

Crisis Communication in Action: Vector Control's Eaton Fire Communications Strategy



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The Communications Team



We Needed To Take Action



- Push through our message
- Vector control is an afterthought
- How would we reach survivors or those affected by the fire?

What We Did

Established our webpage as a one-stop shop for those affected by the fire

EatonAreaMosquitoControl.org

Main page

EatonAreaPools.org

Swimming pool program, focused on the step-by-step process



EatonAreaMosquitoControl.org



The screenshot shows the homepage of the San Gabriel Valley Mosquito & Vector Control District website. The header includes the organization's logo and tagline: "Providing the highest level of protection from vectors & vector-borne diseases in San Gabriel Valley". Navigation links include Home, I Am A..., Services, Learn, News, Transparency, About Us, and Board of Trustees. A search bar and a "Submit a Tip" button are also present. The main content area features a large blue banner for "Eaton Area Mosquito Control Support" with a "REQUEST PROPERTY CONSULTATION" button. Below this is a section titled "Our Response to the Eaton Fire" with a paragraph of text and a "SIGN UP FOR UPDATES" button. A "Milestone Achieved in Mosquito Control" section shows a photo of three people standing next to a white truck. The footer includes a small photo of a house.

- Created on February 24, 2025
- URL cost \$22.99 for 5 years
- Over 5.4K page views
- Average engagement time: 37sec



EatonAreaPools.org



The screenshot shows the website's header with the logo for San Gabriel Valley Mosquito & Vector Control District. The main content area features a large blue banner with the text 'SGVpools EATON RESPONSE'. Below the banner, there is a paragraph of text explaining the importance of maintaining swimming pools to prevent mosquito breeding. A sidebar on the right contains a 'FREQUENTLY ASKED QUESTIONS' section with a 'READ MORE >' link. At the bottom, there are three numbered ways to enroll in the program.

Providing the highest level of protection from vectors & vector-borne diseases in San Gabriel Valley

What is a Vector? Submit a Tip

Select Language Translate

Search.. Search

Home | Am A... Services - Learn - News - Transparency - About Us - Board of Trustees -

THIS ITEM APPEARS ON

EATON AREA RESPONSE: PROTECTING PUBLIC HEALTH FROM MOSQUITOES

SGVpools - Eaton Area Response

SGVpools EATON RESPONSE

Mosquitoes only need a small amount of stagnant water to complete their life cycles. If left unmaintained, a single swimming pool can produce up to **3 million adult mosquitoes in one month**. This is a huge **public health challenge** for all residents and the District.

Only two conditions will guarantee that mosquitoes do not grow: 'Clean and Functional' or 'Empty and Dry.' For pools that will remain full and non-operational during the Eaton Area Recovery Phase, the district may provide temporary treatments or mosquito fish distribution.

Enroll in the program to facilitate our ability to monitor and control mosquitoes in your pool.

Choose One of Three Ways to Enroll

If you would like to enroll into the District's program, please reach out using one of the three ways outlined below. We will request contact information, property address, and the status of your pool.

1. **Text Eaton Enroll** to 626-314-6006.
2. **Email Eaton Enroll** to SwimmingPool@SGVmosquito.org.
3. **Call 626-314-6006**. A vector control specialist will coordinate enrollment.

Currently, the District is assessing environmental conditions, mosquito abundance, and

FREQUENTLY ASKED QUESTIONS

EATON RESPONSE - FREQUENTLY ASKED QUESTIONS

Clear answers to common questions about our response efforts, including how to request services, what treatment options are available, and how to report the status of a swimming pool.

READ MORE >

- Created on February 24, 2025
- URL cost \$22.99 for 5 years
- Over 2.1K page views
- Average engagement time: 39sec



Resident Resources



1145 N. Azusa Canyon Rd. West Covina, CA
SGVmosquito.org | @SGVmosquito
626-814-9466



Eaton Burn Area Mosquito Control

Help us reduce the risk of mosquito-borne diseases in your community. Swimming pools and other large sources of water can produce up to 3 million mosquitoes in just one month.



START HERE to prevent mosquitoes from growing on your property.



Pool Assessment and Treatment

- Vector Control Technicians will be assessing the pool or large source of water on your property for mosquito activity.
- If necessary, the technician will add a temporary pesticide treatment to prevent mosquitoes from growing.
- If the water is suitable for mosquito fish, the technician will return to place mosquito fish in the water.
- This service is of no additional cost. We are a public agency.
- If you have a moment, please take the steps below to secure services long term during the recovery process.

Step 1:

COMPLETE A REQUEST FOR MOSQUITO CONTROL SERVICES FORM

This form is necessary to secure private property services long term. Property owners may complete the form by scanning the QR code above or visiting the website below.

Step 2:

ENROLL IN SGVPOOLS - EATON RESPONSE PROGRAM

This program facilitates our ability to monitor and control mosquitoes in your pool and enables quick response efforts. Sign up at EatonAreaPools.org in one easy step.




bitly

Learn more about SGVpools Program
SGVpools.org



Internal Resources





SGVmosquito - EATON RESPONSE FREQUENTLY ASKED QUESTIONS

DISTRICT RESPONSE

Q: What is the role of the San Gabriel Valley Mosquito and Vector Control District in the Eaton Fire recovery efforts?

A: The San Gabriel Valley Mosquito and Vector Control District (District) protects public health by reducing mosquito populations and the risk of mosquito-borne diseases. In response to the Eaton Fire, we led a coordinated, multi-agency effort to identify and treat 1,475 non-functional swimming pools by the end of June 2025. All identified high-risk pools have been treated, and the District continues to monitor and re-treat them as necessary. We remain committed to long-term mosquito prevention and support for property owners in the recovery area.

Q: When should I expect the District to provide services in the Eaton Burn Area?

A: The initial large-scale mosquito control operation concluded in June 2025. Ongoing services include regular monitoring of treated pools and re-application of mosquito control treatments when needed. Property owners are encouraged to stay connected through the SGVpools - Eaton Response program for updates and continued support.

Q: How does the District's work differ from the County's debris removal process?

A: **The District does not provide debris removal.** The District does not provide ANY pool draining or pool removal services. The District's work is strictly to monitor, control, and educate about vectors and vector-borne diseases. For questions about debris removal, please visit the County's Disaster Recovery Center Website: <https://recovery.lacounty.gov/debris-removal/>.

Q: I am handling my own debris removal. Does that affect my eligibility for mosquito control services?

A: No. If you need mosquito control services, please enroll in the SGVpools program or contact the District at 626-814-9466.

Q: What happens if I don't take action regarding my swimming pool?

A: Under the California Health and Safety Code (52000-2067), property owners are responsible for preventing conditions that allow mosquitoes to grow. We recognize post-fire challenges and want to provide resources to help you comply. Please enroll in SGVpools - Eaton Response to help us monitor your property and provide timely support.

SWIMMING POOLS

Q: Why is my pool not functional?

A: Known non-functional pools should ensure proper maintenance to be monitored. Response program to fix.

Q: What do I need to do to get my pool functional?

A: Only two options: 1) Hire a professional pool contractor to inspect and repair the pool. 2) Contact the District for assistance. Program to fix.

Q: Do I need to drain my pool?

A: The district will drain non-functional pools during the Eaton Fire recovery. Empty and drain mosquito-free.

Note: Swimming pools are not to be refilled until the recovery process is complete.

Q: How can I get my pool functional?

A: To report a non-functional pool, please share the recovery process with us. Text 626-814-9466. We will coordinate with you.

DISTRICT SERVICES

Q: Will the District provide debris removal services?

A: No. The District's services include mosquito control, pool maintenance, and debris removal. Property owners are responsible for debris removal.

Q: Does the District provide debris removal services?

A: No. The District's services include mosquito control, pool maintenance, and debris removal. Property owners are responsible for debris removal.

Q: Is there a debris removal program?

A: District services include mosquito control, pool maintenance, and debris removal. Property owners are responsible for debris removal.

Q: How can I get my pool functional?

A: Only two options: 1) Hire a professional pool contractor to inspect and repair the pool. 2) Contact the District for assistance. Program to fix.

PROPERTY OWNERS

Q: How can I get my pool functional?

A: Only two options: 1) Hire a professional pool contractor to inspect and repair the pool. 2) Contact the District for assistance. Program to fix.

Q: How can I get my pool functional?

A: Only two options: 1) Hire a professional pool contractor to inspect and repair the pool. 2) Contact the District for assistance. Program to fix.

CONTACT


Q: How can I get my pool functional?

A: Only two options: 1) Hire a professional pool contractor to inspect and repair the pool. 2) Contact the District for assistance. Program to fix.

SGVmosquito Eaton Response - FAQ 1

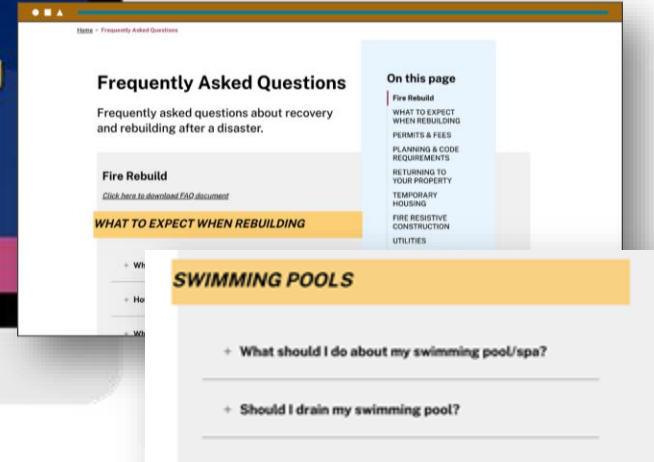
SGVmosquito Eaton Response - FAQ 4

SGVmosquito Eaton Response - FAQ 8



Digital Outreach

- Live virtual town hall averaged 1K views
- 1 hour long



Recovery.LAcounty.gov



Digital Outreach

- Social Media reach:
 - 22.6K reach
 - 910 engagement



In-Person Outreach

Disaster Recovery Centers

 In person assistance for wildfire survivors.



OPEN **Altadena Disaster Recovery Center**
540 W. Woodbury Rd., Altadena
Open daily from 9 AM – 8 PM

OPEN **UCLA Research Park West**
10850 W. Pico Blvd., Los Angeles
Open daily from 9 AM – 8 PM



FEMA

[disasterassistance.gov](https://www.disasterassistance.gov)



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES

Español العربية 简体中文 日本語 한국어 Tagalog Tiếng Việt Persian, Farsi Русский

Eaton Burn Area Mosquito Control

Work with mosquito control to reduce the risk of mosquito-borne diseases in your community. Swimming pools and other large sources of water can produce up to 3 million mosquitoes in just one month. Help us ensure pools and other large water sources are addressed promptly.

START HERE
to prevent mosquitoes
from growing on your
property.



After a wildfire, pools and other large water sources may become stagnant, creating conditions for mosquitoes to grow. Mosquitoes can spread diseases such as West Nile virus and dengue, posing an additional risk to the community. To help us protect public health and assist in keeping your property mosquito-free, please scan the QR code above or visit our website.



EatonAreaMosquitoControl.org



Field Presence



San Gabriel Valley Mosquito & Vector Control District

Supporting recovery efforts with mosquito control for a safer community.

Scan for more information or visit our website

1145 North Azusa Canyon Road
West Covina, CA 91790
(626) 814-9466
SGVmosquito.org
@SGVmosquito

Notification of Mosquito Control Treatment

This property is being monitored for mosquito activity

A swimming pool or large source of standing water at this location is being treated for mosquito control with one or more of the following methods:

Mosquito Fish	Floating Mosquito Larvicide Treatment
 <i>Gambusia affinis</i>	 Caution: Keep Out of Reach of Children <i>Natular XST</i> Active Ingredient: Spinosad, 6.25% EPA Reg. #8329-04 <i>Abroad XX Proverts</i> Active Ingredient: Methoprene, 2.1% EPA Reg. #2724-422

PLEASE DO NOT DISTURB THE MOSQUITO TREATMENT

If changes or modifications to the source of standing water are needed, please contact the San Gabriel Valley Mosquito & Vector Control District sgv@mosquito.org. This entails any of the following conditions:

Before removing fish or treatment	After restoring to a functional state
Before draining the water	After demolishing the pool

DO NOT add chlorine or pool shock after mosquito treatment has been placed.



Production Cost:

***\$1,605**

Field Presence





THANK YOU

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San Gabriel Valley Mosquito and
Vector Control District

Pcabrera@SGVmosquito.org

626-814-9466

@SGVmosquito

@ImagesByPablo



Thank You

Thank You

Pablo Cabrera



- **Established our webpage as a one stop shop for residents affected by the area**
 - EatonAreaMosquitoControl.org
- **Printed material (a one sheet flyer that had the same info from the website)**
- A pop-up banner that provide the info we needed from residents to know
- Social media post that provided updates
- **Talking points for staff**
- District prioritized direct outreach at the Disaster Recovery Center (DRC) in Altadena, ensuring survivors received accessible information and assistance.
- The communications team also managed more than 29 media requests across local and national outlets, in multiple languages, amplifying key messages about mosquito prevention and public health protection.

Challenges

- Making vector control a priority in the emergency response
- Information was being updated as we continued moving forward (day-by-day)
- Making sure we were reaching survivors affected by the fire (survivors where all displaced)

Making the case for communications

By integrating strategic communications from the outset, SGV Mosquito strengthened:

- Public trust
- Enhanced coordination
- Helped prevent a potential mosquito-borne disease outbreak in a community already facing disaster recovery.

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What Happened (Stats about the fire)

The Eaton Fire started on January 7th devastating the Altadena area and greatly affecting surround cities in the San Gabriel Valley.

- The fire killed 19 people
- Destroyed an estimated 9,000 properties, including 4,356 single-family homes, 77 multi-family buildings and 123 commercial buildings.
- The fire was finally fully contained after 24 days, resulting in the the fifth deadliest and the second most destructive wildfire in California history.

What Was The Problem

- The San Gabriel Valley Mosquito and Vector Control District that covers the area identified over 1,400 swimming pools at risk of being mosquito sources
 - This includes pools and spas destroyed by the fire
 - Pools and spas damaged by the fire or full of debris
 - What remains unaccounted for are items that resulting in holding water or the foundation of properties that were destroyed and held water.
- The District identified this as a major public health risk resulting in an explosion of the mosquito population if it remained unmaintained.
- The fear of a Dengue outbreak was a possibility as surrounding areas had experienced local transmission just a few months prior.