



Date: November 17, 2017
To: Patrick H. West, City Manager *T.M.*
From: Kelly Colopy, Director of Health & Human Services *KC*
For: Mayor and Members of the City Council

Subject: Long Beach Zika CASPER Results

From July 20th through 22nd, the Long Beach Health and Human Services Department (Health Department), along with Long Beach Fire and Police Departments, and the California Department of Public Health (CDPH), conducted a Zika Community Assessment for Public Health Emergency Response (CASPER). This community assessment was the first of its kind in the United States, due to an innovative collaboration between Public Health and Vector Control. It was also the first time a CASPER was run using a City's All-Hazards Incident Management Team (AHIMT), using the Incident Command Structure. Over three days, approximately 80 personnel from the City, CDPH, Centers for Disease Control and Prevention, staff from neighboring health jurisdictions, and community volunteers were deployed to the field to ask Long Beach residents questions to assess their knowledge of mosquito behavior, Zika, and how to protect against mosquito-borne illnesses. Field teams conducted random sampling to interview 196 households from 30 census blocks within the City. Survey results are summarized in the attached flyer.

The *Aedes aegypti* mosquito, which has the potential to carry Zika virus, was first identified in Long Beach in June 2017 after an aggressive public outreach campaign urging residents to call and report day-biting mosquitoes to the Health Department's Zika hotline. Because day-biting is a distinctive characteristic of *Aedes aegypti* mosquitoes, the calls from residents gave clues as to where these mosquitoes may be, and the Long Beach Vector Control Program has since confirmed the presence of *Aedes aegypti* mosquitoes in several different areas in Long Beach.

While, currently, the mosquitoes in California do not carry Zika virus, it is possible they could become infected in the future, thus the Health Department has prepared for possible local transmission of Zika in Long Beach through a large public outreach and educational campaign. Outreach efforts included a social media campaign (#ZIKAFREELB) urging residents to report day-biting mosquito; to remove breeding sites and protect themselves from mosquito bites; billboard messages on the 405 freeway; the distribution of over 3,000 Zika kits to Long Beach households that included information on mosquitos, mosquito repellent and standing water tabs; and messages in the City's utility bills advertising the Zika hotline.

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The data collected over the three days will be used to form future public outreach campaigns regarding either mosquito-borne diseases, or anything else that requires health-related information to be disseminated to Long Beach residents, in a quick and efficient manner. Based on the results of the Zika CASPER, the Health Department will take the following actions:

1. In future outreach campaigns, identify potential misconceptions or aspects that may cause the most fear or potential for misconception early in the process and develop messaging around those particular pieces. In terms of Zika, emphasize the fact that Zika is not currently locally transmitted in Long Beach or California. Only the mosquitoes with the potential to transmit the virus have been found in the area.
2. Include messaging around the safety of mosquito repellent, particularly in terms of pregnant women and children, when conducting outreach to residents regarding any type of mosquito-borne disease.
3. Research methods of reaching residents through other means than social media and news media. Increase the quality of messaging and distribution of messages to providers who many trust as a primary source of health information. Develop an accurate, up-to-date database of providers in Long Beach.
4. Consider a regular Vector Control assessment of census blocks or neighborhoods not necessarily known to be breeding mosquitoes in the event new breeding sites have emerged over time.
5. Conduct focused outreach to areas/neighborhoods of Long Beach that may have limited knowledge of City services such as the Zika hotline or how to report standing water to identify potential mosquito breeding sites in these areas as well.

The final Zika CASPER report can be found at <http://www.longbeach.gov/health/planning-and-research/long-beach-zika-casper/>.

The Health Department would like to acknowledge the support received from City Council members who reached out to their districts and helped garner the support of their constituents. The information gathered will help us respond and prepare for Zika and other mosquito-borne illnesses, as well as other public health campaigns, in the future.

If you have any questions about this survey, please contact the Zika Hotline at (562) 570-7907.

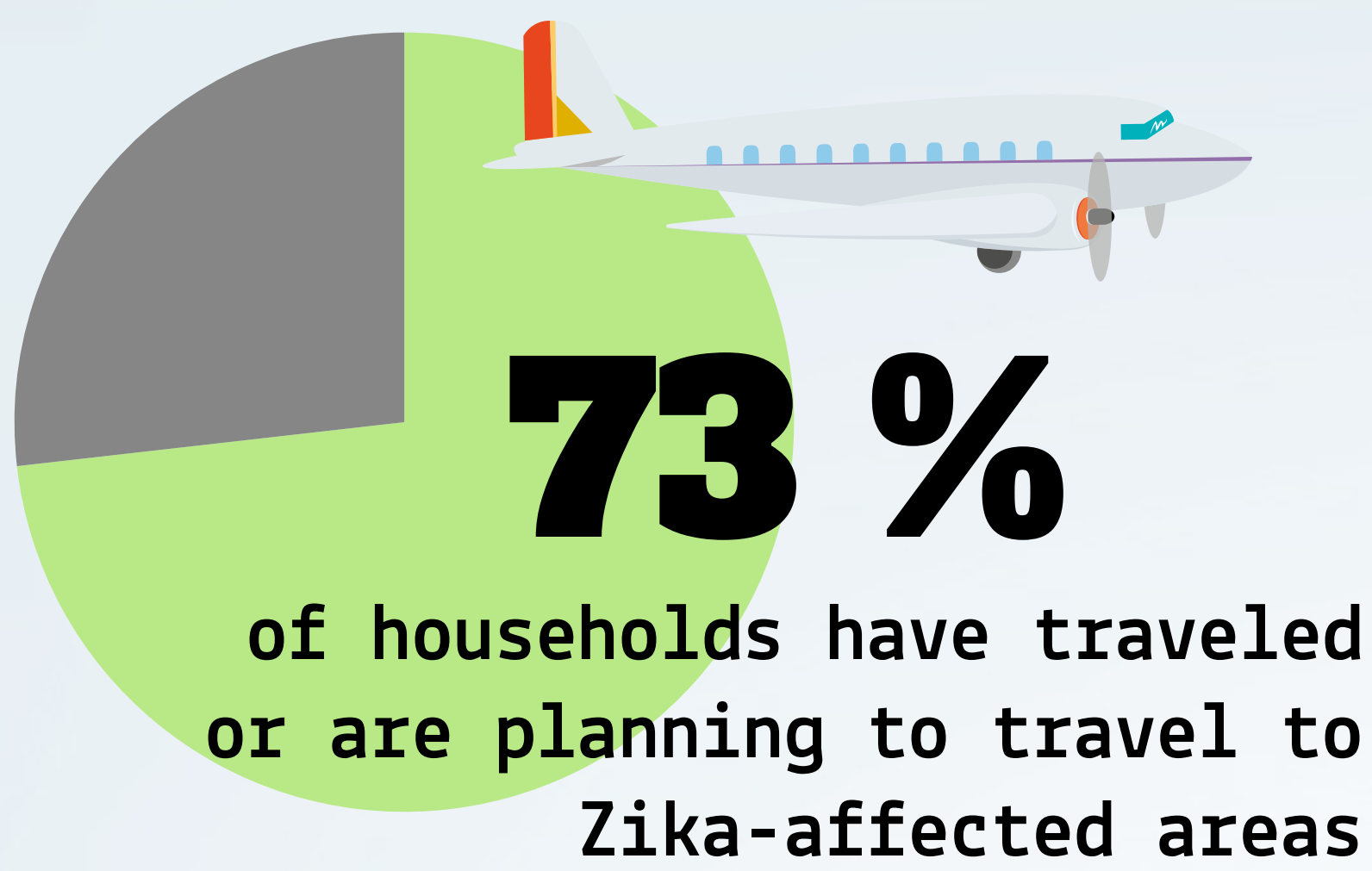
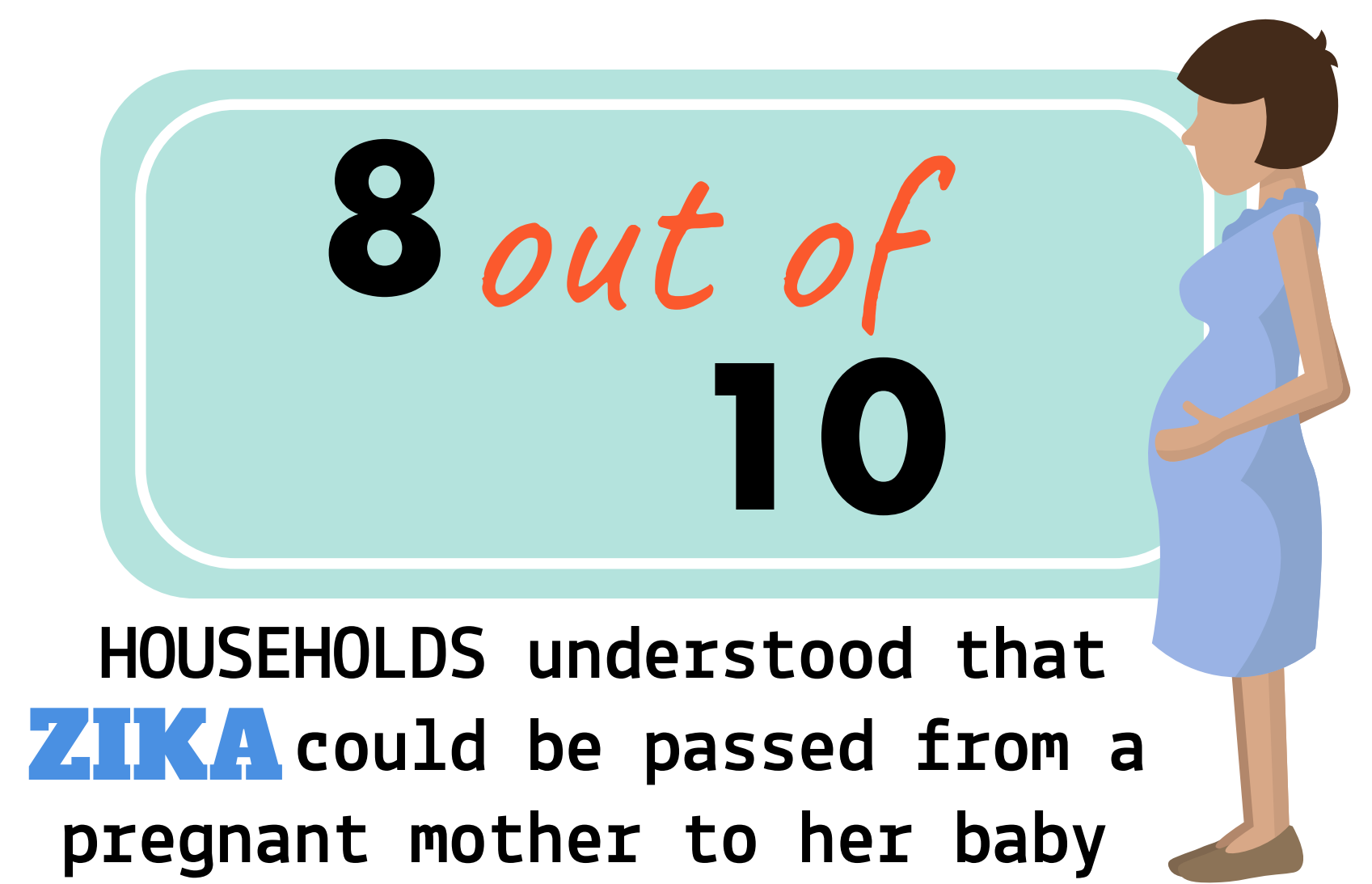
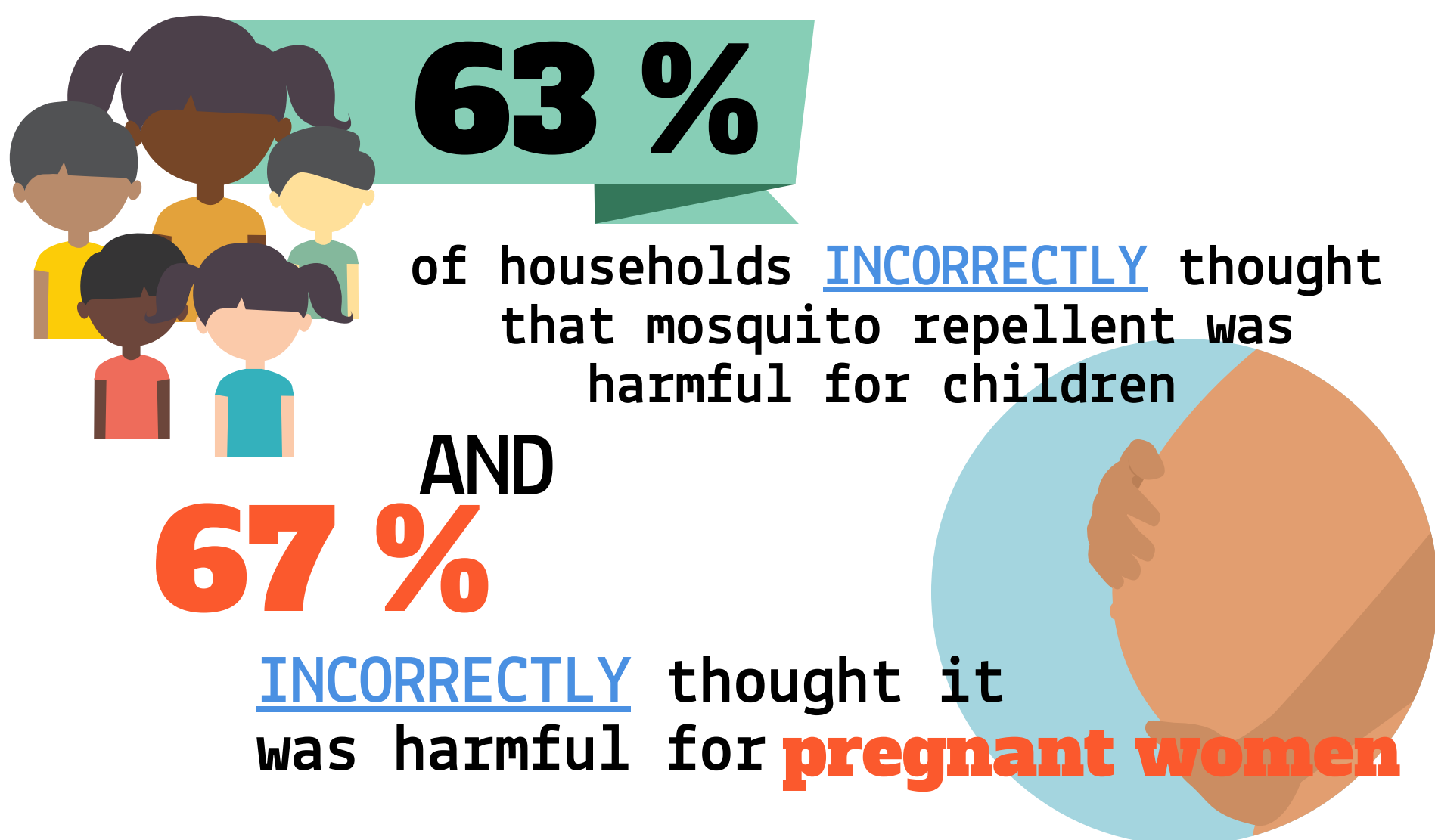
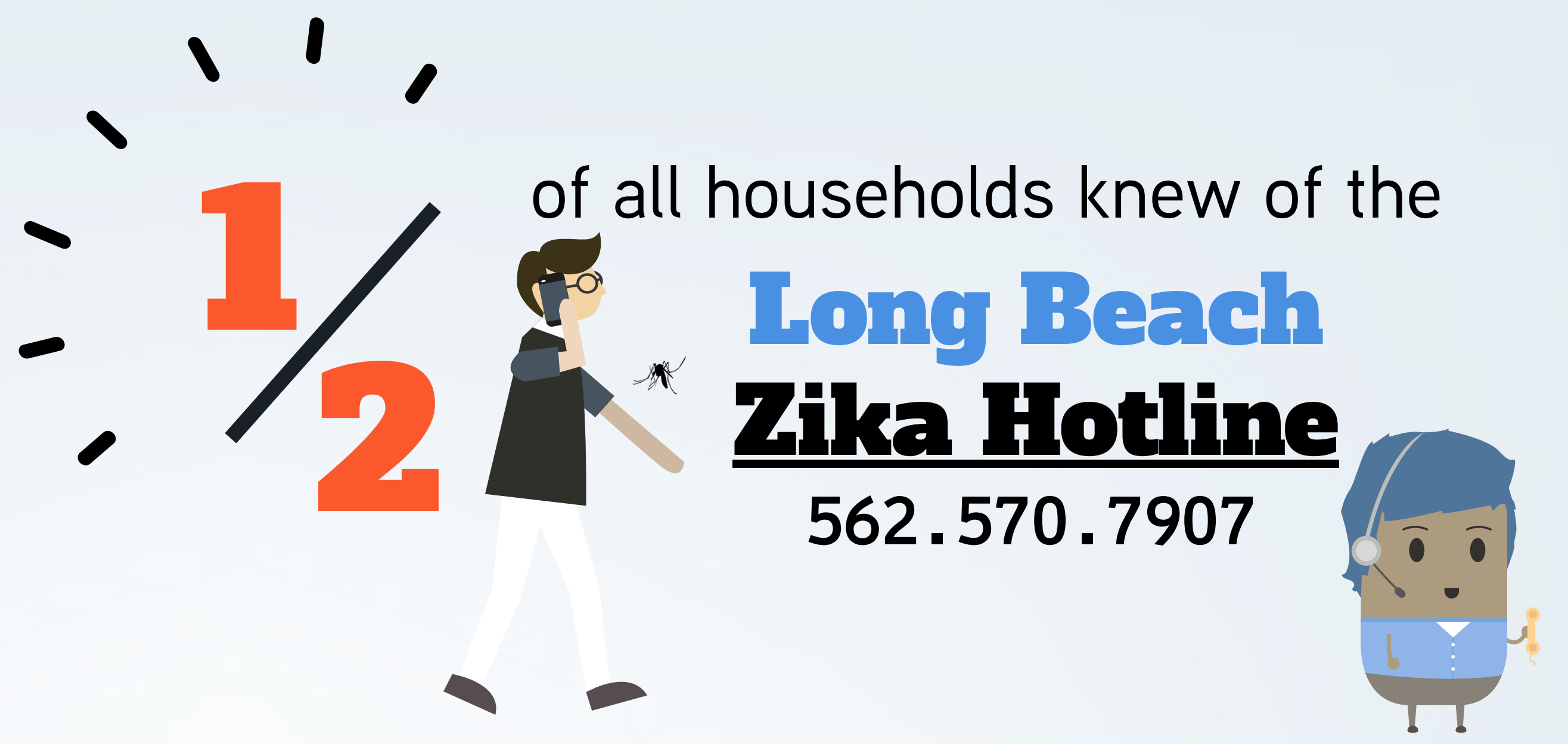
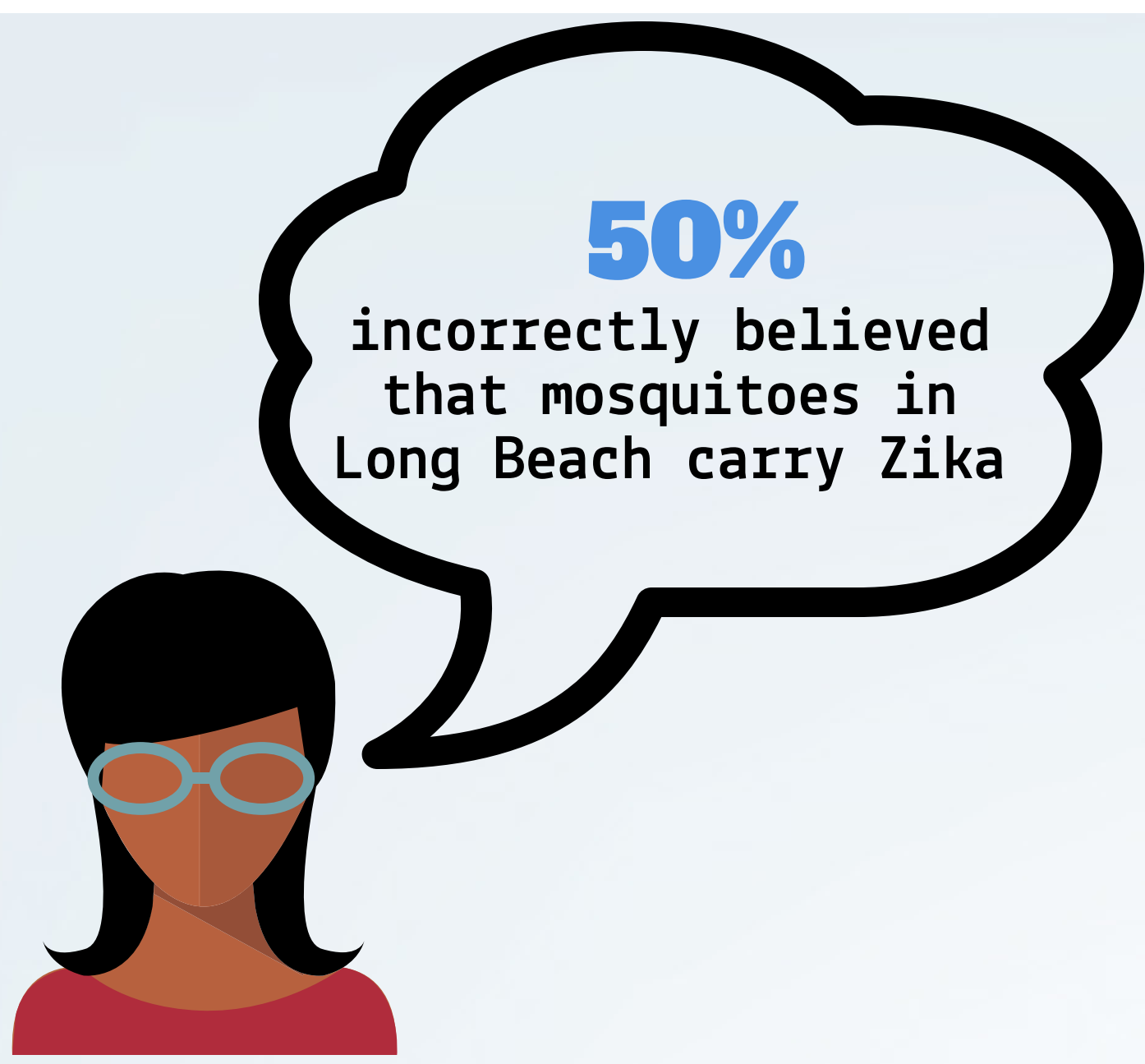
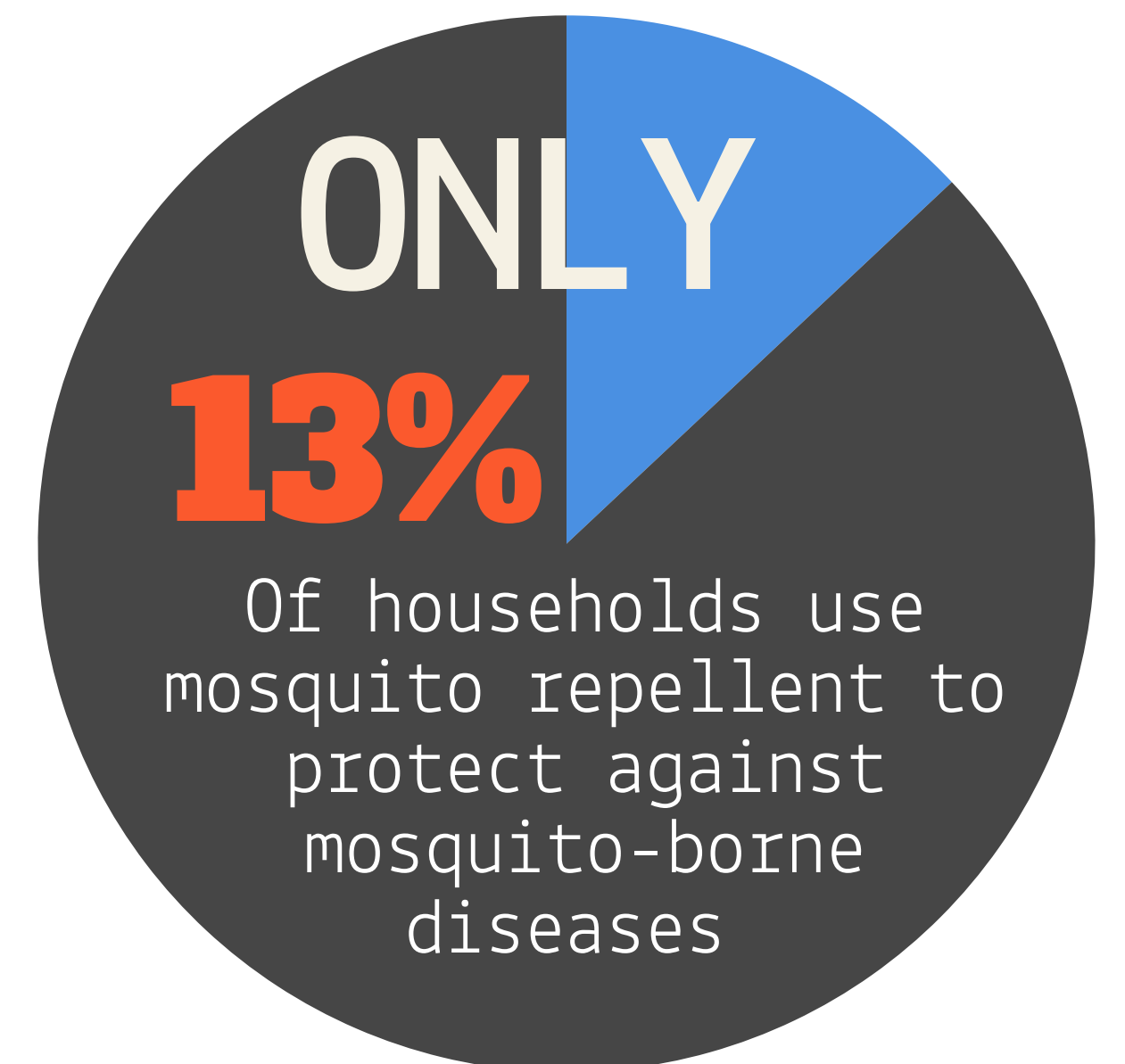
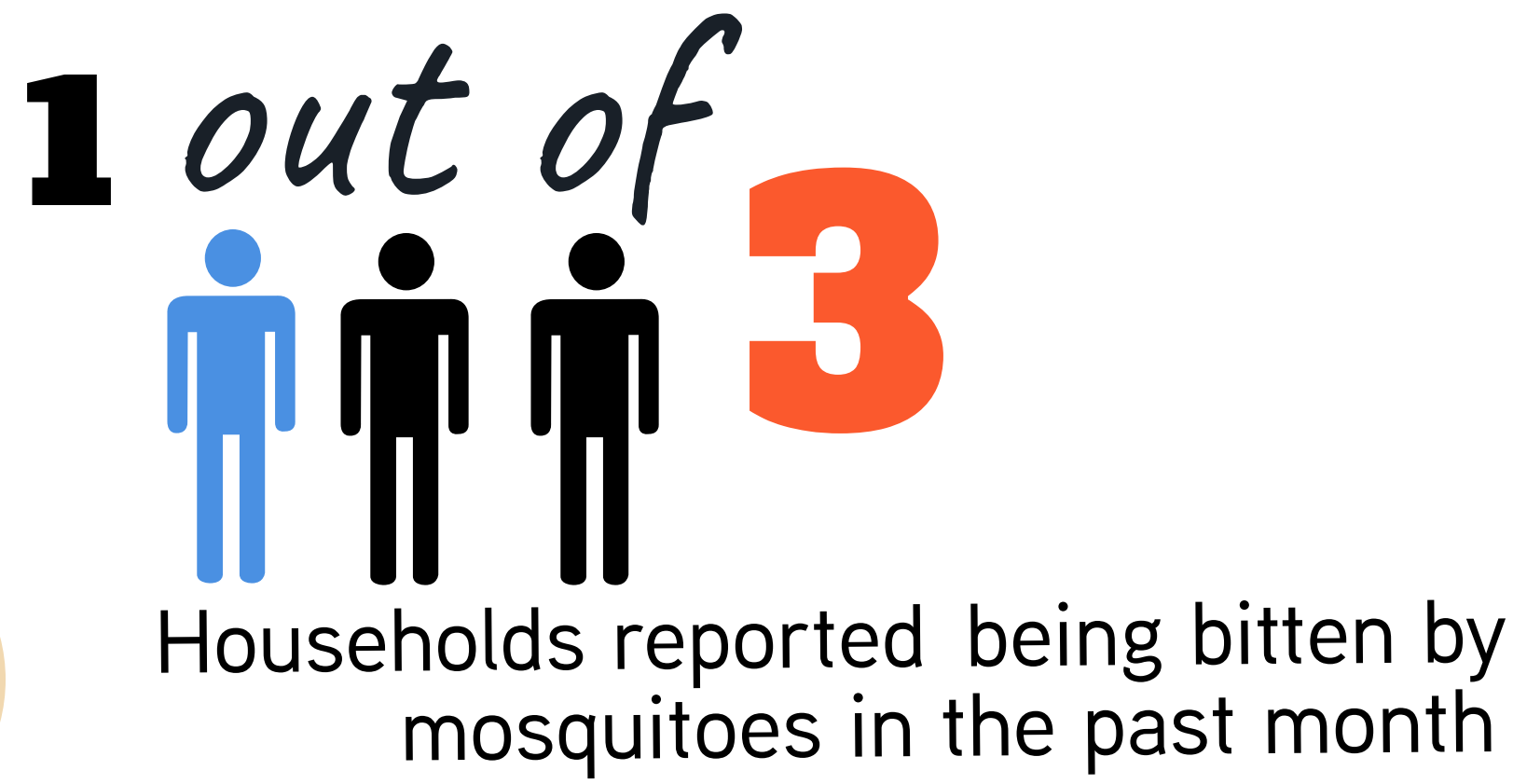
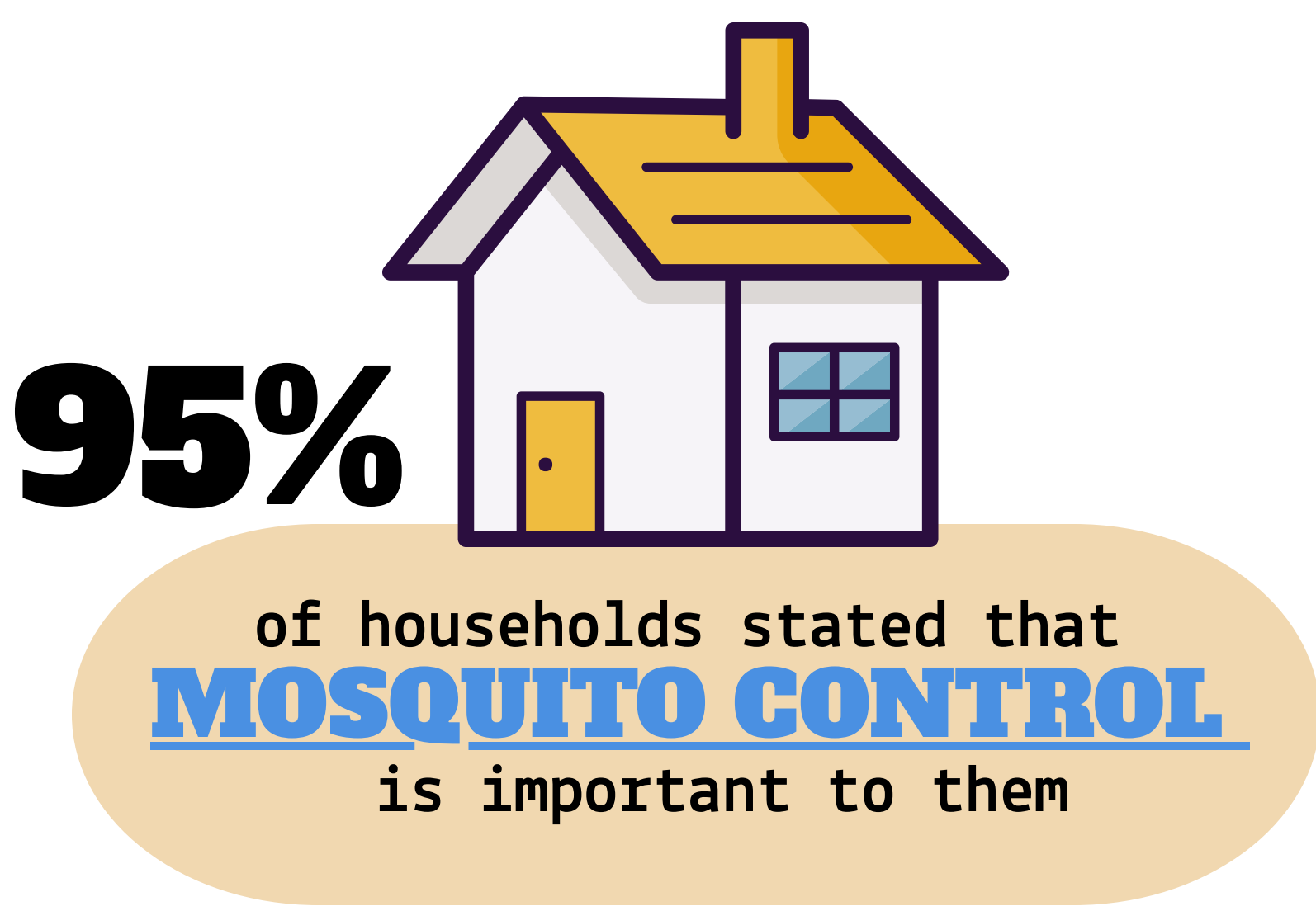
Attachment

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
DEPARTMENT HEADS



Long Beach Zika CASPER

Community Assessment for Public Health Emergency Response



Breeding Sources

76%

of households reported having at least one mosquito breeding source around the home



60% POTTED PLANTS

Including...



73% BOX DRAINS



#ZIKAFREELB @LBHEALTHDEPT

For more information, please visit www.longbeach.gov/zika, email zika@longbeach.gov or call the zika hotline at 562.570.7907

*Based on household interviews conducted at 197 randomly selected households throughout Long Beach. Data has been weighted to apply to Long Beach population.