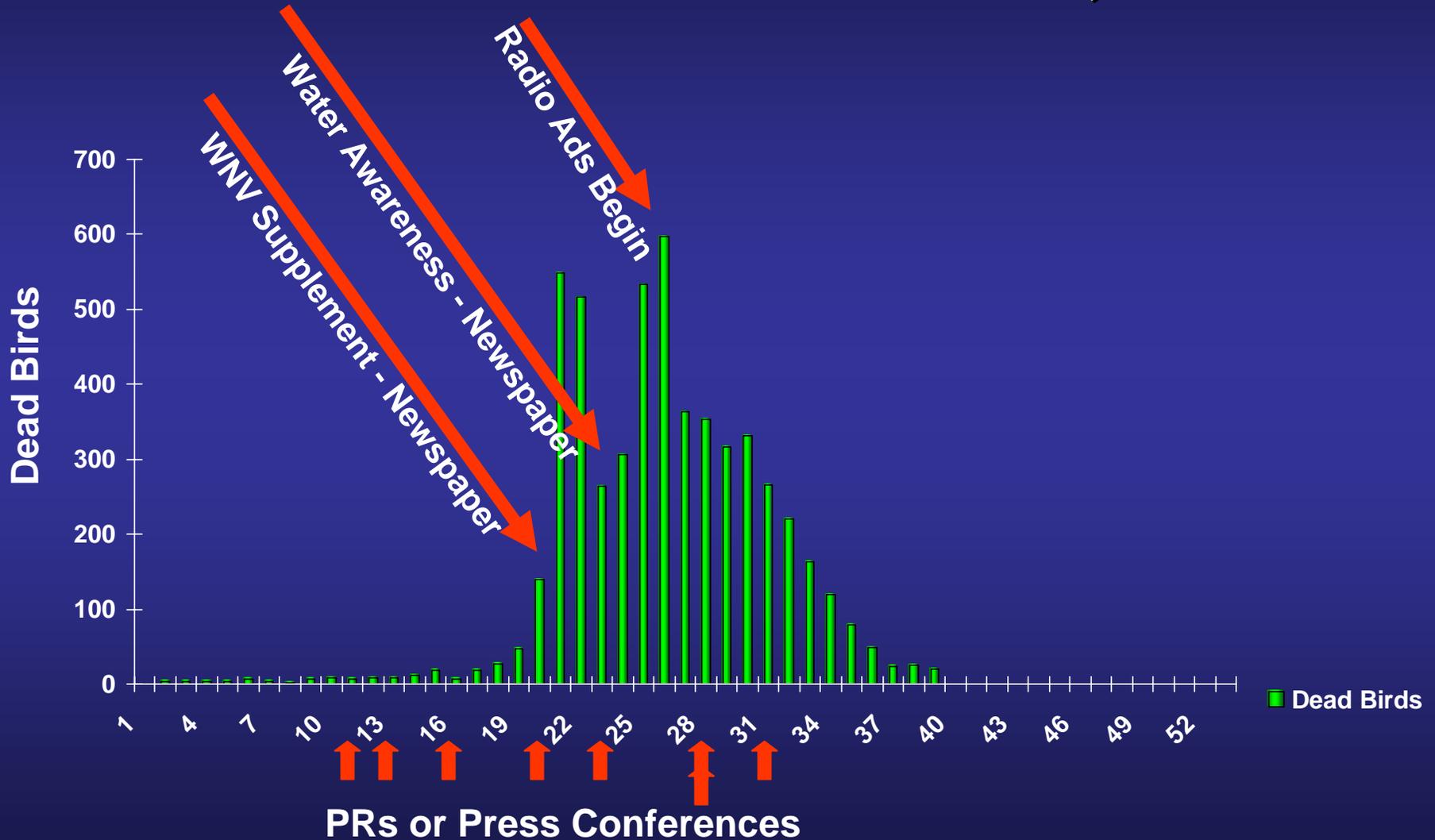
WipeOut West Nile Campaign



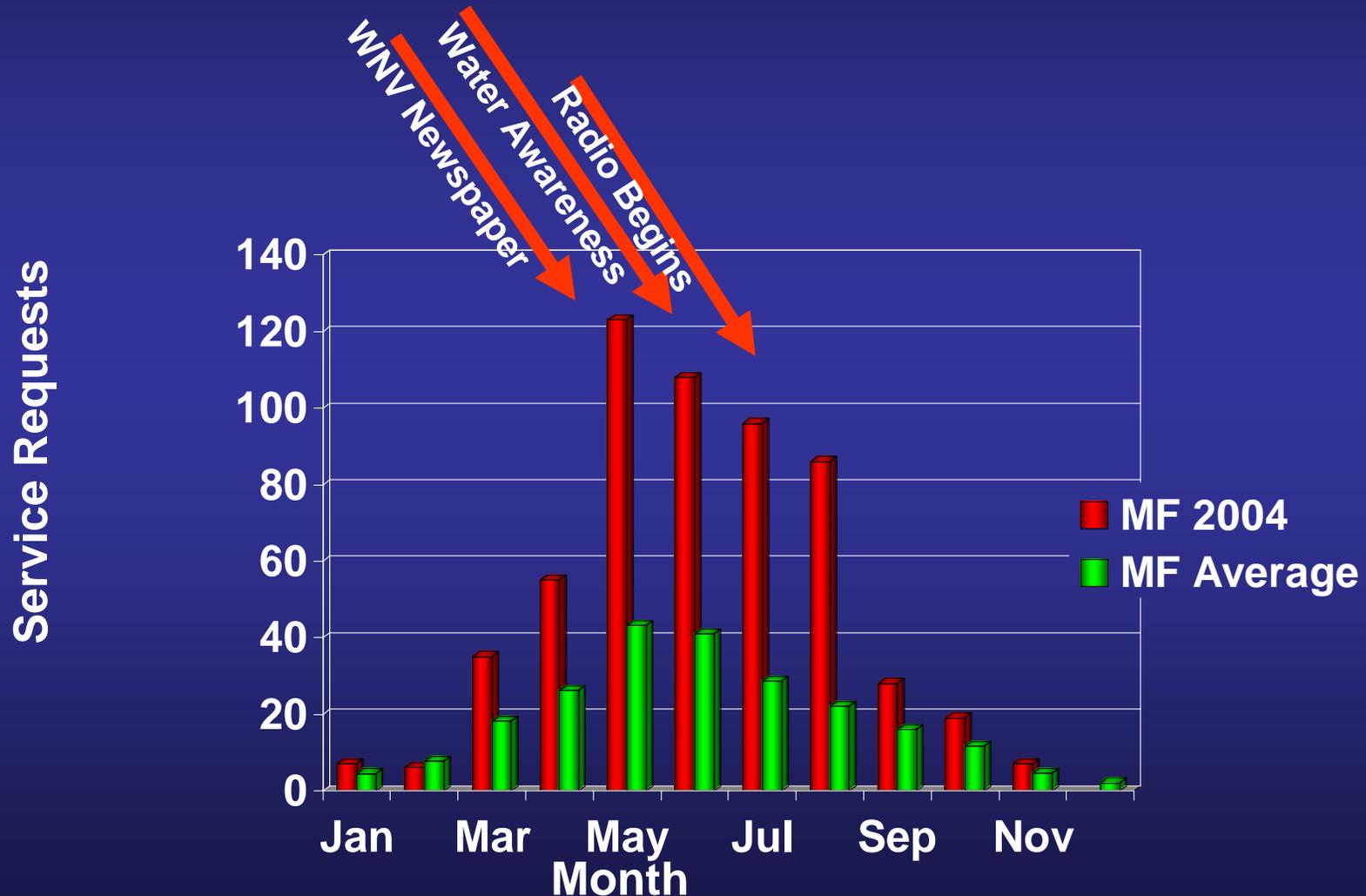
Did it work?

- No Survey
- Hits to SGVMVCD Web Site
 - July: 35,989
 - Aug: 45,489
 - Sept: 29,719
 - Oct: 21,817
- Public *was* informed
- Cutter Brand repellent sales up **51%** in So. CA since 2003

SGV Dead birds by week of reporting and other events related to West Nile virus, 2004



Service Requests Received Mosquitofish 2004 vs 1999-2003 Mean



Service Requests Attributable to Mosquitoes - 2004



Successes and Problems

- We think it worked! We had many more human cases than we expected, but based on our population... it could have been much worse!
- Regional outreach effort was important in our area.
- Simplified message and single phone number critical to reduce confusion and help residents find current, accurate WNV info and the correct district serving their area
- Close coordination between local agencies critical – give reception staff in cities, animal control, chamber of commerce, etc. reference cards for quick access to important phone numbers when public calls.

- Convincing people we had mosquitoes!
- Confusion and frustration about dead bird pickup became problem
- Sheer number of dead birds quickly overwhelmed any one's ability to pick them all up. Many cities (parks depts, public works, animal control) picking up and disposing of birds – not reporting. Public more concerned about birds than mosquitoes
- Inability to release name of city where human cases occurred caused frustration. Public felt they had a right to know where people were getting sick!
- Unable to target groups that spend time outdoors (ran out of time) i.e. summer camps, scouts, soccer leagues, baseball, softball, etc. Parents and grandparents need repellents too!

Thank You

Don't reinvent the wheel... call me!

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