

MARKETING: BEST PRACTICES

SANTA CLARA COUNTY MOSQUITO AND VECTOR CONTROL DISTRICT



Beverly Perez
Vector Control Community
Resource Specialist



Who We Are

- 1 of 12 special districts in the bay area
- Monitor diseases spread by vectors
 - Mosquitoes
 - Ticks
 - Fleas
- Programs
 - Surveillance
 - Operations
 - Outreach and Education



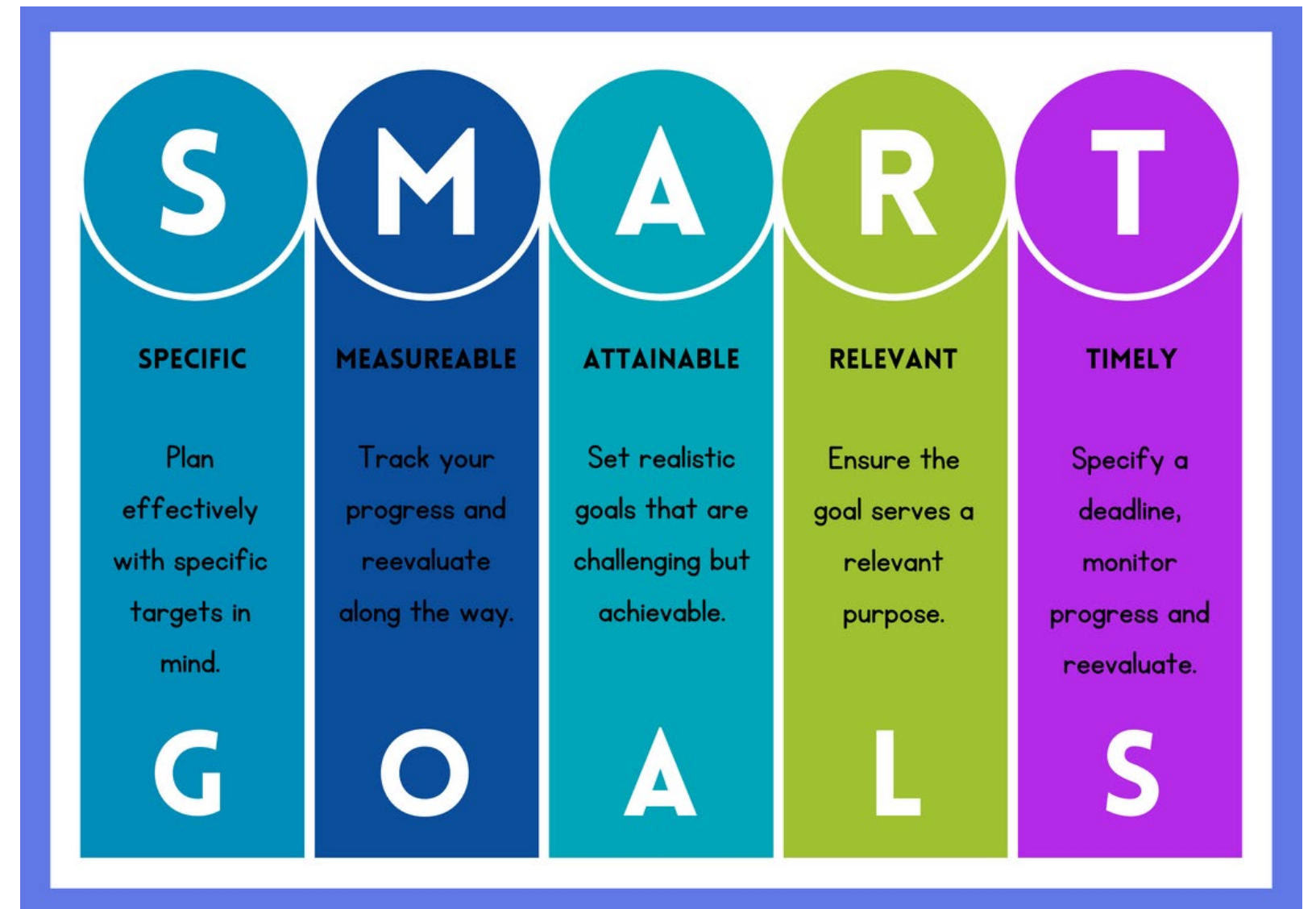
Why This Matters in Government

- Build public trust and transparency
- Support compliance, safety, and community wellbeing
- Improve awareness of programs, services, and risks
- Ensure taxpayer dollars are spent effectively
- Promote behavior change (public health, environmental, etc.)




1. Define Clear Goals

- Identify the policy, service, or behavior you want to influence
- Determine focus (awareness, compliance, participation)
- Define what “success” means to you before launching campaign
- Set measurable and attainable goals





2. Understanding Your Community

- Identify your priority audiences (homeowners, businesses, schools, pet owners, etc.)
 - Consider demographics, languages, barriers, habits, income, etc.
 - Use analytics, surveys, and field staff feedback
- 

MVCD Community Demographics

Select a category
Tract

Population
1,903,297

Households
654,467

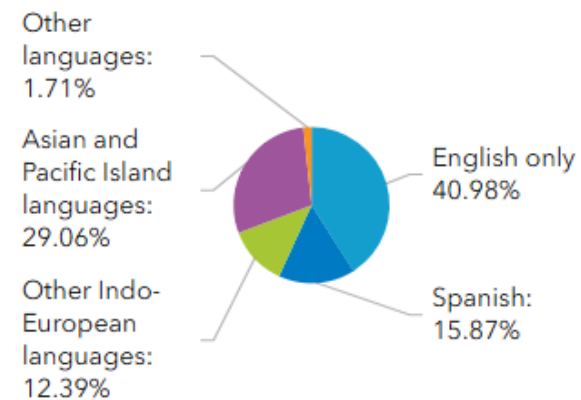
Housing Units
694,209

Occupancy

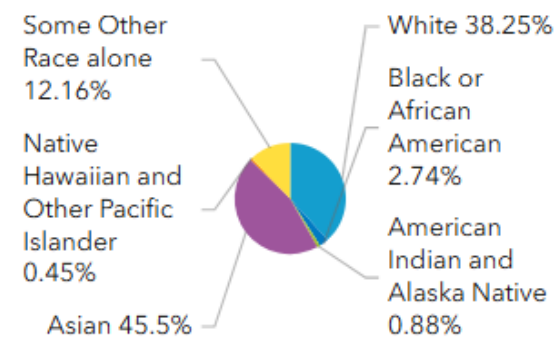
Renter occupied 44.7%

Owner occupied 55.3%

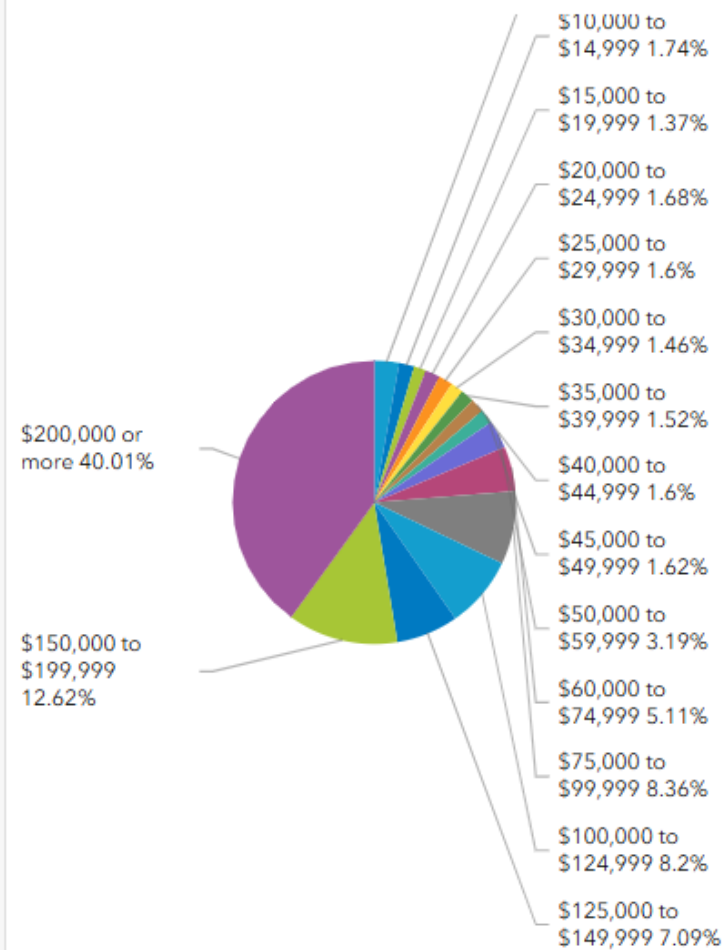
Language Spoken At Home



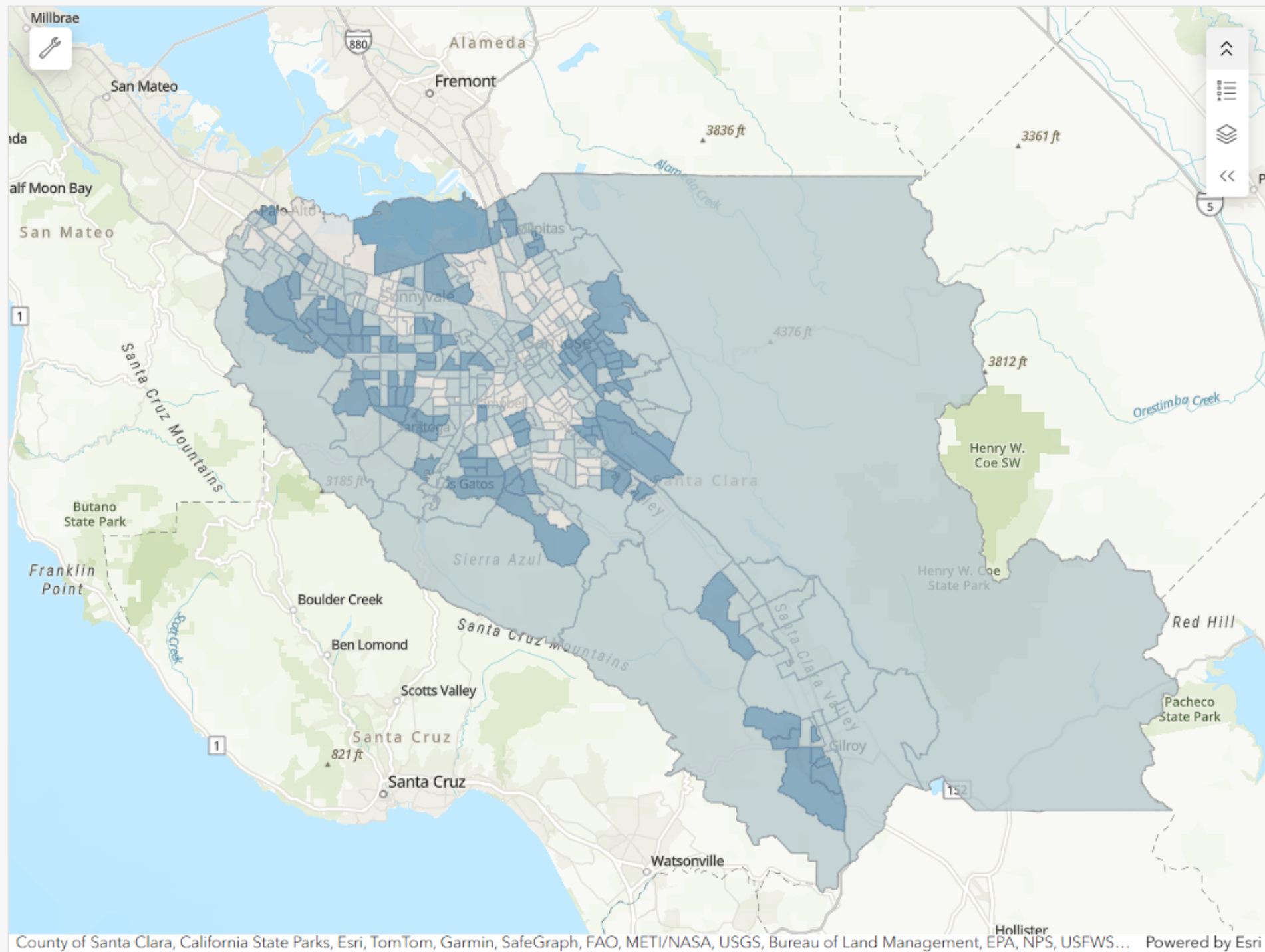
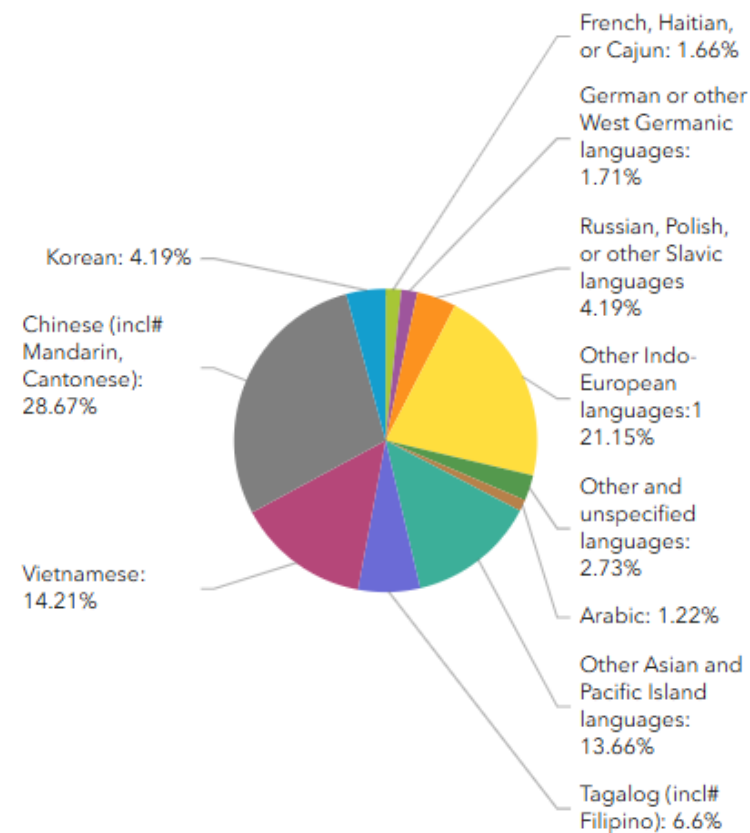
Race



Income



Language Breakdown (Non English and Spanish)



Selection required on one or more elements

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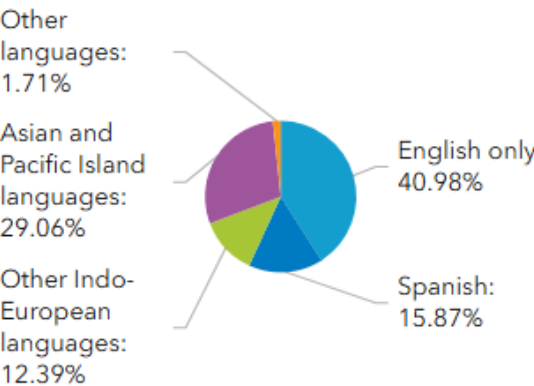
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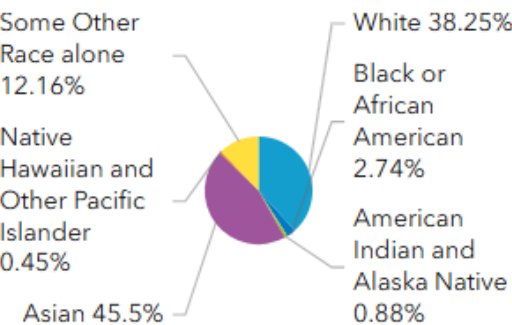
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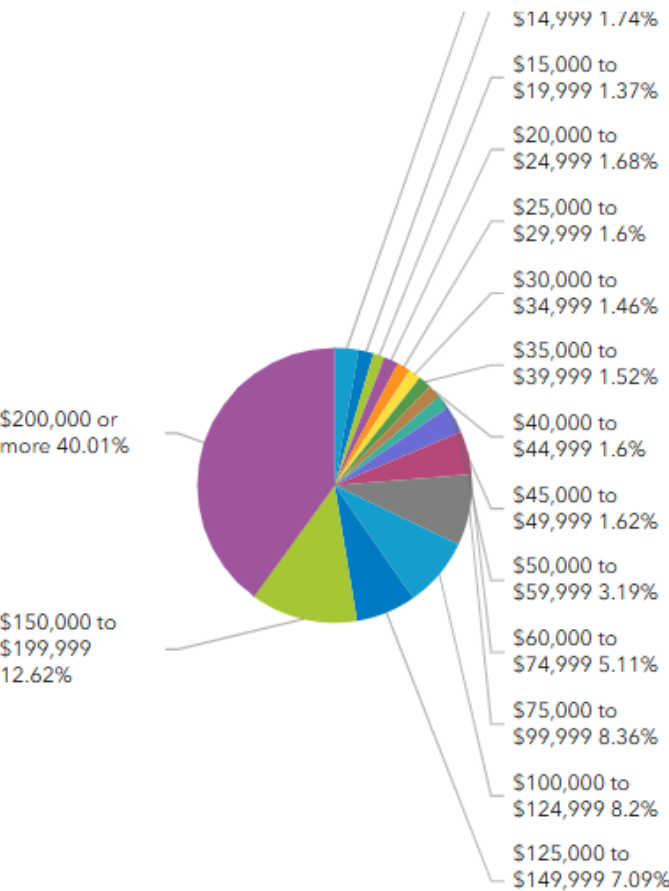
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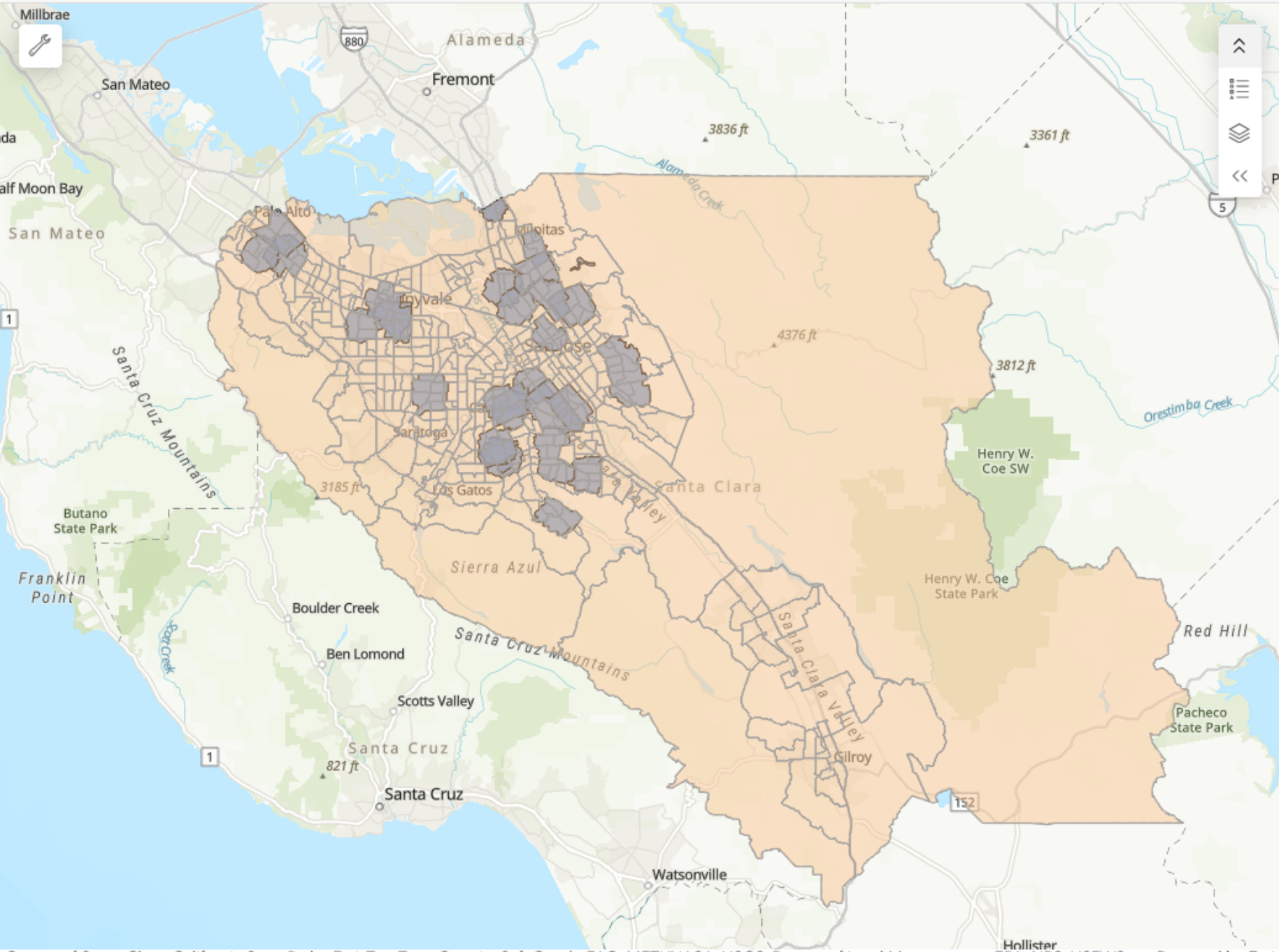
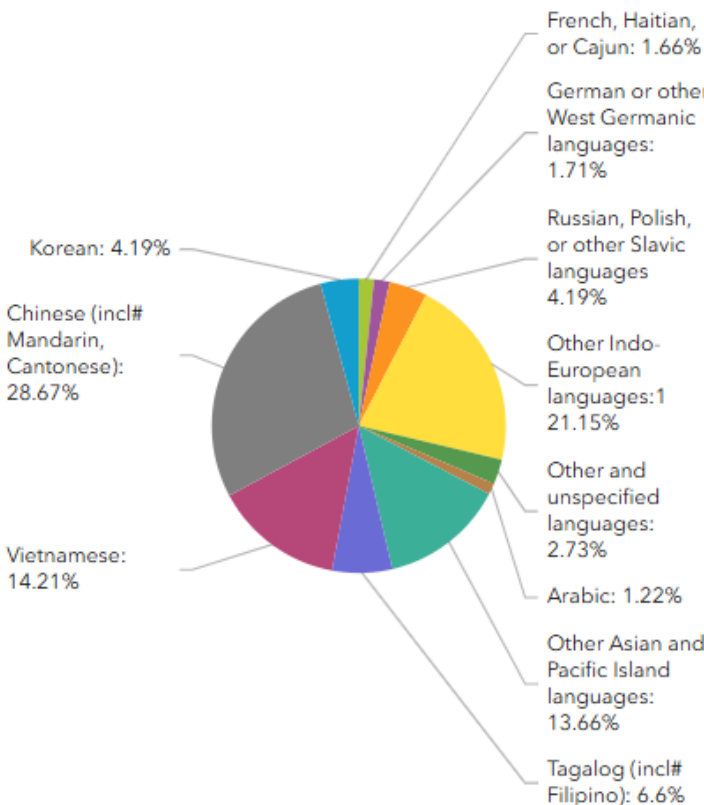
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County of Santa Clara, California State Parks, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USFWS... Powered by Esri

Selection required on one or more elements

West Nile Virus Hot Zone Campaign

- **Target audience:** Residents within areas with high numbers of mosquitoes infected with West Nile virus
- **Goal:** Increase mosquito notification subscribers
- **Call to Action:** Subscribe
- **Length:** 2 weeks
- **Trackable analytics:** Link clicks, email open rates, and subscriber increase
- **Platform:** Mailchimp



SUBSCRIBE

Based on historical data, you live in an area prone to West Nile virus (WNV). Subscribe to our alerts for adult-mosquito-control treatments. You will receive information about mosquito activity and adult-mosquito-control treatments in your community. Stay informed about how to protect yourself and your loved ones from this disease.



Adult-mosquito-control treatments play an important role in fighting mosquito-borne diseases in your community. The treatments use specialized truck-mounted equipment that releases a fine mist of pesticides that kills mosquitoes. All pesticides used are approved by the Environmental Protection Agencies for use in public areas.

If we find mosquito-borne diseases in your community, we use these treatments to reduce the risk of human infection. Treatments must be performed as quickly as possible to protect public health and safety, and prevent illness and even death.


3. Question It

- Anticipate and address core public questions
 - Why should I care?
 - How does this impact me?
 - Why should I do what you are asking me?
 - How does this impact my home, business, family, or pets?
 - What are you asking me to do?
 - How do I do it correctly?





Why Should I Care?

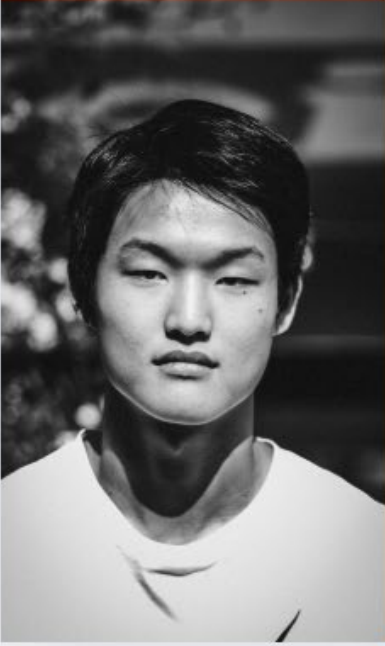
**WEST NILE
VIRUS
AFFECTS
PEOPLE
VULNERABLE
TO SERIOUS
ILLNESSES**




**DID YOU KNOW?
MOSQUITOES
CAN TRANSMIT
HEARTWORM
DISEASE**



**WEST NILE
VIRUS
AFFECTS
PEOPLE WITH
MEDICAL
CONDITIONS**



**ADULT-
MOSQUITO-
CONTROL
TREATMENTS**




**LOWER THE
RISK OF HUMAN
INFECTION**

More information:
www.cdc.gov/westnile

SUBSCRIBE


Subscribe to our alerts for **adult-mosquito-control treatment**. You will receive information about mosquito activity and adult-mosquito-control treatments in your community. **Based on historical data, you live in an area prone to West Nile Virus (WNV).** Stay informed about how to protect yourself and your loved ones from diseases.

SUBSCRIBE TO LEARN MORE



- Receive adult-mosquito-control treatment alerts
- Press releases/ advisories
- Additional information

vector.santaclaracounty.gov



**COUNTY OF SANTA CLARA
VECTOR CONTROL DISTRICT**

4. Create a Strong Narrative

01

CONNECT PROGRAMS TO COMMUNITY BENEFIT

- People respond when they understand the direct impact to them
- Addresses the why should I care
- Showing the benefit increases trust in agency

02

EMPHASIZE AGENCY MISSION

- A strong narrative reinforces who you are and why you exist
- Restate mission in plain language
- Reinforce messages like “we are here to serve you”
- Builds credibility, trust- understanding the “why”

03

INCLUDE REAL STORIES

- Real people makes messaging memorable and persuasive
- Testimonials, case examples, stories from residents, staff, etc.
- Stories create emotional and personal connection - messages stick

04

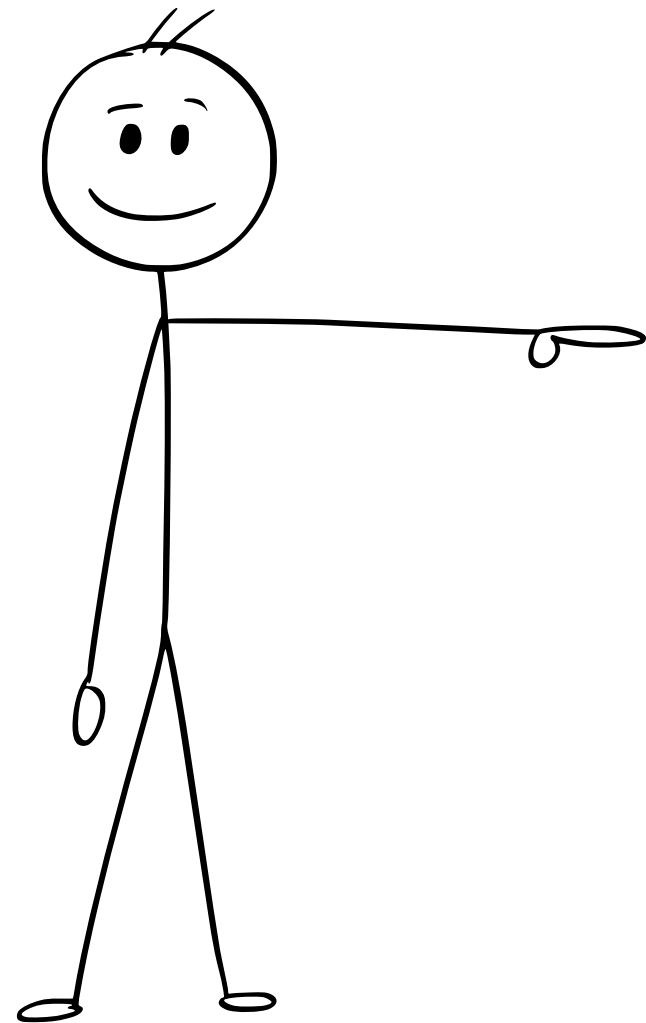
A FACE TO THE NAME

- Feels more trustworthy when people can see and hear the humans behind them
- Feature staff when possible
- Photos, videos, quotes, etc.

5. Use Clear, Plain Language

“The most valuable of all talents is that of never using two words when one will do”

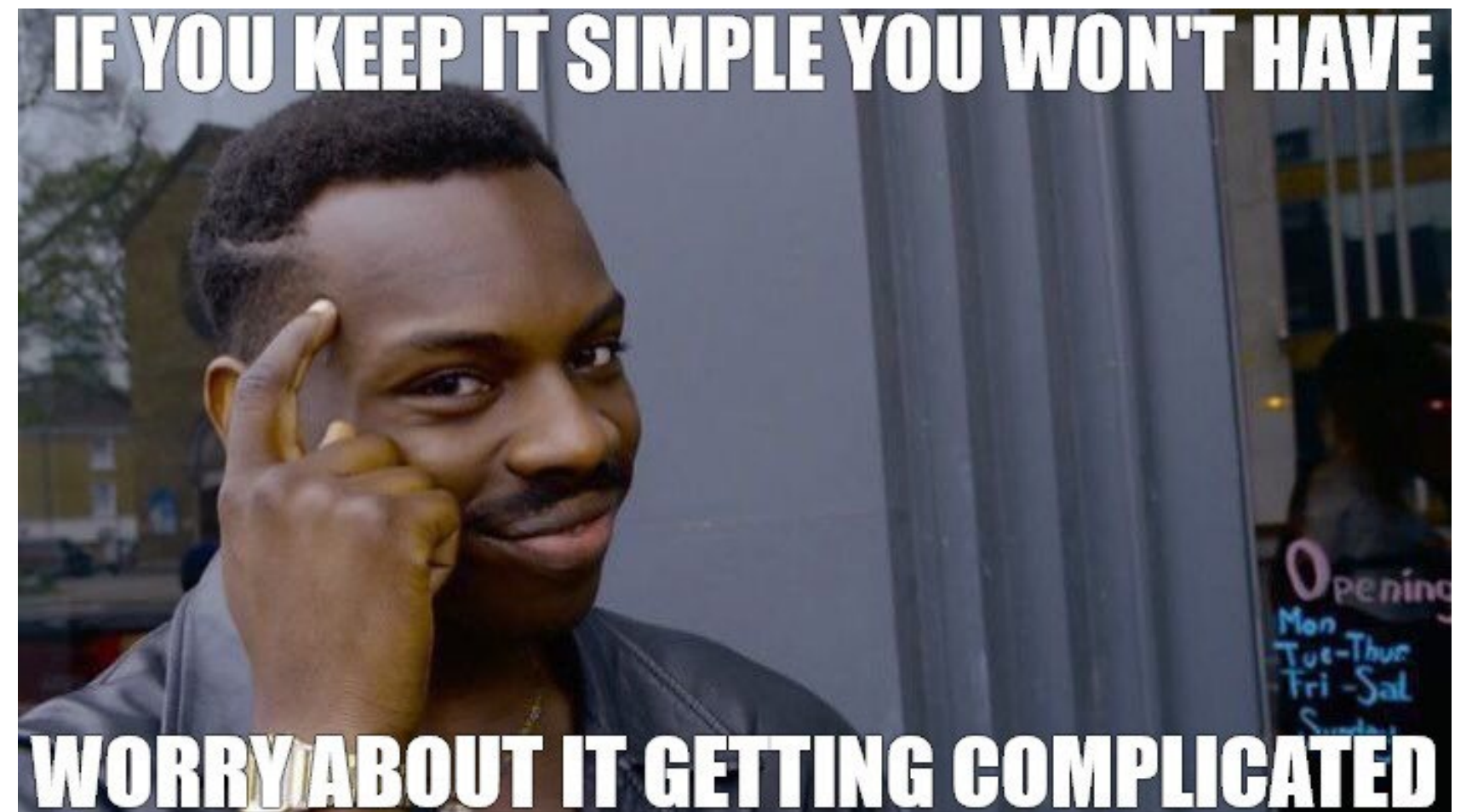
- Thomas Jefferson



- Understandable and accessible
 - Easy to find
 - Find what they need
 - Understand what they find
- Time is short - People scan for information
- Avoid jargon and acronyms
- Short sentences and bullet points for lists
- Aim for 5th grade reading level

Use Clear, Plain Language

- When you don't use plain language:
 - Invites error
 - Limits content sharing
 - Less calls
 - Lack of trust
 - Misunderstandings = misinformation
- Wasted efforts on both ends
- Not likely to take action requested



If the public can't understand it, they can't act on it

Example 1

The SCCMVCD is part of SCC's CEPA. SCCMVCD is tasked with conducting surveillance of vector-borne diseases, including but not limited to WNV, SLE, and WEE, and the abatement of mosquitoes.



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Example 2

The Santa Clara County Mosquito and Vector Control District is part of the County's Consumer and Environmental Protection Agency.

The District monitors diseases spread by mosquitoes that can make humans sick, like

- West Nile virus
- St. Louis encephalitis
- Western equine encephalitis

The District also controls mosquito populations by conducting treatments.



Example 1

I orchestrate an intricate equilibrium of aerodynamics, meteorological variability, and human reliance. I comprehend and make split-decisions based on volatile data streams while preempting atmospheric disturbances. I do all this to facilitate hundreds of occupants reach their objectives quotidianly.

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Example 2

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Example 3

I fly planes. I watch the weather, study special instruments, and make quick decisions so that I can help hundreds of passengers reach their destinations safely.

Plain Language Example



6. Multi -Channel

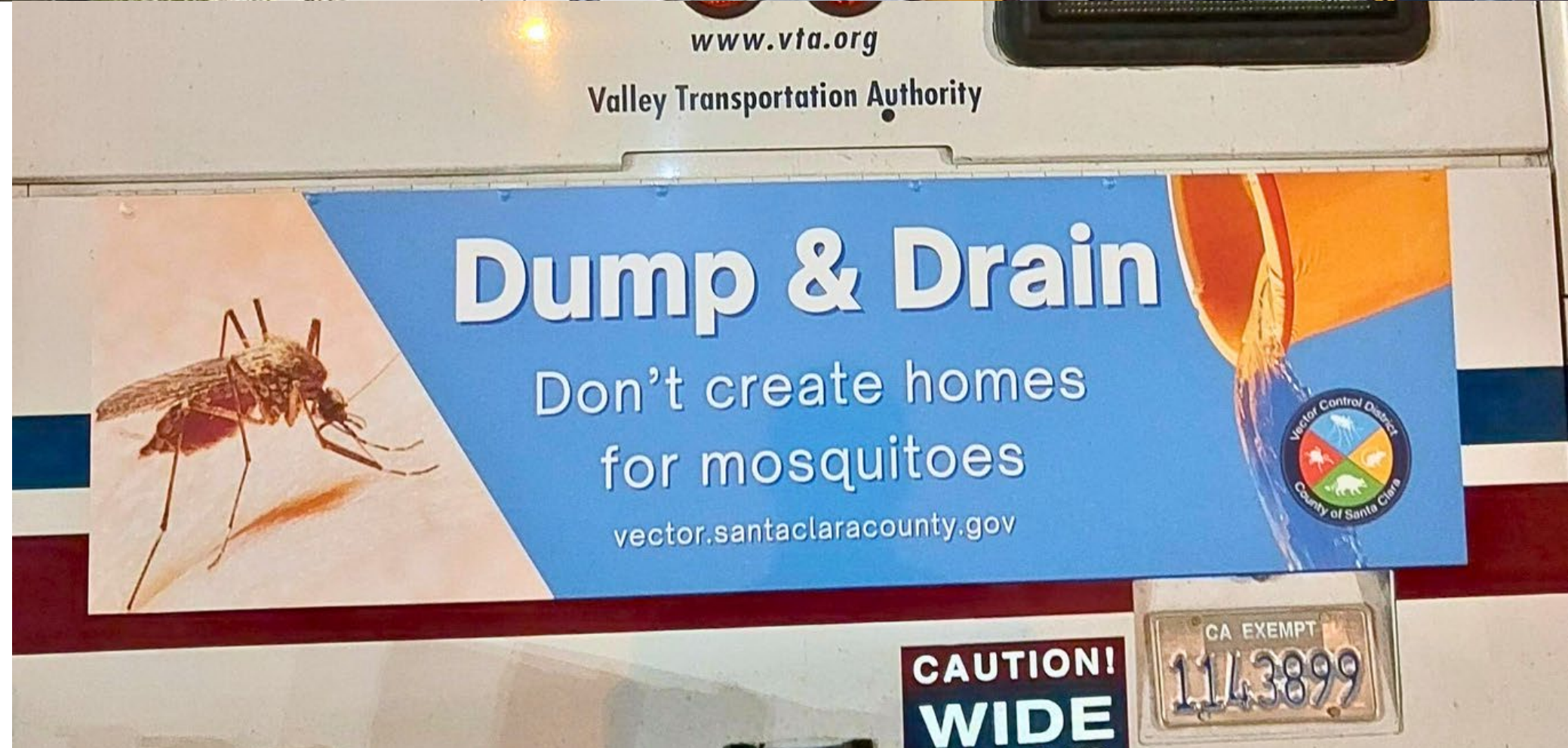
- Dedicated webpages
- Accompanying social media campaigns
- Email newsletters
- Mailers, utility bills, brochures, etc.
- FAQs
- Multilingual
- Short URL
- Press releases and media events
- Community events, workshops, presentations
- Leverage partnerships





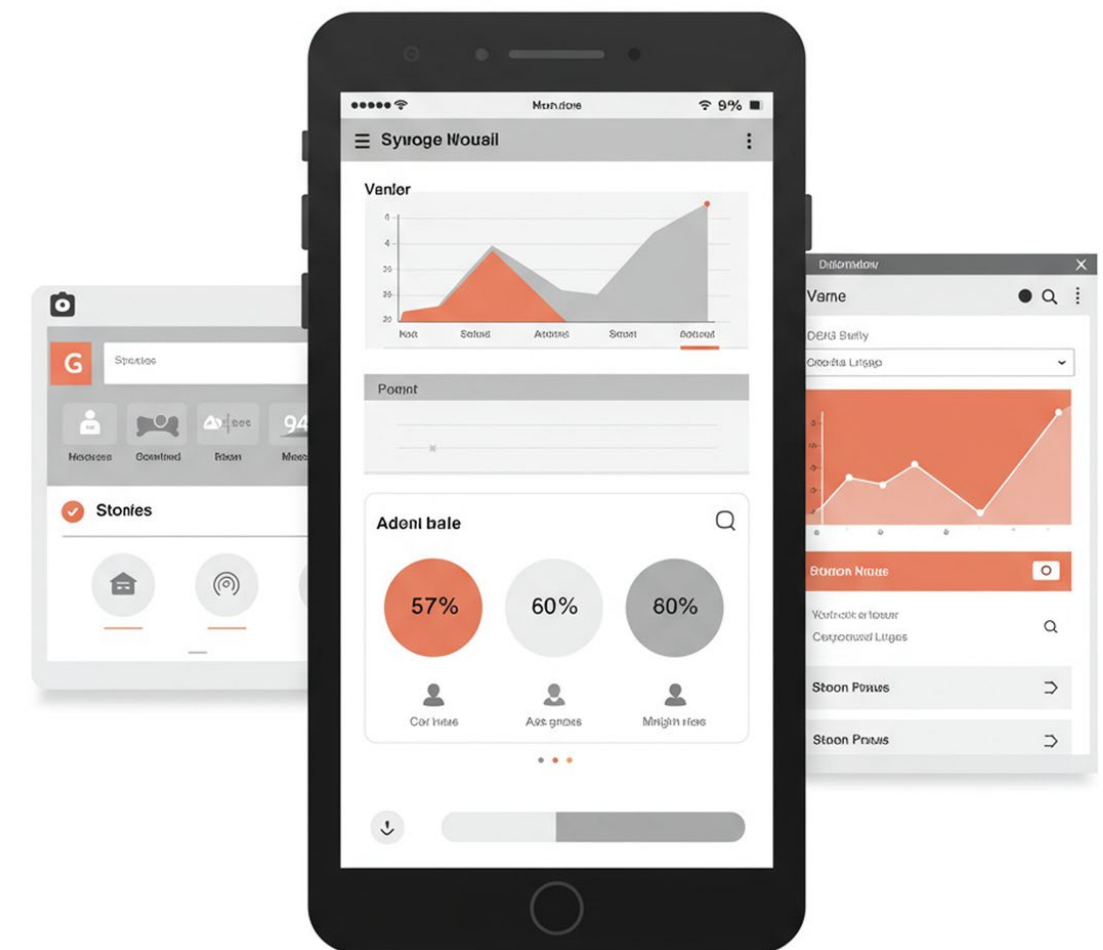
Repetition

- 7-20 exposures to remember it
- Reinforces messaging across multiple platforms
 - I am seeing this everywhere...it's probably important
- Keep branding and tone the same throughout
- Continue messaging even outside of campaign



7. Understanding Analytics

- Varies from platform to platform
- Research what is considered “good performance” for platforms being considered
 - Average email open rate: 21%
 - Good: Between 17% and 28%
 - Email newsletter click-through rate (CTR):
 - Good: 2%- 3%
 - Strong: 3% - 5%
 - Excellent 5%+
- Do not rely on impressions only



West Nile Virus Hot Zone Campaign - Results

What does this mean?

- **Deliveries:** 126,462 email recipients
- **Email Opens:** 50,641
- **Email Open Rate:** 40% (excellent)
- **Click-through Rate (CTR):** 1.5% (reasonable)
- **Subscriber increase:** 53.72% increase (excellent)



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8. Partnerships

- Collaborate with schools and other trusted community resources
- Use trusted messengers within the community
- Participate in local events and community meetings
- Share resources with partner agencies to expand reach
- Short URL:
[vector.santaclaracounty.gov/Resource Toolkit](https://vector.santaclaracounty.gov/ResourceToolkit)

Help Spread the Word

Social media posts, newsletters, and community meetings are powerful tools for keeping your community informed. This Resource Toolkit was created to make it easy for you to share accurate, timely information about mosquitoes and other vectors. Below, you'll find ready-to-use materials including social media images, captions, and key messages designed to fit a variety of communication channels.

Aedes aegypti Toolkit

The invasive *Aedes aegypti* mosquito is a growing threat to our community's health and quality of life. Its aggressive behavior and ability to spread disease like Zika and dengue make public awareness and action very important. This toolkit provides educational materials to help inform, promote prevention strategies, and support efforts to stop the spread of this mosquito. We encourage you to use and share these resources to protect your community.

Frequently Asked Questions (FAQS)

Available in multiple languages, these FAQs address common concerns about *Aedes aegypti* mosquitoes and wide-area larvicide spraying treatments. Ideal for distribution at community meetings, posting online, or providing to individuals seeking more information.

- [English](#)
- [Chinese](#)
- [Spanish](#)
- [Tagalog](#)
- [Vietnamese](#)

General Flyer

A clear, multilingual flyer offering key information on the invasive mosquito and how to prevent its spread. Useful for posting on bulletin boards, handing out at events, or including in community mailings.

- [English](#)
- [Chinese](#)
- [Spanish](#)
- [Tagalog](#)
- [Vietnamese](#)

Newsletter Blurb and Graphics

A short, ready-to-use paragraph with an accompanying images for placement in community newsletters, digital bulletins, or email updates. Available in several languages to make the information more accessible.

English	Chinese	Spanish	Tagalog
Newsletter Blurb	Newsletter Blurb	Newsletter Blurb	Newsletter Blurb
Newsletter Header	Newsletter Header	Newsletter Header	Newsletter Header
Additional Graphics	Additional Graphics	Additional Graphics	Additional Graphics

We will have more resources for you to share, please check back soon!

Working Effectively with Consultants

- Ask questions
 - What are realistic and attainable goals for us and why?
 - How will we know if a campaign is working or not working?
 - What is the return on investment for previous campaigns and how are those lessons being applied to current campaigns?
 - Why are you recommending specific platforms?
 - Analytics, but what do they mean?



Build Trust through Transparency

- Explain why a program exists
- Communicate early- don't wait for confusion to arise
- It's better to control the narrative
- Admit when information changes or is updated
- Respond quickly to community feedback



Resources

- Trainings
 - [California Association of Public Information Officials](#)
- Plain Language
 - [Grammarly](#)
 - [Hemingway App](#)
 - [Rewordify](#)
 - Microsoft Word
- [Advertising appeals](#)
- Ad inspiration:
 - [Ads of the World](#)
 - [Behance](#)

Thank You

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SOCIALS

@SCCMVCD

