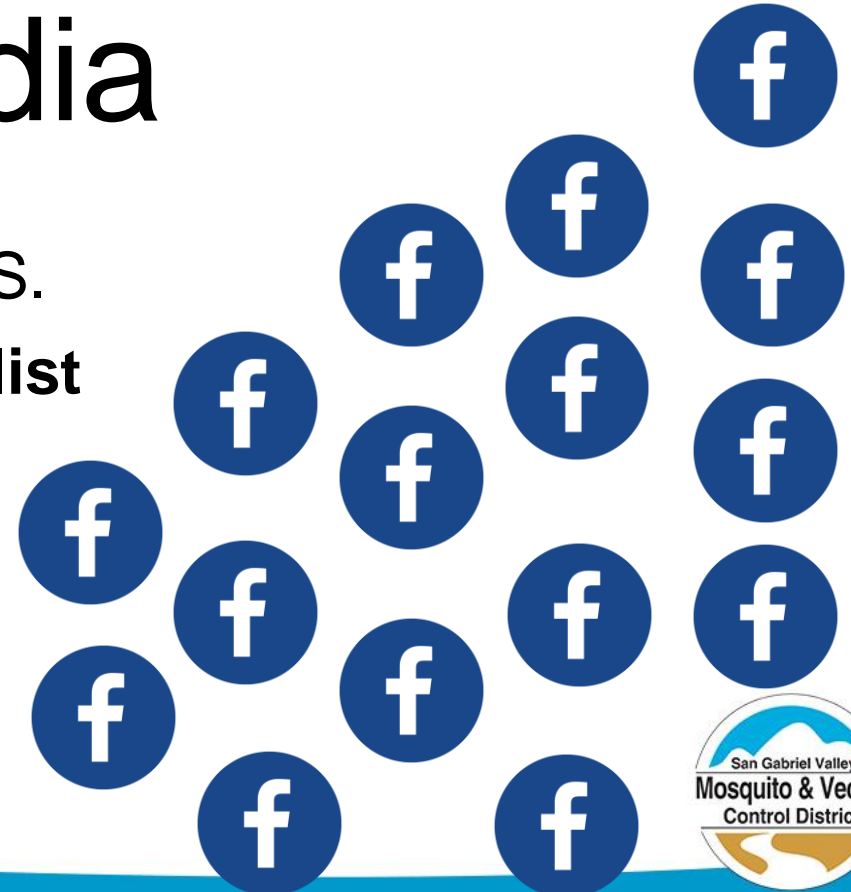
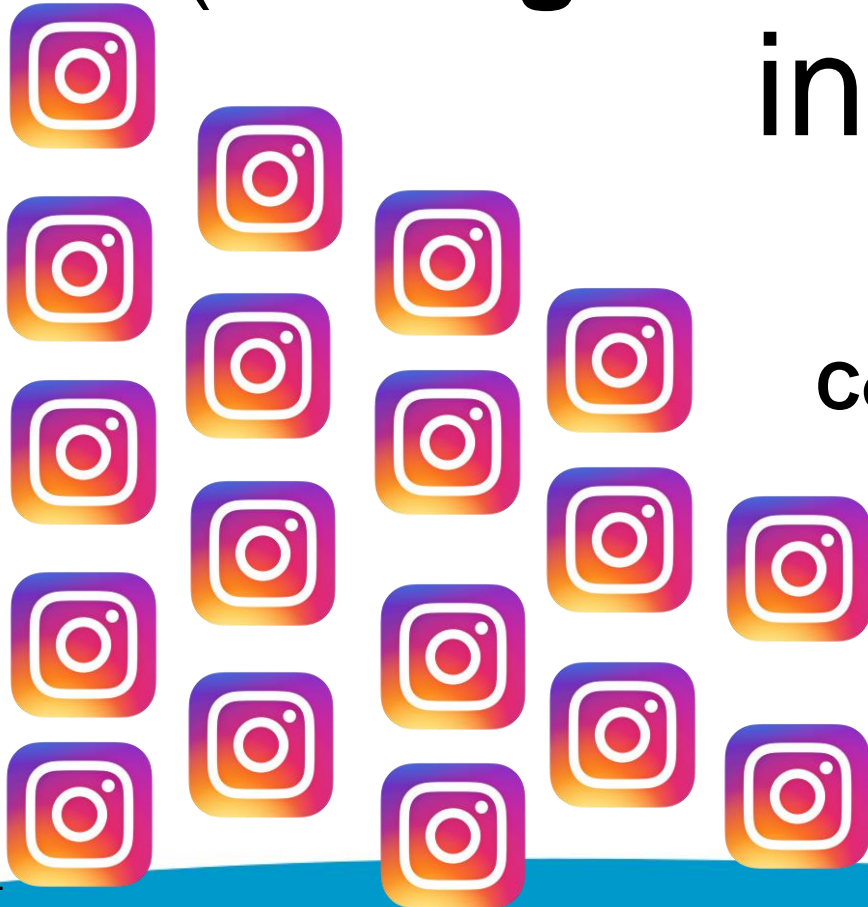


S.W.A.R.M.

(Strategic Warning & Repetitive Messaging) in Social Media

By: Pablo A. Cabrera M.S.
Communications Specialist



AMCA

88TH ANNUAL MEETING

JACKSONVILLE

FLORIDA



WWW.MOSQUITO.ORG

FEB 28 – MAR 4, 2022





- 287 square miles in Los Angeles County
- Population: Estimated 2 Million (majority urban residential)
- District Budget: \$5.5 million
- Communications Operational Budget: \$123,000



judgement free zone™



Strategic Warnings



Repetitive Messaging



Strategic Warnings







Providing the highest level of protection from vectors & vector-borne diseases in San Gabriel Valley

What is a Vector? | Submit a Tip

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THIS ITEM APPEARS ON

IS YOUR PROPERTY AT RISK FOR HARBORING MOSQUITOES? + =

WEST NILE VIRUS ACTIVITY 2021

CAN THIS MOSQUITO REPELLENT WORK AGAINST COVID 19? NOT REALLY, SAME STUDY SAYS

WHO IS ADA EEZ? A TALE OF INVASIVE AEDES MOSQUITOES

蚊子安全意识周 MOSQUITO AWARENESS WEEK (CHINESE - CALIFORNIA)

SEMANA DE ACCIÓN CONTRA LOS MOSQUITOS (CA)

CALIFORNIA MOSQUITO AWARENESS WEEK APRIL 18 - 24, 2021

NATIONAL MOSQUITO CONTROL AWARENESS WEEK

WEST NILE VIRUS ACTIVITY 2020

HOW TO GET RID OF MOSQUITOES

HOME PAGE

Take Action: Tip, Toss, Protect!



Tip, Toss, Protect to stop mosquitoes!

Kicking Mosquitoes Out Has Never Been Easier

- Tip out stagnant water weekly
- Toss unused containers, even bottle caps!
- Protect yourself with mosquito repellent



West Nile virus

confirmed in

Alhambra



West Nile virus

confirmed in

Rosemead



San Gabriel Valley Mosquito & Vector Control District
Sponsored

West Nile virus

confirmed in

South Pasadena



Learn more

San Gabriel Valley Mosquito & Vector Control District
Sponsored

West Nile virus detected in the City of South Pasadena. Don't give mosquitoes a biting chance.

West Nile virus

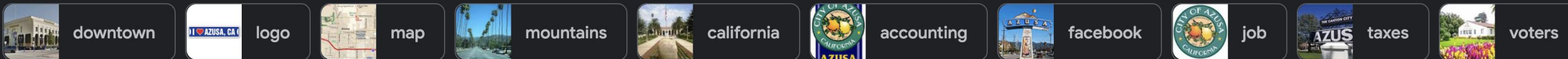
confirmed in

South Pasadena



LEARN MORE

TIP: OSSEPROTECT.ORG
Protect Yourself with Mosquito Repellent



Azusa, CA - Official Website | Official ...
ci.azusa.ca.us



City of Azusa | Facebook
facebook.com



City of Azusa - 107 upda...
nextdoor.com



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facebook.com



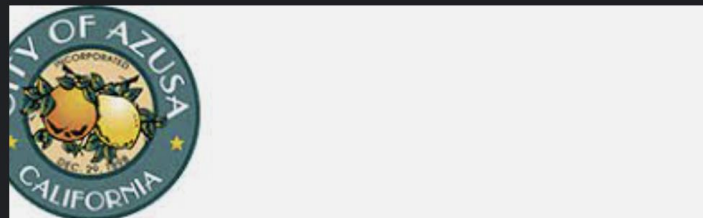
Working at City of Azusa,...
glassdoor.com



Azusa, California - Wikipedia
en.wikipedia.org



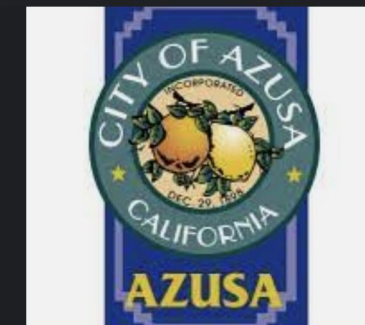
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City of Azusa | LinkedIn
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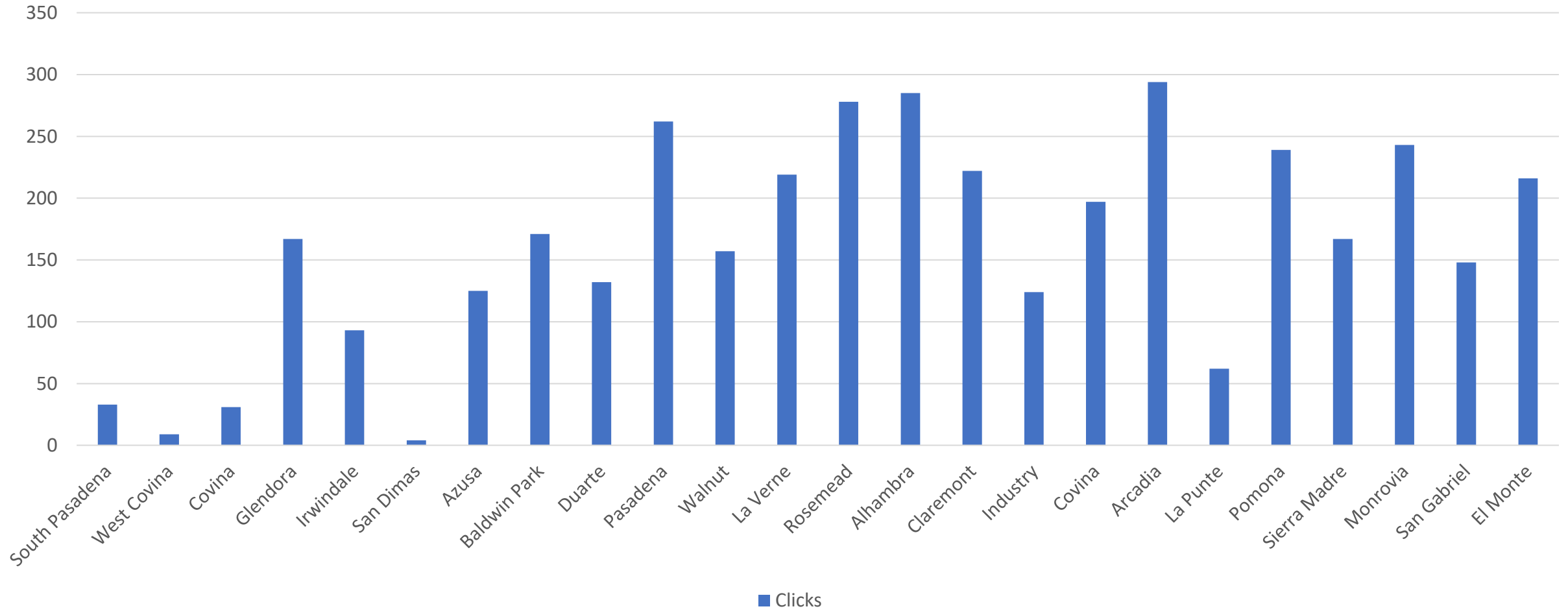


West Nile virus confirmed in

Azusa

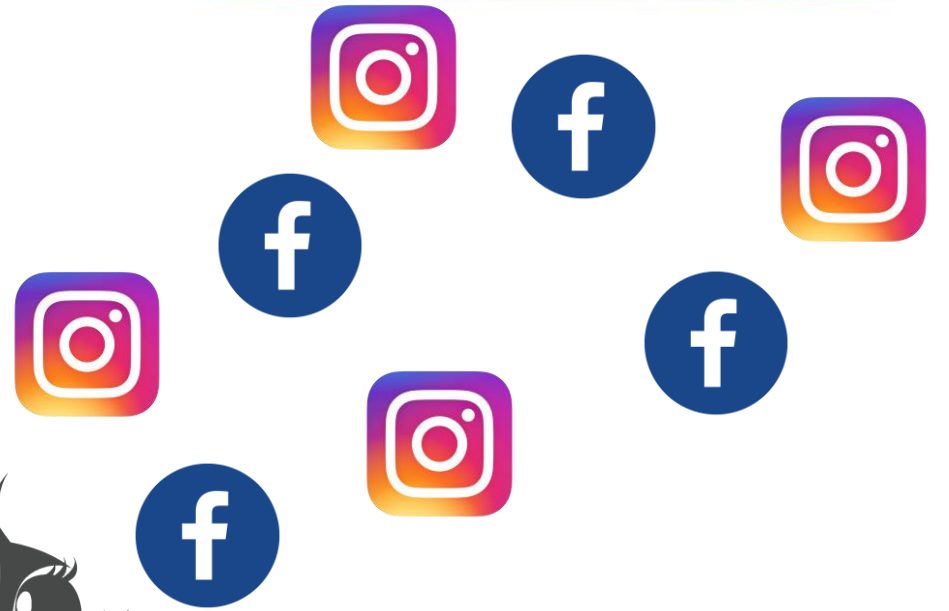


Link Clicks



What We Learned

- Public health inequality
- Cities are different
- The graphics you use matters
- strategy matters



Do you have a question or want to contact me?

Scan the QR Code with Your Phone



Pablo A. Cabrera M.S.
Communications Specialist
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