

Automation of Biting Back

Save time and nurture sustainable
grassroots community-level interventions

Presented by:

Levy Sun, Public Information Officer

Lsun@sgvmosquito.org



Community-level Intervention (CLI)

Step 1: Determine Goal of CLI

Improve relationships with active residents

Step 1: Determine Goal of CLI

Bite Back Program:

- Support agency mission
- Increase understanding of necessary policy change from the local to regional level

Step 2: Determine Staffing

Staff to sustain and grow program

- One Public Information Officer (PIO)
- Two Outreach Assistants

Step 3: Determine Details of Intake & Onboarding

Time to convert participant to next steps after intake: At least **15 minutes**

Automation tools saved staff 15 minutes of intake and onboarding time per person



Step 3: Determine Details of Intake & Onboarding

We focused recruitment efforts on residents with dedicated time to participate



Step 4: Determine Participant Management

- Successful CLI holds participants accountable
- Determine data needed from participants

Step 5: Determine Cost

Bite Back Program needed at least one seasonal position equivalent



Step 5: Determine Cost

Automation tools saved cost of supporting
Bite Back Program by 94%



Step 6: Plan implementation and perception of rollout

Do thorough testing before and during
implementation

Step 6: Plan implementation and perception of rollout

Improve perception and user retention by positioning the rollout as a “pilot.”

Step 7: Plan content

Content is King.



Step 7: Plan content

Distribution of content creates the kingdom.



Step 8: Share your knowledge!

Connect with me at

SGVmosquito.org/mvcac



Automation of Biting Back Results

1. Save 15 minutes/participant to convert from intake
2. Save cost of support by 94%
3. Can run without staff present

Automation of Biting Back Acknowledgement

- Ally Gaspar, Outreach Assistant
- Jessica Sams, Outreach Assistant

Presented by: Levy Sun, Public Information Officer

Lsun@sgvmosquito.org

www.SGVmosquito.org/mvcac

