

2025 MVCAC PR Committee Charges and Membership

Charge 1: Support efforts to educate policymakers about mosquito and vector threats and the role MVCAC and its member agencies play in protecting public health.

Potential projects:

- Mosquito 101 whiteboard video
- MVCAC video

Subcommittee: Anaïs Medina Diaz, Brian Brannon, Lisa Yarbrough

Charge 2: Elevate MVCAC and its members as thought leaders and increase partnerships with key stakeholders.

Potential projects:

- Identify speaking opportunities for MVCAC members at conferences and other relevant events (i.e. public health, cemetery directors, etc.)

Subcommittee: Conlin Reis, Erick Arriaga, Lisa Yarbrough

Charge 3: Create a library of mosquito and vector-related graphics to assist MVCAC members in their communications and outreach efforts; expand materials into factsheets and other collateral materials as needed.

Potential topics include:

- WNV transmission cycle, mosquito life cycle, green swimming pools, water sources, dumping out standing water and scrubbing containers, and putting on repellent; work with outside vendors to augment in-house capabilities.

Subcommittee: Robert Gaona, Meagan Luevano

Charge 4: Work with CDPH to create a toolkit for MVCAC members to use in outreach to local health officers and the medical community to increase awareness of vector-borne disease risks related to West Nile virus, Zika virus, dengue fever, chikungunya, and yellow fever.

Potential projects:

- Toolkit for Medical Community

Subcommittee: Judith Pierce, Allyx Nicolici

Charge 5: Raise awareness of the impacts of mosquito and vector-borne diseases by creating testimonials from West Nile virus, Dengue, and Lyme disease survivors.

Potential projects:

- Testimonial outreach including videos and articles

Subcommittee: Luz Maria Robles, Nola Woods, Arilla Bueno

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: Lisa Yarbrough

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, Conlin Reis

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

Subcommittee members: Lisa Yarbrough (lead), Luz Robles

Charge 5: Provide guidance, content development, and editing for the MVCAC website, weekly news briefs, and monthly social media.

Subcommittee members: Nola Woods (lead), Meagan Luevano, Lisa Yarbrough

Member	District	Position	Year Joined Committee	Email
Meagan Luevano	Placer Mosquito and Vector Control District	Chair	2020	meaganl@placermosquito.org
Nola Woods	Contra Costa Mosquito and Vector Control District	Interim Chair, 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	erickarriaga@deltamvcd.org
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

Arlilla Bueno	Merced County Mosquito and Vector Control District	Northern San Joaquin Valley Region	2023	mcmadfield@gmail.com
Allyx Nicolici	California Department of Public Health	CDPH Rep	2019	Allyx.Nicolici@cdph.ca.gov
Conlin Reis	Delta Mosquito and Vector Control District	Board Liaison	2020	creis@fresnowestmosquito.com
Anais Medina Diaz	San Gabriel Valley Mosquito & Vector Control District	Southern California Region	2024	amedinadiaz@sgvmosquito.org
Robert Gaona	Coachella Valley Mosquito & Vector Control District	Southern California Region	2024	rgaona@cvmosquito.org
Lisa Yarbrough	KP Public Affairs	Public Relations Consultant	2018	lyarbrough@ka-pow.com