

BUZZING INTO ACTION:

Navigating Dengue with Dynamic Outreach and Rapid Response

January 27, 2025

93rd Annual MVCAC Conference, Oakland, CA

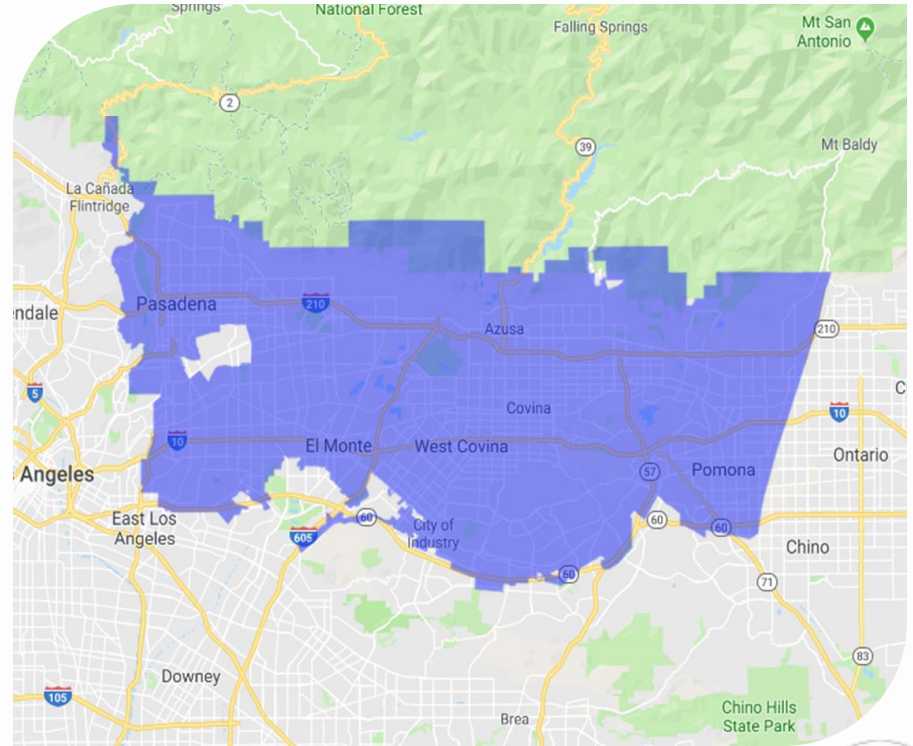
ANAIS MEDINA DIAZ | *Director of Communications*

San Gabriel Valley Mosquito and Vector Control District



SAN GABRIEL VALLEY MOSQUITO & VECTOR CONTROL DISTRICT

We serve 26 cities and unincorporated Los Angeles County communities in the San Gabriel Valley.



BACKGROUND – DENGUE IN THE SGV 2023

October 12, 2023

- Pasadena Public Health Department and SGVMVCD responded to the first case of dengue in California

Winter 2023

- Reviewed mandatory responses as a department and district in preparation for future local *Aedes*-vectored cases



DENGUE IN THE SGV 2024



11
Locally-
acquired
Dengue cases



Responded to
cases across
4 cities

One case was high-concern

September 4, 2024 – November 24, 2024



RESPONSE IMPACT



6.8 Million
Digital Impressions

130,000
Website Views



540
Neighborhood
Postings

1,200
Informational
Mailers

6 press releases = **60** media hits

MANDATORY RESPONSE – LOCALLY ACQUIRED CASE, *Aedes*-VECTORED



Internal Communications



City Partnership Outreach



Treatment Response



Community Outreach



Media Relations



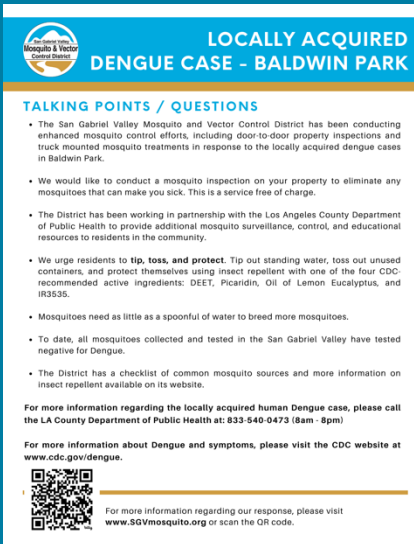
Digital Outreach

Additional Actions (Optional):

- Bite Prevention Kit
- Community Pop-up Event
- Educational Programs
- Materials Drop Offs
- Repellent Signage
- Printed Mailers
- Enhanced Collateral

INTERNAL COMMUNICATIONS

Standard Operating Procedures delineate the Communications Director to notify district personnel about SGVMVCD responses. This helps keep folks informed of basic information of district responses.




LOCALLY ACQUIRED DENGUE CASE - BALDWIN PARK

TALKING POINTS / QUESTIONS

- The San Gabriel Valley Mosquito and Vector Control District has been conducting enhanced mosquito control efforts, including door-to-door property inspections and truck mounted mosquito treatments in response to the locally acquired dengue cases in Baldwin Park.
- We would like to conduct a mosquito inspection on your property to eliminate any mosquitoes that can make you sick. This is a service free of charge.
- The District has been working in partnership with the Los Angeles County Department of Public Health to provide additional mosquito surveillance, control, and educational resources to residents in the community.
- We urge residents to **tip, toss, and protect**. Tip out standing water, toss out unused containers, and protect themselves using insect repellent with one of the four CDC recommended active ingredients: DEET, Picaridin, Oil of Lemon Eucalyptus, and IR3535.
- Mosquitoes need as little as a spoonful of water to breed more mosquitoes.
- To date, all mosquitoes collected and tested in the San Gabriel Valley have tested negative for Dengue.
- The District has a checklist of common mosquito sources and more information on insect repellent available on its website.

For more information regarding the locally acquired human Dengue case, please call the LA County Department of Public Health at: 833-940-0473 (8am - 8pm)

For more information about Dengue and symptoms, please visit the CDC website at www.cdc.gov/dengue.



For more information regarding our response, please visit www.SGvmosquito.org or scan the QR code.

Items to prepare:

- Talking Points
- Templated emails
- Templated answers
- FAQs
- Details of response





Over 500

Signs Posted

Over 6,200

Landing Page Views

Treatment
Preparation

Notification
Process

Press Release

TREATMENT RESPONSE

- Prepare maps/supplies for sign posting
- Prepare Teams
- Notify affected city and agencies in the area
- Prepare and disseminate media and resident notifications





CITY PARTNERSHIP OUTREACH

The District provided affected cities with a range of resources and support to share accurate and timely updates to residents.



City Council Updates
and Presentations



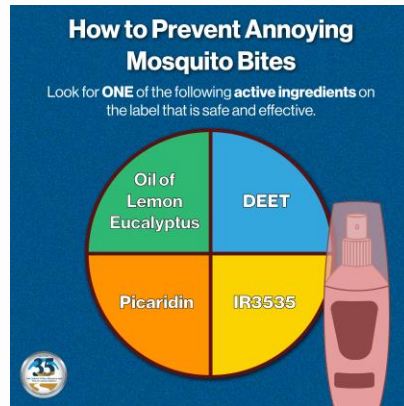
Mosquito Content Tool
Kit and Social Media
Support



Bite Prevention Kits
and Community
Outreach



MOSQUITO AWARENESS MEDIA TOOL KIT - ALL CITIES/AREAS



COMMUNITY OUTREACH

The District looked at multiple community partners in the affected areas, ranging from public agencies to online community pages. Additionally, the District aimed to increase points of contact using internal and external communication strategies, often shifting to meet the communities' needs and limitations.



PARTNERSHIPS WITH REPRESENTATIVES

Locally Acquired Dengue Cases, Honoring Leaders for Hispanic Heritage Month, Make Your Plan to Vote, and More!

County of Los Angeles, California sent this bulletin at 09/20/2024 06:00 PM PDT

Having trouble viewing this email? View it as a Web page.

[Leer en español](#)



WEEKLY NEWSLETTER

Dear Neighbor,

The Los Angeles County Department of Public Health is investigating two additional cases of locally acquired dengue in residents of the City of Baldwin Park. These residents have no history of travel to areas where dengue is endemic before their symptoms. This now brings the total number of cases of locally acquired dengue in Los Angeles County in 2024 to three, which is an unprecedented number of locally transmitted cases for a region where dengue has not previously been transmitted by mosquitoes.

Dengue is a disease caused by a virus that spreads through the bite of an infected mosquito. Dengue is common in tropical and subtropical regions such as the Caribbean (including Puerto Rico), Central and South America, Southeast Asia, and the Pacific islands. Because the types of mosquitoes that spread dengue are common throughout many areas of the United States, local spread of dengue can occur. However, dengue is not commonly spread by mosquitoes in Los Angeles County. Most cases have been identified among those who have traveled to areas where dengue commonly occurs.

Dengue fever can cause flu-like symptoms including high fever, severe headache, pain behind the eyes, joint and muscle pain, rash, and mild bleeding. Severe cases can result in shock, severe bleeding, and severe organ impairment which require immediate medical attention.

Public Health is working with local vector control agencies, the City of Baldwin Park, and Public Health outreach teams to provide door-to-door information on dengue risk and mosquito bite prevention and control measures in the local area. The [San Gabriel Valley Mosquito and Vector Control District](#) has increased mosquito trapping for identification testing and abatement operations to reduce the risk of additional spread in the affected neighborhood.

We urge everyone to follow these simple steps: **Tip, Toss, and Protect:**

- **Tip** out standing water at least every week. Even a small amount, like in a bottle cap, can become a breeding ground for mosquitoes.
- **Toss** any unused containers that can collect water.
- **Protect** yourself from mosquito bites by using repellents containing EPA-approved active ingredients, such as DEET, Picaridin, IR3535, or oil of lemon eucalyptus.

For more information, visit: publichealth.lacounty.gov/acd/VectorDengue.htm

- Los Angeles County Supervisor Hilda Solis, District 1
- California State Senators and Assemblymembers
- Water Districts
- Non-profit organizations



PARTNERSHIPS WITH SCHOOL DISTRICTS



- Provided Tool Kits to share information with parents through school communications – 13,000 students
- Conducted School Site Inspections
- Safety Presentations to Facilities and Maintenance Staff (+repellent distribution)
- Community Science Program

DIRECT MAIL AND LITERATURE DISTRIBUTION



Mailer
Design File

Aedes Mosquitoes Are in Your Community Los Mosquitos Aedes Están en su Comunidad

Aedes mosquitoes can transmit vector-borne diseases like chikungunya, dengue, yellow fever, and Zika with one mosquito bite.

Los mosquitos Aedes pueden transmitir enfermedades como chikungunya, dengue, fiebre amarilla y Zika con una sola picadura de mosquito.



Mosquitoes Grow in Stagnant Water

TIP out stagnant water, **TOSS** unused containers, and **PROTECT** with mosquito repellent



Los Mosquitos Crecen en Agua Estancada

TIRE agua estancada, **ELIMINE** contenedores que no esté utilizando, y **PROTÉJASE** con repelente de mosquitos

www.SGVmosquito.org

(626) 814-9466

@SGVmosquito

Mosquitoes Can Spread Diseases Like Dengue & West Nile Virus Mosquitos Pueden Transmitir Enfermedades Como el Dengue y el Virus del Nilo Occidental

Use mosquito repellent with one of the following active ingredients:
Utilice repelente de mosquitos con uno de los siguientes ingredientes activos:

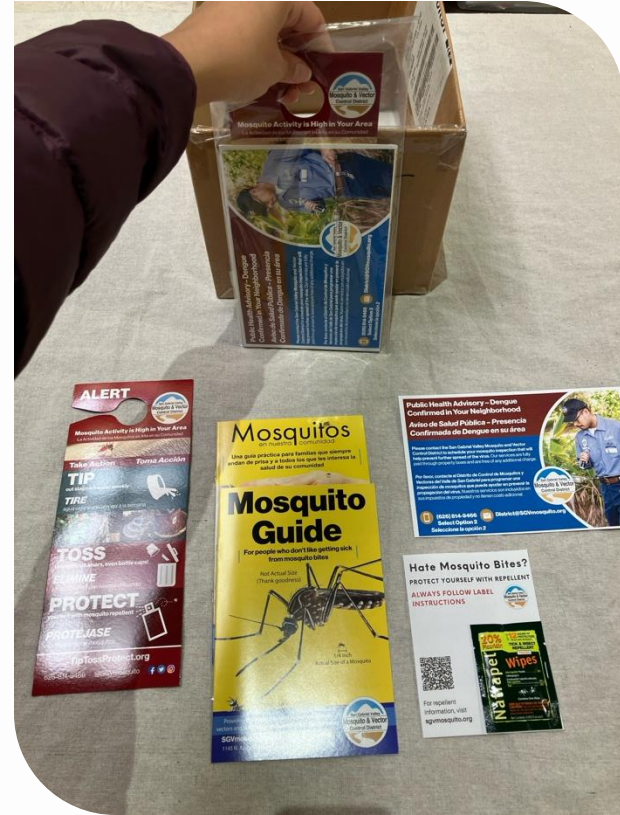
Oil of Lemon Eucalyptus **DEET** **Picaridin** **IR3535**

Mosquito control is increasing mosquito testing, trapping, and control activities in your community to protect public health.

El control de mosquitos esta aumentando las pruebas de detección, el uso de trampas y actividades de control de mosquitos para proteger la salud pública.



More Info Más información



SOCIAL MEDIA COMMUNITY PAGES

Over **2,000** likes
vs. **250** likes

Public Health Mosquito Control In El Monte

San Gabriel Valley Mosquito & Vector Control District

PublicHealthMosquito.org

elmontenews • Follow

elmontenews • Posted @withregram • @sgvmosquito Public health (@SGVmosquito) will be conducting a residential mosquito control treatments via a truck in the city of @myelmonte to reduce the number of mosquitoes and the risk of mosquito-borne disease in the community.

El Monte residents can check if they reside in the treatment area by viewing the interactive map: PublicHealthMosquito.org (link in our bio)

Control de vectores (@SGVmosquito) llevara a cabo una aplicación residencial de control de mosquitos a través de un camión en la ciudad de @myelmonte, para reducir la cantidad de mosquitos y el riesgo de enfermedades transmitidas por mosquitos en la comunidad.

Los residentes de El Monte pueden verificar si residen en el área de tratamiento viendo el mapa interactivo: PublicHealthMosquito.org

15w

221 likes
October 2, 2024



MOSQUITO

PREVENTION AND PROTECTION:

Preventing Mosquito-borne
Diseases Together

Tuesday, October 22, 2024
5:30 PM via ZOOM

RSVP: bit.ly/SGVmosquito-webinar



MOSQUITO
101



BEST
SOLUTIONS



BEST
REPELLENTS



DISEASE
RESPONSE



COMMUNITY PRESENTATIONS



MEDIA RELATIONS

Press releases announcing confirmation or investigations of dengue cases were **ALWAYS** distributed by the County Health Department. The District worked collaboratively and simultaneously to inform constituents of the District's efforts in response.



DIGITAL OUTREACH



Number of locally acquired Dengue cases in San Gabriel Valley: 9

The Los Angeles County Department of Public Health (LACDPH) has reported the following cases in the San Gabriel Valley. For any questions regarding human cases, please contact the LACDPH.

Baldwin Park	El Monte
7	2
Cases	Cases

For more info visit: PublicHealth.LAcounty.gov

October 31, 2024

The most common dengue symptom is fever with:

- Aches and pains (eye pain, typically behind the eyes, muscle, joint, or bone pain)
- Nausea, vomiting
- Rash

If residents suspect they are experiencing any dengue-related symptoms, they are encouraged to reach out to their primary health care provider.

We urge residents to practice these simple steps to create a bite-free home: **TIP, TOSS, and PROTECT**

TIP stagnant water 	TOSS unused containers 	PROTECT with mosquito repellent
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PROTECT yourself using loose-fitted clothing and wearing insect repellent that has one of the CDC-recommend active ingredients:

Oil of Lemon Eucalyptus	DEET
Picaridin	IR3535

Paid Media:

- Hulu/Disney
- Google Ads
- META Network
- Spotify

Newsletters

Nextdoor

Social Media

Website Updates



LESSONS LEARNED



- Review and Adjust Mandatory Responses as needed
- Flexibility and Communication
- Diversifying Messengers and Languages

ACKNOWLEDGEMENTS



Los Angeles County Supervisor

HILDA L. SOLIS

First District • Chair



COUNTY OF LOS ANGELES

Public Health





THANK YOU!

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