



**ZIKA**  
**Action Plan**  
**SUMMIT**

CDC Atlanta, GA



Centers for Disease Control and Prevention



# Using Policy to Increase Public Understanding and Enhance State and Community Readiness

## Leadership Planning Track

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# The Role of State, Tribal, Local and Territorial Leadership

- Community readiness and engagement
- Day-to-day (non-emergency) mosquito control actions
- Activating emergency powers



# Community Readiness and Engagement

- Gain your audience's trust
  - Share information early- what is known and what isn't
  - Acknowledge the concerns of others
  - Don't over promise
  - Select a spokesperson who encourages trust
  - Leverage allies to convey messages consistent with your position



# Day-to-Day Mosquito Control: How can mosquito populations be reduced?

- Surveillance and reporting
- Breeding ground reduction
  - Mosquito breeding grounds as a nuisance
  - Requirements for vacant residential properties
  - Tire storage and removal requirements
- Pesticide application
- Outreach and education



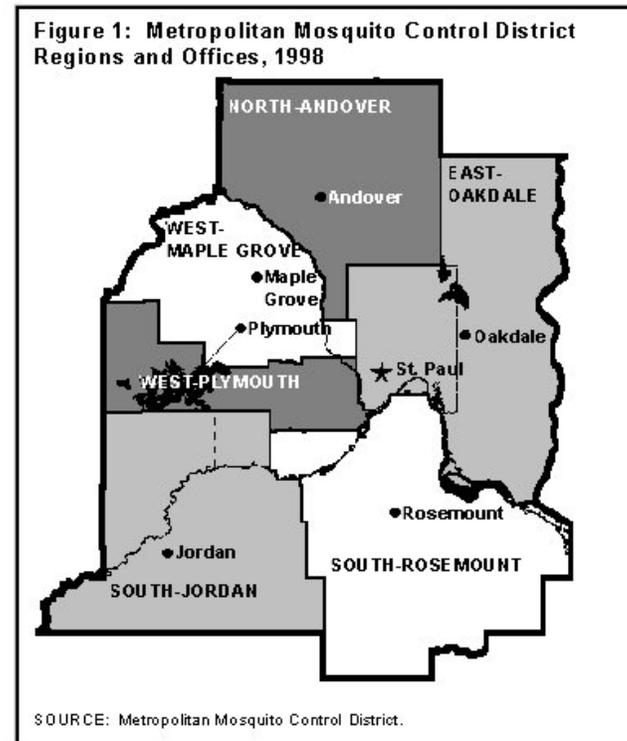
# Day-to-Day Mosquito Control: What level of government has the authority?

- Special Mosquito Control Districts
- Local Government
- State Government
- Federal Government
  - Federal Land
  - Military Bases
- Territorial
- Tribal



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& VECTOR  
CONTROL  
DISTRICT

*Protecting Public Health Since 2001*



# Day-to-Day Mosquito Control:

What agencies have authority within and across jurisdictions?

- Mosquito/Vector Control District
- Health Department
- Environmental/Natural Resources Departments
- Agriculture Department

**Coordination is key**



# Existing Authority to Act

## Nuisance laws may allow

- Pesticide application
- Breeding ground reduction
- Requirements for vacant properties
- Community sanitation



**Minnesota: “Among the required duties of a board of public health, the county, or the city, is the removal and abatement of public health nuisances...An individual who deliberately hinders a member of a board of public health, a county, or a city, from the performance of the member’s duties is guilty of a misdemeanor offense.”**

# Activating Emergency Powers:

## Who can declare emergencies?

- Localities
  - Mayors
  - City manager
  - Boards of commissioners
  - Health officer
  - Parish presidents
  - County judge
- States
  - Governor
  - State health official
- Federal
  - President
    - Stafford Act & National Emergencies Act
  - Secretary of HHS
    - Public Health Emergency
- Territories
  - Governors
- Tribes
  - Tribal leaders

# Activating Emergency Powers:

## What actions could emergency declarations allow?

- Access emergency funds
- Appoint response leadership/require interagency coordination
- Suspend laws or regulations that may inhibit response
- Increased disease surveillance and reporting
- Order pesticide application such as spraying and larvicide
- Authorize intergovernmental agreements
- Request help from higher level of government



# In Addition to Mosquito Control

## *Other Policy Issues:*

- Messaging to Public
- Access to Contraceptives
- Medicaid Insurance Coverage
- Laboratory Capacity/Coordination
- Working with Private Sector



# Guidance for Next Steps:

## Finalize and implement your Zika Action Plans

- Plan/initiate community preparedness steps – with public & key partners
- Assemble/consult team of experts to understand roles & authority:
  - law, public health, mosquito control, environmental health, communications, Medicaid, health sector, local, tribal, private sector
- Assess risks & consider:
  - Existing powers – regular and emergency
  - Need for emergency declaration
- Develop contingency plans – match laws to possible needed actions





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# View from 0 FT

Local Perspectives Gained from the  
2009-2010 Outbreak of  
Locally Acquired Dengue in Key West

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# Background

- Dengue outbreak in Key West ran from August 2009 to October 2010. More than 90 cases were confirmed, with two hospitalizations. Fortunately, everyone recovered.
- The first case of locally acquired dengue was in a visitor from New York whose travel itinerary included Key West only. The last case in the Florida Keys had occurred 70 years earlier.

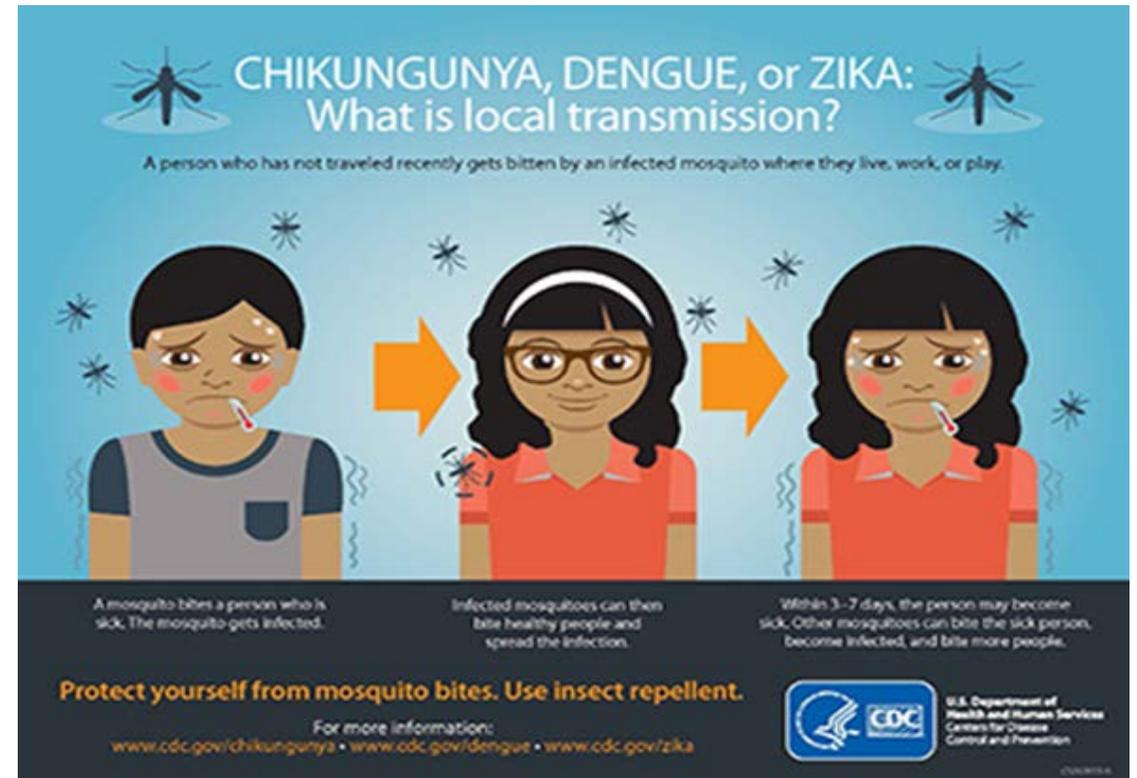


# How did this happen?

## All the elements for an outbreak came together. “The Perfect Swarm”

- Infected person
- Necessary species of mosquito
- Infection and survival of sufficient number of mosquitoes to infect other humans
- Repetition of the cycle

...and so the outbreak occurs, despite the efforts of an internationally recognized mosquito control program.



# Florida Keys Mosquito Control District Actions

- Assignment of 30 inspectors to Key West for 1<sup>st</sup> six weeks of eradication campaign
- Innovative methods to apply control measures
  - Aerial application of larvicides
  - Bacteria bound to granulated corn cobs, use of liquid products
- Continual monitoring of mosquito resistance to adulticides
- Adoption of direct marketing strategies
- Constant real-time communication between MCHD and FKMCD staff
- Immediate treatment of all suspected breeding sites



# Monroe County Health Department Actions

- Immediately requested assistance from CDC and FDOH Epidemiology Bureau
- Formed joint task force with Florida Keys Mosquito Control
- Joined forces with CDC, FDOH, FKMC, Florida Keys Community College Nursing Program, Key West residents on island-wide serosurvey
- Contacted all health care partners with latest protocols for diagnosis, testing and treatment
- Mounted public relations campaign, including direct marketing to remove standing water as preventive measure
- Established partnership of community leaders (Keys ABCD) to leverage campaign



# Monroe County Health Department Actions part 2

- Promoted CDC's "Fight the Bite" poster contest among grade school students
- Partnered with mosquito repellent manufacturer on educational campaign with free samples to low-income residents
- Organized community cleanup campaigns to remove potential reservoirs for standing water
- Hosted town hall meetings with international mosquito control and dengue treatment experts
- Staged routine news conferences
- Partnered with Monroe County Tourist Development Council on educational print and video media



# Dengue Redux or Lessons Learned?



The commitment of resources by President Barack Obama and Dr. Tom Frieden of the CDC, as well as actions like those of Florida Governor Rick Scott, demonstrate leadership in addressing this threat.

If a local outbreak of Zika occurs, affected communities should have a much easier time of it than Key West did.

# It is easy to underestimate the resources required to combat diseases carried by the *Aedes aegypti* mosquito.

- Budget
- Human resources
- Time
- Education of medical community and public
- Addressing media and rumors
- Convincing the public that this is a real threat
- Convincing the public that they have a responsibility in addressing the threat
- Addressing health equity issues

## Zika will require...

- Enlisting the expertise and participation of primary care and sexual health providers
- Access to pre- and post-natal care
- Inclusion of social services agencies

*All politics is local.*

Tip O'Neill

Former Speaker of the House of Representatives

*All public health is local.*

Bob Eadie

(with apologies to Speaker O'Neill)