

FOR IMMEDIATE RELEASE  
April 8, 2013

## **City will increase efforts to halt spread of West Nile Virus; New public education plan will include media campaign**

**Dallas** – With the mosquito season approaching, the City of Dallas is taking a proactive approach with a West Nile Virus education campaign set to begin this month. The education campaign will include educational videos, radio and television PSA's, billboards, social media, signs, brochures and community meetings.

Stepped up mosquito surveillance efforts will include 90 mosquito traps to be set from May to October, with additional off-season trapping to be conducted from November to April. The turnaround time for lab results will be expedited this year by using county, state and private labs.

Code inspectors and other City staff will also pay close attention and respond quickly to complaints of standing water and time of day water violations. Code inspectors will also be posting signs identifying pools and other large water sources that have been treated.

"It's critical that we involve the community in helping us eliminate mosquitoes around homes and businesses," said Assistant City Manager Joey Zapata. "This year, we are getting a jump-start on the problem by starting our effort earlier. We want to educate the public, including businesses and neighborhood groups, and work aggressively to eradicate mosquitoes and keep the virus from spreading."

Zapata said the City will continue to work closely with Dallas County, the Centers for Disease Control and Prevention and the state of Texas on prevention efforts. He urged residents to help prevent the spread of the West Nile Virus by draining or treating standing water, avoiding outdoor activity at dawn and dusk, using mosquito repellent and wearing long sleeves and pants when outdoors.

Standing water should be eliminated quickly, as mosquitoes can grow from egg to adult in as little as seven days. Breeding places for mosquitoes include swimming pools that are not kept clean, stagnant ponds, pet watering dishes, birdbaths, potted plants, old tires, empty containers, toys and clogged rain gutters and drains.

To report standing water or mosquito problems, call 3-1-1. For more information on West Nile Virus prevention visit [www.dallascityhall.com](http://www.dallascityhall.com) and look for the Fight the Bite icon to access resources. Media can obtain PSA's from the Public Information Office upon request.

