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MOSQUITO CONTROL RUNS ADVERTORIAL IN LOCAL NEWSPAPERS
--Ad Highlights District's Plan To Reduce Mosquitoes

ELK GROVE, Calif., June 27, 2006 - In an effort to further educate and inform the public, the Sacramento-Yolo Mosquito and Vector Control District will run an advertorial in local community newspapers. The ad highlights the 7Ds, the District's Mosquito-Borne Disease Management Plan and current West Nile virus activities to date. "This full-page, full-color ad is designed to remind the public about our emergency response plan," District Manager, David Brown said. "If we meet certain thresholds this season, the District is ready to protect the public from mosquitoes and West Nile virus." This plan includes ground-based spraying units and aircraft. The ad is scheduled to run Wednesday, June 28 and Thursday, June 29.

The public is strongly urged to practice the District's **7Ds**: **DRAIN** any standing water that may produce mosquitoes. **DAWN** and **DUSK** are times to avoid. These are the times when mosquitoes are most active. **DRESS** appropriately by wearing long sleeves and pants when outdoors. **DEFEND** yourself against mosquitoes by using an effective insect repellent, such as DEET, Picaridin or Oil of Lemon Eucalyptus. Make sure you follow label directions! **DOOR** and window screens should be in good working condition. This will prevent mosquitoes from entering your home. **DISTRICT** personnel are also available to address any mosquito problem you may be experiencing by calling 1-800-429-1022 or visit the District online at FIGHTtheBITE.net.

West Nile virus

According to the Centers for Disease Control (CDC), West Nile virus (WNV) is the leading cause of arboviral encephalitis in the United States. Originally discovered in Africa in 1937, WNV was first detected in the western hemisphere in 1999 in New York City. Since then it has caused seasonal epidemics of West Nile virus fever and severe neurological disease. West Nile virus is transmitted to humans and animals through the bite of an infected mosquito. Mosquitoes become infected with WNV when they feed on infected birds.

2006 West Nile virus activity update

Level II - This year, **3 birds**, 0 sentinel chickens, 0 equines, 0 mosquito pools or 0 humans have tested positive for West Nile virus to date.

To report a dead bird call 1-877-WNV-BIRD (1-877-968-2473) or visit the California Department of Health Services online at westnile.ca.gov

Sacramento-Yolo Mosquito and Vector Control District provides mosquito and vector control services for Sacramento and Yolo Counties.

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