



West Nile . . . . .Texas Style!

Date



2012

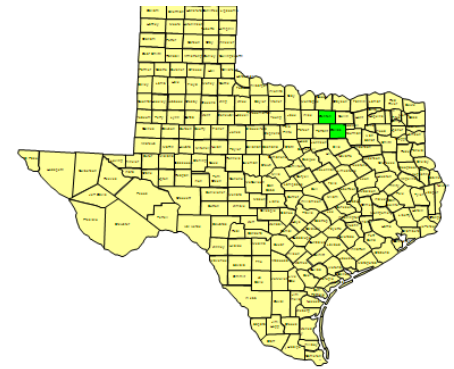
# A Perfect Storm for West Nile Virus

2012

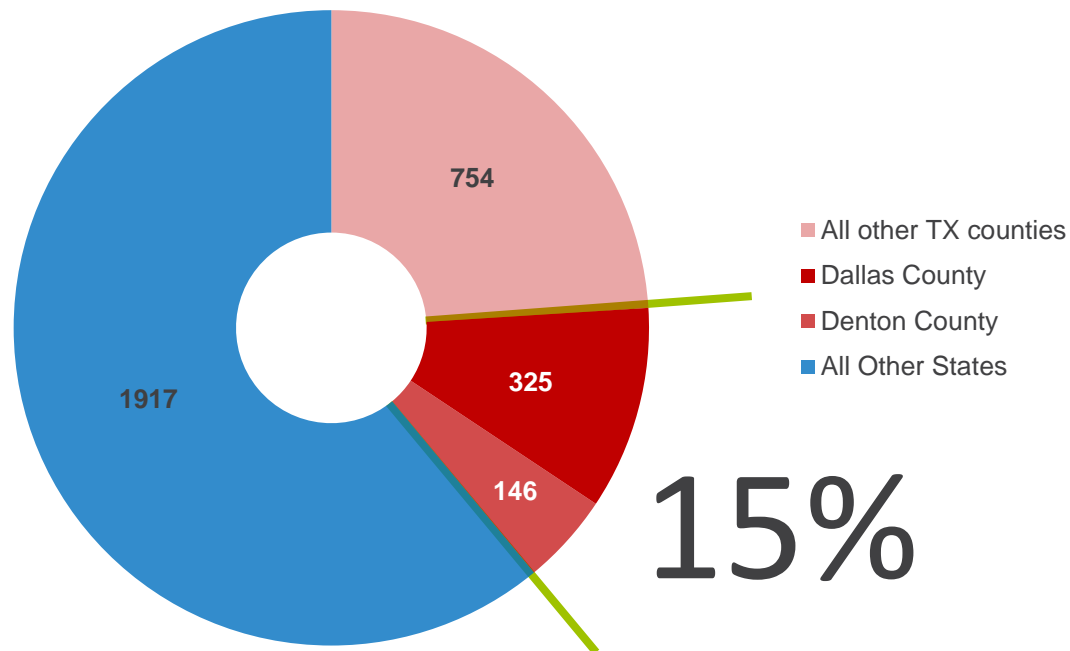
Hardest hit . . .

Texas

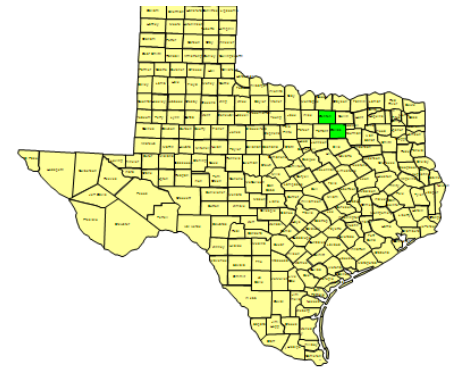




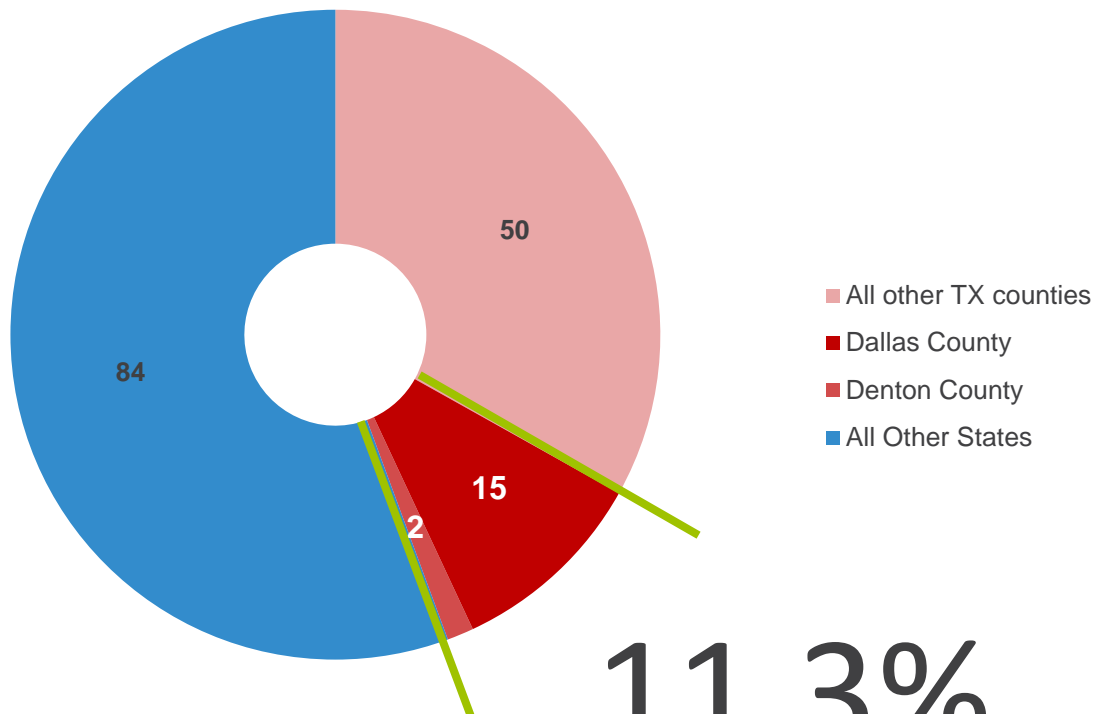
## Total U.S. Human Cases (through 9/18/12)



- 15% of all human cases occurred in the two Texas counties of Dallas & Denton



## All U.S. WNV Deaths (thru 09/18/12)



11.3%

- 11.3% of all deaths occurred in the two Texas counties of Dallas & Denton

# A Different Type of Emergency

# Learnings

1. WNV CAN resurge!
2. Epidemic spikes are real (still)
3. There is a need for balanced mosquito control programs

# Differences Make the Difference

	<b>Hurricane/Flood</b>	<b>Virus Abatement</b>
<b>When</b>	Predicable brood hatches	Virus peaks significantly less predictable
<b>Where</b>	Very defined area	Hot spots, surveillance may/may not reveal where you need to treat
<b>What</b>	High nuisance / Low Virus	Low nuisance / High Virus
<b>Who</b>	Path to declare emergency generally comes from state	Less clear as to what government level will organize to call for emergency action



# Communication was key

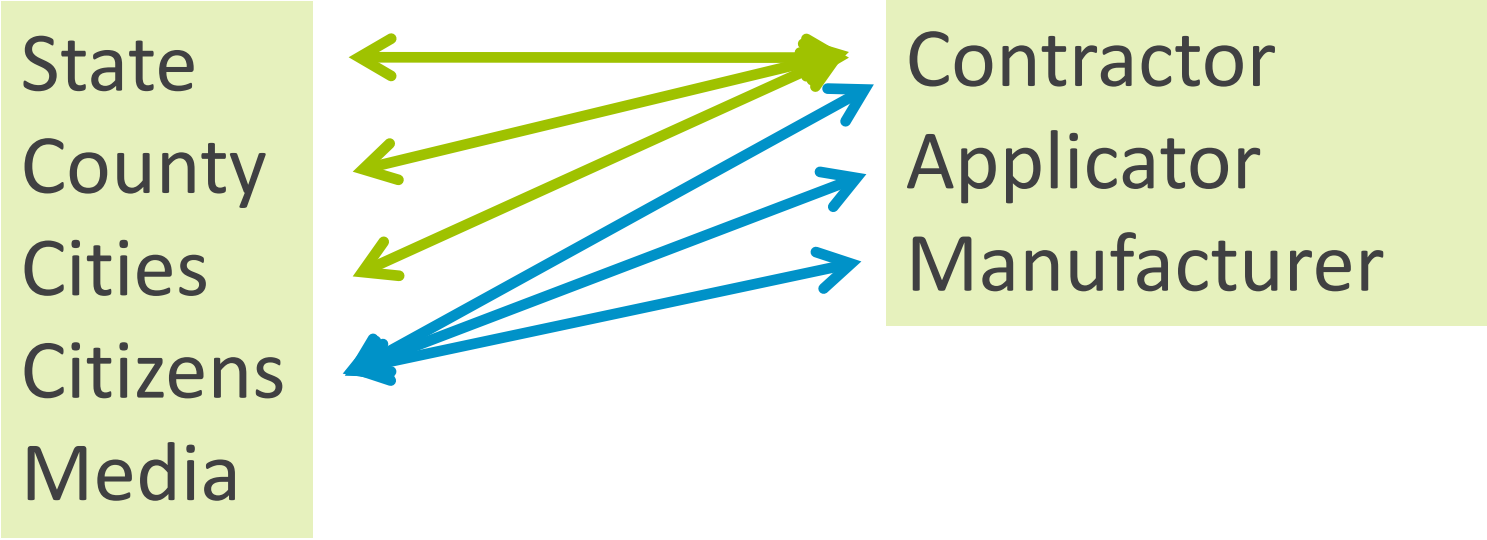
- State / County / City coordination
- Highly publicized
- Highly polarized

# Communications have changed . . .

Used to be



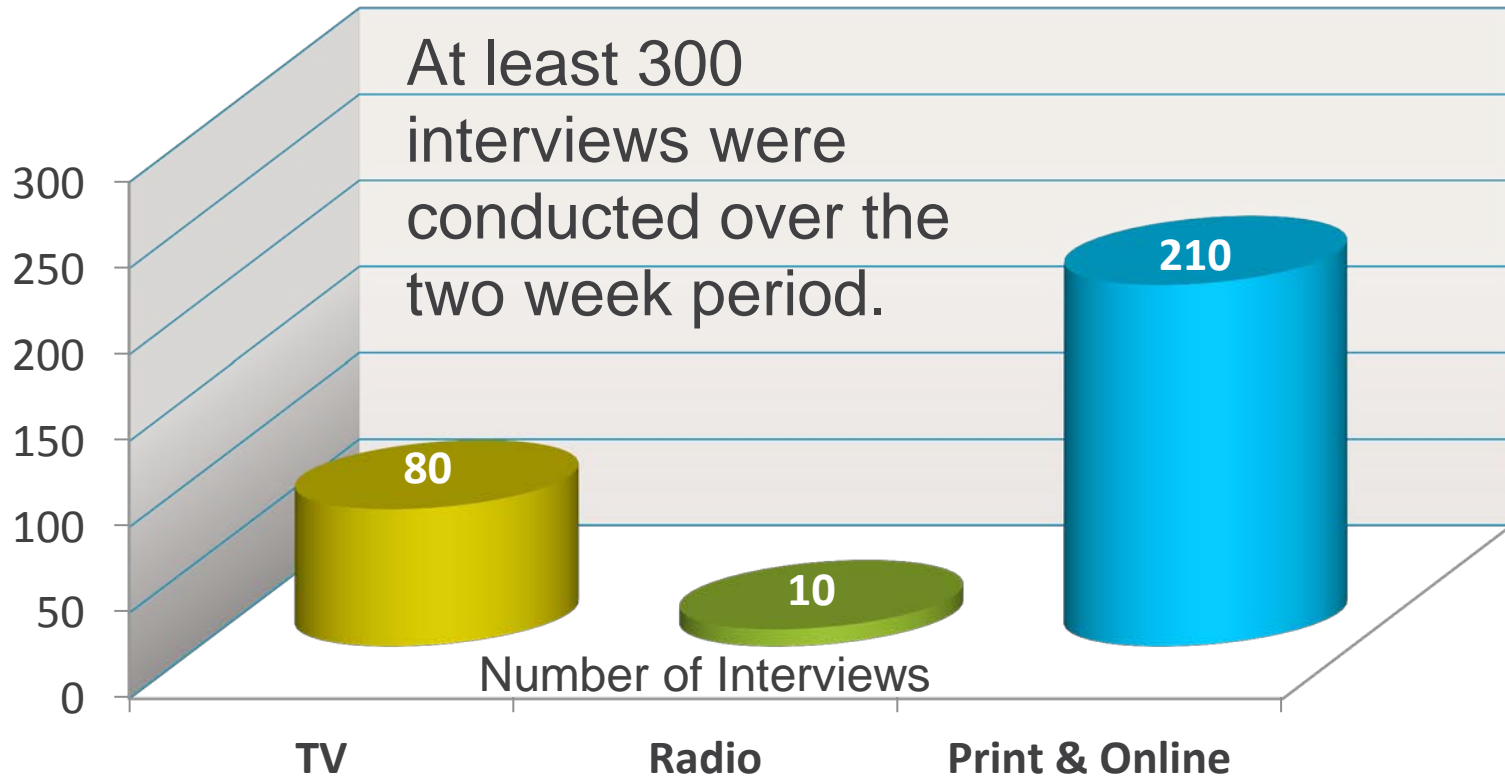
Now



# You have to manage Media

- TV, Radio, Print
- Social . . . Yes, social media

# Media Mayhem



# Media Madness





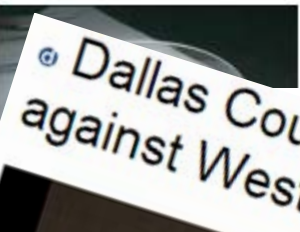
2 More West Nile Virus Related Deat ...  
CBS 11 Dallas



West Nile virus kills 3 in Houston



U.S. West Nile cases, deaths jump in ...  
Reuters



Dallas County launches aerial attack against West Nile virus



Programmes Video Blogs Opinion  
Americas Asia-Pacific Central & South Asia Europe  
Africa Americas Asia-Pacific Central & South Asia Europe  
LATEST: AT LEAST 12 PEOPLE KILLED IN SECTARIAN FI

**Americas**  
**Virus emergency declared in Texas**  
Mayor of Dallas city announces emergency after mosquito-borne West Nile virus claims 17 lives

Last Modified: 17 Aug 2012 03:11

Tweet 290 | +1 13 | Share 5

Email Print Share

Fox/Staff Photographer  
Dallas Executive  
Clark and University



Making communities around the world more livable, safe and comfortable.

# Social Media Proves Useful



- Dynamic Aviation used Twitter to provide very basic spray timing and location information.
- It's not new way to communicate. It's expected.

View conversation

**Dynamic Aviation AA** @AerialMosquito 2 Sep  
@kimberlydobbs An aircraft is currently spraying over @CityofSouthlake now. Should be done in about an hour  
View conversation

**Studley** @Studley 2 Sep  
@AerialMosquito Pretty cool, which means my area of Dallas benefited from being in Denton County. #fiveflyovers (because of the weather)  
Retweeted by Dynamic Aviation AA  
Expand

**Studley** @Studley 2 Sep  
@edsbs @AerialMosquito Speaking of Mosquito Spraying Territory, my area is it. Just saw the aircraft fly over my place, 300 Feet above it.  
Retweeted by Dynamic Aviation AA  
Expand

**Dynamic Aviation AA** @AerialMosquito 2 Sep  
#Denton aircraft locations at 9:38pm [pic.twitter.com/Udd02F7d](https://pic.twitter.com/Udd02F7d)  
View photo

**Dynamic Aviation AA** @AerialMosquito 2 Sep  
@Studley Yes, you're hearing N79W doing a southern offset spraying the area of Flower Mound/Lewisville  
View conversation

**Dynamic Aviation AA** @AerialMosquito 2 Sep  
@goodlettuce Yes, this area will be sprayed tonight.  
View conversation

We entered an age of  
Transparency



# Information Accessibility & Public Expectations Force Transparency



- Today, there is no hiding from the internet, the media or social media.
- Never before have we had the need to be so transparent about not only our products, but our actions.

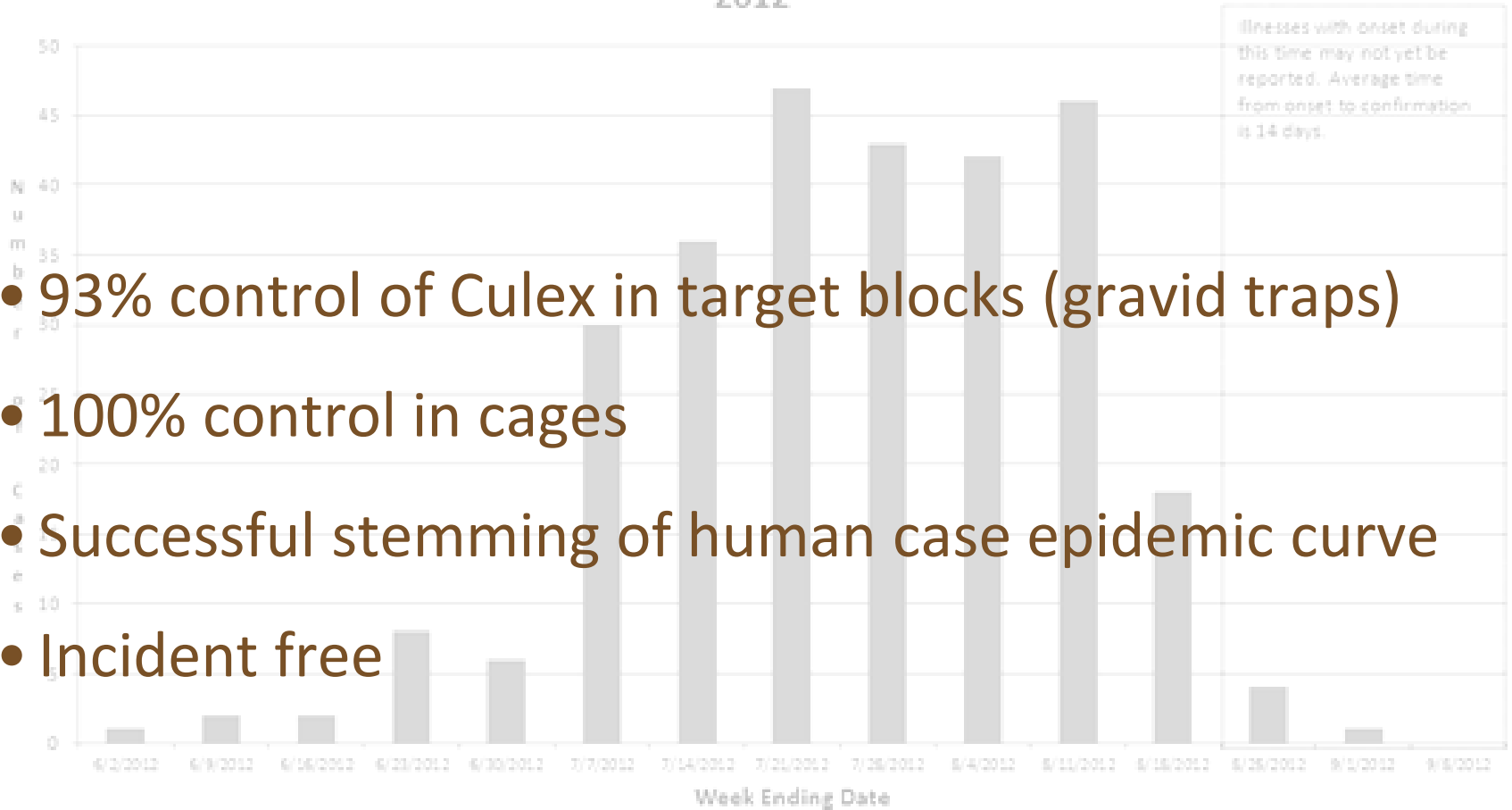
Speed still a need

# 4-day Response Turnaround

- Thursday - Aug 9 – Data sent to state requesting emergency funding
- Friday – Aug 10 – **Authorization** to treat
- Sunday – Aug 11 – PR personnel on site
- Tuesday – Aug 13 – **Clarke / Dynamic team in place:**  
Product, planes and pilots ready

Results count

## Number of Confirmed West Nile Virus Cases by Week of Onset, Dallas County, 2012

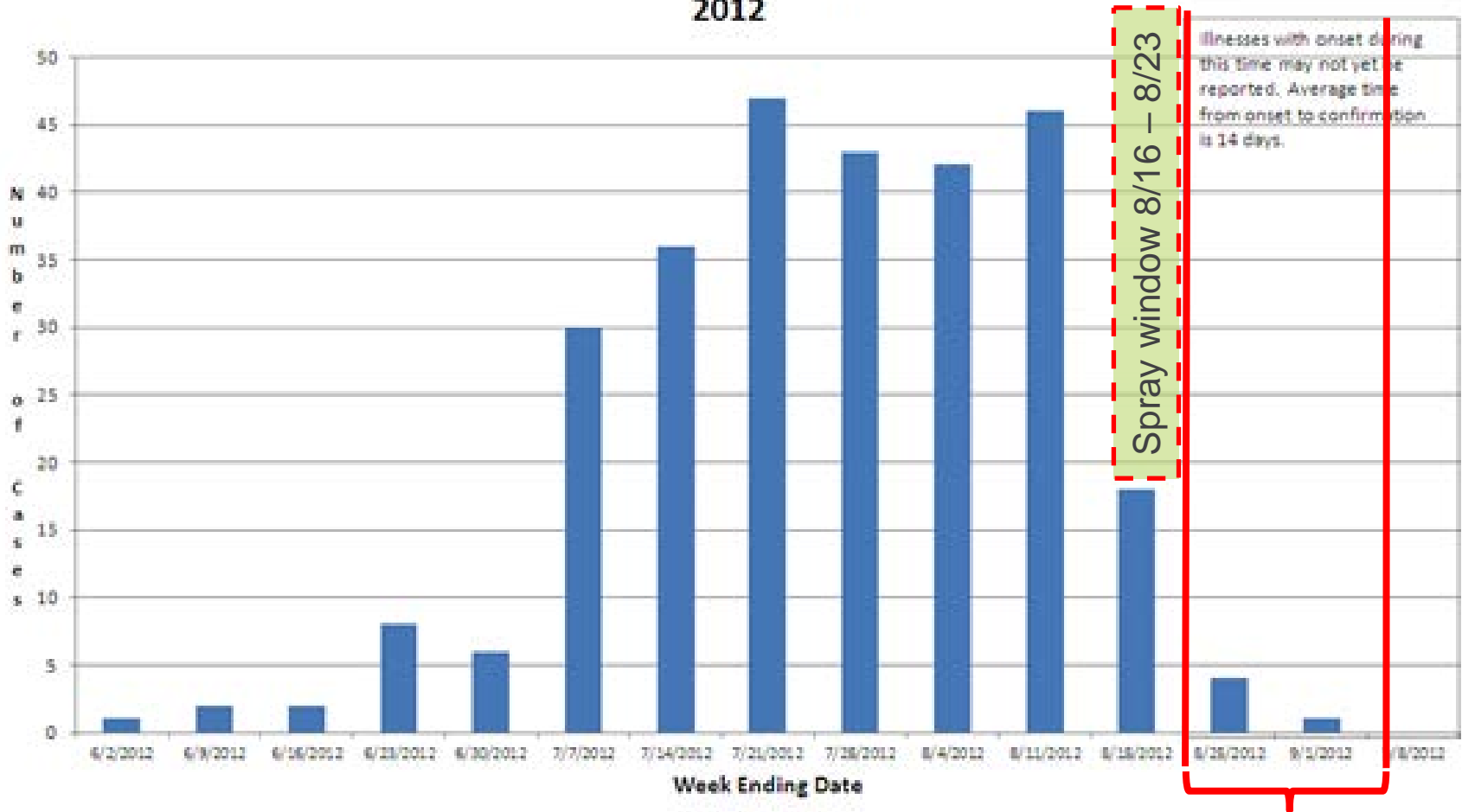


- 93% control of Culex in target blocks (gravid traps)
- 100% control in cages
- Successful stemming of human case epidemic curve
- Incident free

# Conclusion

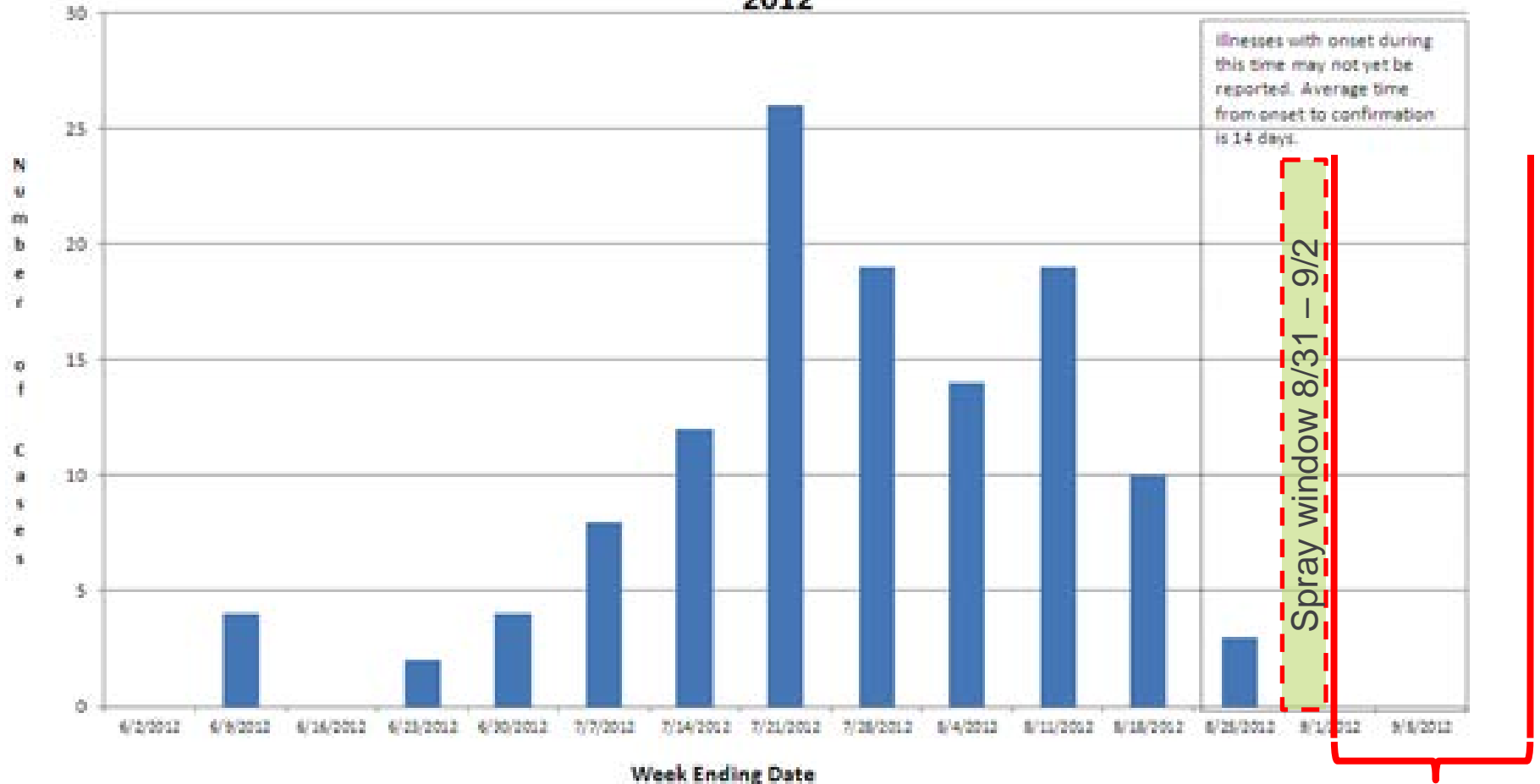
- West Nile Virus is NOT gone
- Programs need to be mindful of extremely dry patterns
- Rethink the balance of program preventative vs. abatement
- Reassess surveillance measures and record keeping
- Know your public...and our local media

## Number of Confirmed West Nile Virus Cases by Week of Onset, Dallas County, 2012



8/23 was last spray event, any human cases within 14 days of last spray are assumed to have occurred prior to aerial applications.

## Number of Confirmed West Nile Virus Cases by Week of Onset, Denton County, 2012



9/2 was last spray event, any human cases within 14 days of last spray are assumed to have occurred prior to aerial applications.





Thank you for your time.

