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SAC-YOLO MOSQUITO CONTROL ANNOUNCES RECENT RESEARCH FINDINGS
--District's Outreach Efforts Are Successful!

ELK GROVE, Calif., April 9, 2007 — The Sacramento-Yolo Mosquito and Vector Control District (District) announced today that its current public outreach efforts are working according to plan. Earlier this year the District hired JohnsonClark Associates, an independent market research firm, to measure the effectiveness of the District's outreach program. The study examined and measured public attitudes and perceptions towards the District and its methods of mosquito control. It also examined how the public perceives the threat of mosquitoes and West Nile virus and the steps needed to prevent disease transmission to humans and animals.

"We are very pleased with the results," District Manager, David Brown said. "But our work is far from over. The nature of today's global village we reside in provides ample opportunity for foreign diseases to arrive on our soil via international airline or cargo ship traffic from other countries. Today, we are faced with West Nile virus, while tomorrow the threat may come from Rift Valley Fever or any other mosquito-transmitted disease. That is why we must continue to work together today, tomorrow and in the future." Research methods used in this study included focus groups and telephone surveys.

For **media inquires**, please contact Jennifer Benito at 916.405.2082 or e-mail at jbenito@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.

2007 West Nile virus activity update

Level 1 - This year, 0 birds, 0 sentinel chickens, 0 horses, 0 mosquito samples and 0 humans have tested positive for West Nile virus to date.

2006 West Nile virus activity

Sacramento County: 16 humans, 1 horse, 89 dead birds, 34 mosquito samples and 13 sentinel chickens tested positive for West Nile virus in 2006

Yolo County: 27 humans, 0 horses, 54 dead birds, 64 mosquito samples and 26 sentinel chickens tested positive for West Nile virus in 2006

To sign up for the District's **urban spray notification** via e-mail log onto FIGHTtheBITE.net/signup

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

The [Sacramento-Yolo Mosquito and Vector Control District](http://www.fightthebite.net) provides mosquito and vector control services for Sacramento and Yolo Counties.

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