

The Power of Narrative

Turning Media Coverage into Multi-Agency Support

February 2, 2026

94th Annual MVCAC Conference

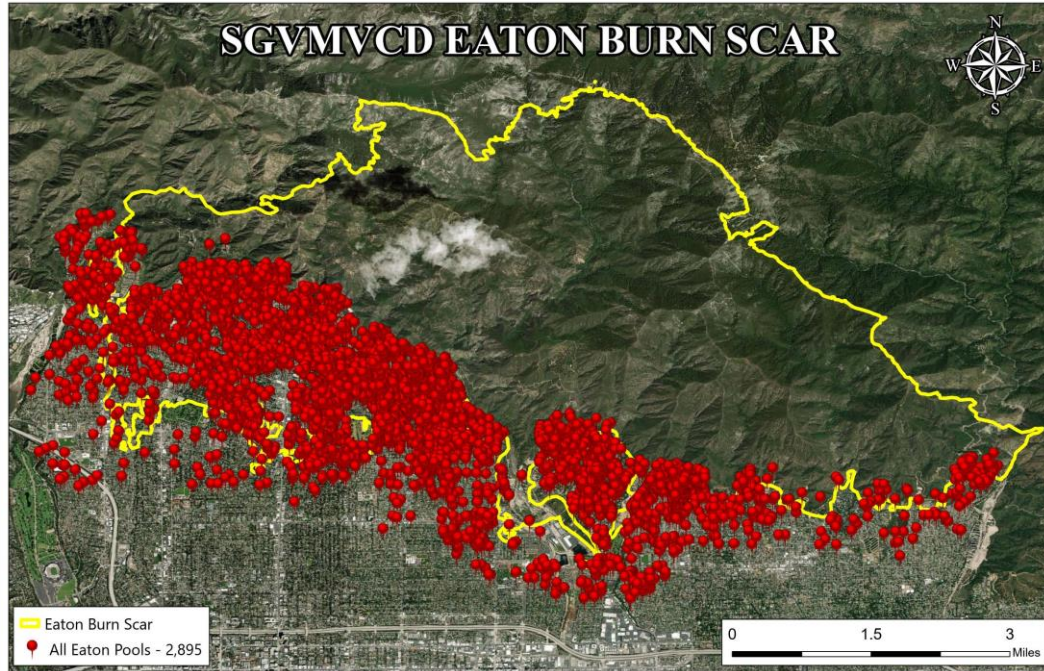


ANAIS MEDINA DIAZ, MSPR | *Director of Communications*

San Gabriel Valley Mosquito and Vector Control District



Eaton Fire Response – The Known



Eaton Fire Response - The Unknown



Additional Funding



**Property Owner
Communication**



**Property Owner
Options**



Integrating into Emergency Disaster Response

Health and Social Services Task Force

Environmental Health Impacts

Communications

Technical

Community
Engagement

Dashboard
Development

Messaging
Comms

Air

Soil

Water

- Development of the Environmental Health – Vector Sub-Group
 - California Department of Public Health
 - L.A. County Department of Public Health
 - Pasadena Public Health Department
 - Cal OES
 - SGVmosquito



What We Learned – Property Owner Options



Source: Los Angeles County – Recovery Work Isn't Quiet (PSA)

Eaton Fire Recovery – Phase 2 Debris Removal

- Mosquito treatments could not be completed by Army Corps
- Pools would not be completely drained by Army Corps
 - Some pool water was used to wash away ash
 - Owner could only request pool removal during initial walk through
- Property owners had to follow specific guidelines to drain pool, likely needing a contractor

What We Learned – Funding Limitations



Different Avenues for *POTENTIAL* Additional Funding or Resources

- County Resource Request
- State Resource Request
- FEMA Reimbursement
- **State Budget Funding**
 - Allocated disaster recovery funding did not include vector management

What We Learned – Property Owner Communications



GOAL:

Establish communication channels and communicate the District's response efforts



Eaton fire-area pools could become breeding grounds for mosquitoes as heat rises, officials warn

Nearly 5,000 pools in and around the burn area have been flagged by the San Gabriel Valley Mosquito and Vector Control District as potential breeding sites



Swimming pools in the fire areas of Altadena and Pasadena are of great concern to the Los Angeles County vector control. Swimming pools photographed in Altadena on March 18, 2025. (Photo by Dean Musgrove, Los Angeles Daily News/SCNG)



By **DAVID WILSON** | dawilson@scng.com

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Community Presence led to Media Interest

After the district's first report at the weekly Altadena Community Town Hall meeting, we received our first media inquiry and request for a media follow along.



Media Blitz Followed

- 14 news features in 48 hours
 - Multiple requests for a field “follow along”
- 25 news features in two weeks
- 41 news features in year-round coverage
- Local, regional, and national media interest



CURRENTS | Oxnard 55° ktl.com Torrance 57° ktl.com Malibu 55° 7:09P

Unmaintained pools in Eaton Fire burn area could become breeding ground for mosquitoes

News / Mar 25, 2025 / 08:01 PM PDT

As cleanup and recovery continues in the Eaton fire burn zone, thousands of pools are being identified. This, as the impact Altadena area is home thousands of pools, months ago. With more on the looming threat and the steps being taken, Jason Farned, district manager of the San Gabriel Valley Mosquito & Vector Control District, is leading the effort.



@SGVmosquito
SGVmosquito.org

NEW AT 4

ALTADENA POOLS COULD INCREASE MOSQUITO PROBLEMS



4:46 60°



Telling Our Story



Media “Follow Alongs” Allowed us to:

- Communicate our main message
 - District’s efforts
 - Survivor options
- Elaborate on complexities
- Build goodwill with survivors and media reporters
- Expand our reach

Telling Our Story (cont.)



Pursuing Additional Funding – Government Relations



District representatives with Assemblymember Harabedian (AD-41 Pasadena)

- **Problem:** Budget development was essentially completed in March
- **Answer:** The District needed to ask anyway

San Gabriel Valley Legislative Caucus

County Partners

Member Cities and
Elected Officials

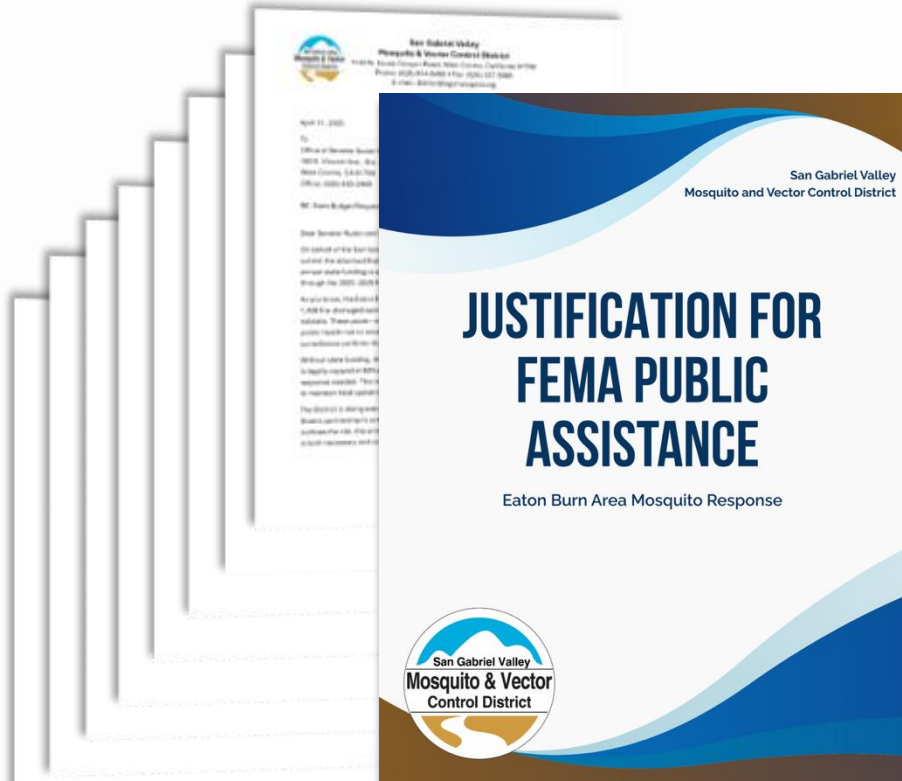
Regional Partner Agencies

Industry Partners

SGV Mosquito State Budget Allocation Funding Request

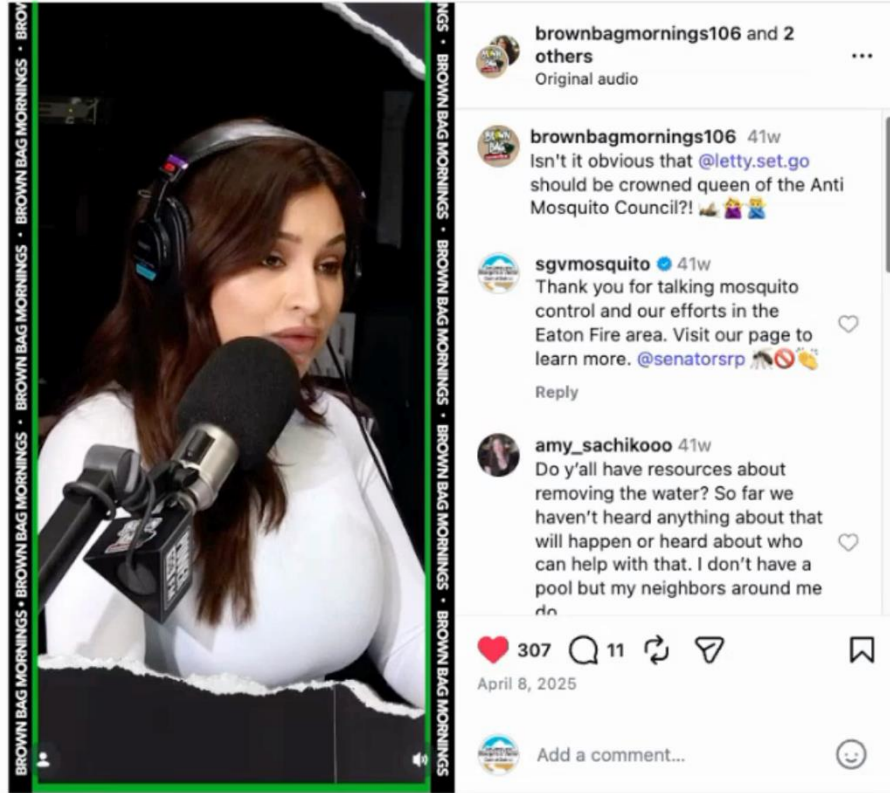


Pursuing Additional Funding – Government Relations



Media Relations + Government Affairs Meet

State Senator Sasha Renee Perez (SD 25) conducting a radio interview with Power 106 morning show hosts regarding SGV Mosquito's Eaton Fire response.



Press Release

For Immediate Release – June 4, 2025

Media Contact: Anais Medina Diaz, Communications Director

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PDF – PR_20250604_EatonMosquitoControl



Results

- State Budget Allocation - \$500,000
- Changes to Army Corps of Engineers pool approach
- Resource requests fulfillments
- Established communication channels with property owners
- Relationship building with local legislators, elected officials, partner agencies

SGV Mosquito Nears Major Milestone in Mosquito Control Operation in Eaton Fire Burn Area

The district led, multi-agency effort to treat 1,400 fire-damaged pools is expected to be completed by end of June



West Covina, Calif. (June 4, 2025)— In a sweeping wildfire recovery milestone, the [San Gabriel Valley Mosquito & Vector Control District](#) (SGV Mosquito/District), with support from local, regional, and state partners, will complete mosquito control treatments to 1,475 non-functional swimming pools in the Eaton Fire burn area by the end of June. These pools have been identified as high-risk mosquito breeding sources due to fire-related damage, inaccessibility, or loss of utilities. Left untreated, they could produce millions of mosquitoes and increase the risk of diseases like West Nile virus (WNV) and dengue.



ACKNOWLEDGEMENTS



**San Gabriel Valley
Legislative Caucus**



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



COUNTY OF LOS ANGELES
Public Health





THANK YOU!

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