



News Release

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PESTICIDE SPRAY NOTIFICATION EFFORTS GARNER CONTRA COSTA MOSQUITO CONTROL INNOVATION AWARD

–Bronze Anvil Award is from Public Relations Society of America’s Northern California Competition–

CONCORD, CALIFORNIA - - The Contra Costa Mosquito & Vector Control District won a Bronze Anvil award yesterday for their efforts to notify residents when fogging for adult mosquitoes in residential areas. The award was announced at the 2009 Northern California Public Relations Society of America’s Silver and Bronze Anvil Awards Competition in San Francisco yesterday.

The District utilizes the online newsletter service by Constant Contact as a notification system in order to deliver permission-based, automatic e-mails to subscribers wishing to learn when and where the District fogs or sprays for mosquitoes.

“We’re very pleased to have found a solution that works well for our residents and still enables us to respond quickly to protect public health,” said Craig Downs, general manager with the District. “Our swift action to control mosquitoes doesn’t always fit the time line for traditional communication methods. With the online notification system, the public and the media have everything they need soon after we make the decision to fog or spray for adult mosquitoes in residential areas.”

The online notifications include the time and place of the spray efforts, detailed street maps, links to the pesticide used as well as many other important links. Daily efforts to control mosquito larva or adult mosquitoes in non-residential areas are routine and no notification is given.

“The way in which the District uses Constant Contact is truly creative and unique. Using it on a regular basis to notify their constituents about spray dates and locations is truly innovative; a use for our product not seen before in our business,” said Stu Carty of Constant Contact.

Bronze Anvil Awards recognize outstanding public relations tactics. Other finalists and award recipients in this years Silver and Bronze Anvil Awards competition included Bank of America, Hewlett Packard, Kaiser Permanente, Charles Schwab, Greyhounds Line, Inc., Liberty Mutual, Ketchum Public Relations, Levi Strauss, Edelman, and more.

People wishing to be notified about adult mosquito fogging or spraying in residential areas have several options. They may visit the District’s Web site at www.ccmvcd.dst.ca.us and opt to receive the free notifications automatically by email, they can view information on the District Web site, or they may phone the District for a recorded message at (925) 771-6195.

Contra Costa Mosquito & Vector Control District is a non-profit, public health agency that has been protecting public health since 1927.

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