

## **2026 MVCAC PR Committee Charges**

### **Charge 1: Create school and community event materials to support MVCDs in their outreach.**

- Outreach materials needs assessment, collect materials and develop resource hub of documents
- Based on the needs assessment, draft outreach materials for event booths
- Video series for social media (i.e. "Check your yard in 60 seconds!")
- Education PowerPoint for classrooms
- Develop new education materials and translation as needed by the membership (i.e. Chagas, rickettsia, typhus, cannabis, pollinators, etc.)

### **Charge 2: Use LinkedIn to raise awareness and enhance association visibility.**

- Establish LinkedIn profile and page
- Post news articles and thought leadership pieces
- Help promote MVCAC members' content
- Grow page followers and connect with stakeholders

### **Charge 3: Support MVCAC members in Prop 218 outreach and communications efforts.**

- Develop resource hub of Prop 218 outreach materials
- Create new materials if needed to help support Districts, i.e. toolkit of materials to use in Prop 218 outreach, draft press release, etc.
- Host education webinars with guest speakers to assist Districts with planning

### **Charge 4: Support efforts to educate policymakers about mosquito and vector threats and the role MVCAC and its member agencies play in protecting public health.**

- Consider placing an opinion editorial to support legislative or regulatory efforts

### **Charge 5: Elevate MVCAC and its members as thought leaders and increase partnerships with key stakeholders.**

- Identify speaking opportunities for MVCAC members at conferences and participate in other relevant events or working groups. (i.e. public health, cemetery directors, PAPAs presentations, etc.)

### **Charge 6: Raise awareness of the impacts of mosquito and vector-borne diseases by creating testimonials from West Nile virus, Dengue, and Lyme disease survivors.**

- Testimonial outreach including videos and articles

Current Subcommittee: Luz Maria Robles, Nola Woods, Adara Culpepper

### **Standing Charges**

**Charge 1: Work with MVCAC leadership to promote community partnerships and encourage cooperative ventures to benefit vector control, public health, and the environment.**

- Pacific Southwest Center of Excellence in Vector-Borne Diseases
- CalSurv Gateway

Subcommittee member: Luz Robles

**Charge 2: Promote MVCAC and assist leaders, administration, and members with proactive and reactive media outreach, and development of talking points, collateral materials, and digital assets.**

Subcommittee member: Meagan Luevano

**Charge 3: In cooperation with the Legislative Committee, KP and AMG, assist in preparation for MVCAC's annual Legislative Day.**

Subcommittee members: Meagan Luevano (lead), Lisa Yarbrough

**Charge 4: Provide materials and assist in implementing California Mosquito Awareness Week, National Mosquito Awareness Week, and World Mosquito Day outreach and media campaigns.**

- Mosquito Awareness Week
- National Mosquito Control Awareness Week
- Lyme Disease Awareness Month

Subcommittee members: Meagan Luevano (lead), Luz Robles.

**2026 PR Committee Members**

<b>Member</b>	<b>District</b>	<b>Position</b>	<b>Year Joined Committee</b>	<b>Email</b>
Robert Gaona	Coachella Valley Mosquito & Vector Control District	Chair	2024	rgaona@cvmosquito.org
Nola Woods	Contra Costa Mosquito and Vector Control District	Coastal Region	2019	nwoods@contracostamosquito.com
Judith Pierce	Alameda County Mosquito Abatement District	Coastal Region	2023	Judith@mosquitoes.org
Erick Arriaga	Delta Mosquito and Vector Control District	South San Joaquin Valley Region	2022	e.arriaga@deltamvcd.gov
Luz Maria Robles	Sacramento-Yolo Mosquito and Vector Control District	Sacramento Valley Region	2009	lrobles@fightthebite.net
Brian Brannon	Orange County Mosquito and Vector Control District	Southern California Region	2023	bbrannon@ocvector.org
Adara Culpepper	Merced County Mosquito and	Northern San Joaquin	2025	aculpepper@mcmosquito.org

	Vector Control District	Valley Region		
Allyx Nicolici	California Department of Public Health	CDPH Rep	2019	Allyx.Nicolici@cdph.ca.gov
Anais Medina Diaz	San Gabriel Valley Mosquito & Vector Control District	Southern California Region	2024	amedinadiaz@sgvmosquito.org
Meagan Luevano	KP Public Affairs	Public Relations Consultant	2020	mluevano@ka-pow.com