

For Immediate Release | March 3, 2017

Media Contact | [Holly Ward](#)

Direct | 602.542.1094

Mobile | 480.327.7252

New Zika Prevention Public Awareness Campaign Buzzes to a Screen Near You

Fight the bite to keep Zika out of Arizona

PHOENIX – The Arizona Department of Health Services launched a new public awareness campaign this week encouraging residents and visitors to take precautions to prevent the spread of Zika in Arizona. Currently, there are 57 travel-associated cases of Zika in Arizona. There have been no locally acquired cases reported in the state.

“As we enjoy the scenic beauty our state has to offer and as travel season begins, there are a number of important precautions Arizonans can take to protect themselves and others from Zika,” said Arizona Governor Doug Ducey. “Let’s work together to fight the bite and do what we can to keep the virus from spreading on a local level.”

Zika virus is spread by the bite of an infected mosquito. The virus is actively circulating in more than 60 countries, including the United States, but has yet to land in Arizona. While 80 percent of those infected have mild or no symptoms, Zika can cause severe birth defects including microcephaly.

“The Arizona Department of Health Services is proactively working with our partners to prevent the spread of disease in our state and we need the community’s help,” said Dr. Cara Christ, director of the Arizona Department of Health Services. “This new campaign will help build awareness about the steps people can take to prevent the spread of Zika, such as using insect repellent, wearing long sleeve shirts and long pants when you’re outdoors, and removing standing water from around your home.”

The outreach initiative includes billboards, radio public service announcements, and digital ads that will be targeted to those most at risk, such as people traveling to Zika affected areas and women who are pregnant or planning to get pregnant. The campaign also includes prevention materials that health care providers can share with patients on the best way to prevent Zika. Funding for this outreach effort was provided by grants from the U.S. Centers for Disease Control and Prevention (CDC).

The CDC monitors Zika cases in the United States and its territories reporting more than 5,000 persons with Zika virus disease in the U.S. The majority of those cases were reported to be in travelers returning from Zika affected areas.

All of the campaign resources and materials, and more information about how people can prevent Zika in Arizona can be found online at azhealth.gov/FightTheBite. Learn more about the national Zika picture at cdc.gov/zika.

###



About us:

The award-winning, nationally recognized Arizona Department of Health Services is responsible for leading Arizona’s public health system including responding to disease outbreaks, licensing health and childcare facilities, operating the Arizona State Hospital, and improving the overall health and wellness of all Arizonans.