Automation of Biting Back

Save time and nurture sustainable grassroots community-level interventions

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Acknowledgement: Ally Gaspar and Jessica Sams, Outreach Assistants

San Gabriel Valley Mosquito & Vector Control District

San Gabriel Valley
Mosquito & Vector
Control District

We're 1 of 5 Vector Control Districts in Los Angeles County

Primarily Urban

- 88 cities
  - **26 cities in our District**
- 10.4 million residents
  - **Two million in our District**
- 4,084 square miles
  - **287 sq. mi. in our District**

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We have an *Aedes* problem in Los Angeles County

- First large population of *Aedes albopictus* confirmed in 2011
- *Ae. aegypti* confirmed in 2014
- *Ae. notoscriptus* confirmed in 2014

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We have an *Aedes* problem in Los Angeles County

- New bite pressure resulted in increases of service requests (SRs)
- Stretched resources of our primary objectives to prevent West Nile virus transmission
- Operations staff needed assistance to divert education-heavy SRs to Communications/Outreach

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Let’s Automate Community-level Intervention (CLI) in 5 steps

Step 1: Determine objectives of CLI

Bite Back Program

- Give residents the knowledge they need to tackle *Aedes* mosquitoes on their properties and in their neighborhoods

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Step 2: Determine Details of Intake & Onboarding

Time to manually convert participant to next steps after intake: At least **15 minutes**

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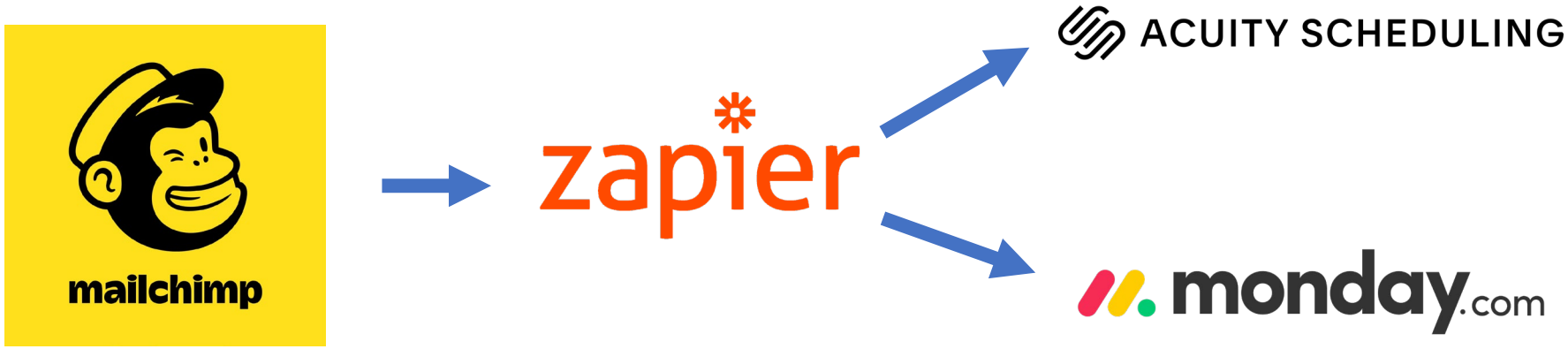
Step 2: Determine Details of Intake & Onboarding

Automation tools saved staff 15 minutes of intake and onboarding time per person



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Step 3: Determine Participant Management

- Successful CLI holds participants accountable
- Determine data needed from participants to stay engaged with them

mailchimp

monday.com

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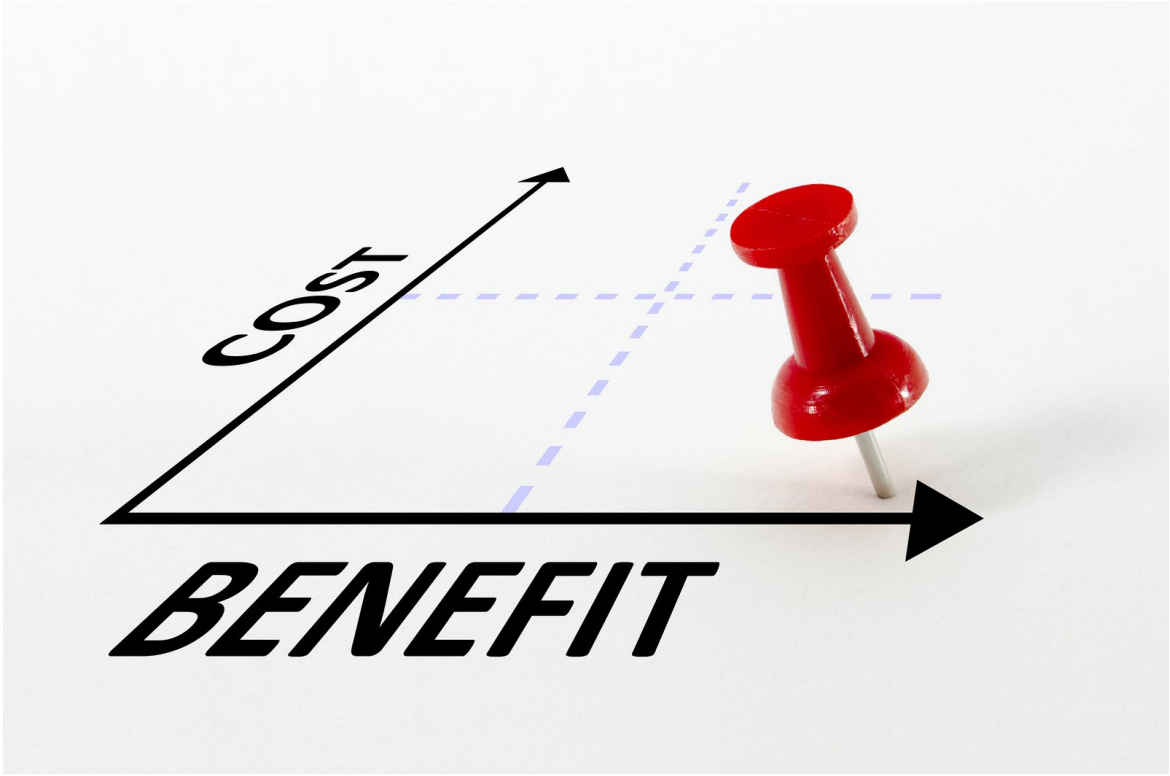
Step 4: Determine Cost

Bite Back Program needs the capacity of one seasonal position equivalent

$20,000/year



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Step 4: Determine Cost

Monday.com - $468/year
Zapier - $239/year
Mailchimp - $120/year
Acuity Scheduler - $378/year

Total: $1,205/year

Automation tools saved cost of supporting Bite Back Program by 94%

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Step 5: Plan implementation

Do thorough testing before and during implementation

Automation of Biting Back

Results

1. Save 15 minutes/participant to convert from intake
2. Can run without staff present
3. Save cost of support by 94%
4. Reduced burden on field staff

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Acknowledgement

- Ally Gaspar, Outreach Assistant
- Jessica Sams, Outreach Assistant

Presented by: Levy Sun, Public Information Officer, Lsun@sgvmosquito.org

Presentation details: SGVmosquito.org/vmca