



Safety First

A TV PUBLIC SERVICE CAMPAIGN TO
PROTECT YOUR HEALTH AND FAMILY.



ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The NPMA, a non-profit organization with more than 5,500 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from the diseases and dangers of pests.

For more information, visit PestWorld.org.



Learn more about National Pest Management Association

[PESTWORLD.ORG](https://www.pestworld.org)

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Dear Public Service Director,

The health and wellbeing of our loved ones is paramount in households across the U.S. While we take steps every day to protect our family, such as buckling seatbelts, wearing helmets when riding bikes, applying sunscreen and even checking smoke detectors, there are just as many other risks that can be easily overlooked. Common pests found in our homes and communities can have harmful effects upon our health. Many of us don't often think of pests as a health threat and we may be unaware of the dangers that surround the areas where we live, work and play.

We've all been exposed to tick and mosquito bites. But are you aware of the increasing risk associated with these pests? **According to the Centers for Disease Control and Prevention (CDC), disease cases from mosquito, tick and flea bites tripled in the U.S. from 2004 to 2016 – that's more than 640,000 cases – and nine new germs spread by bites from infected mosquitoes and ticks were discovered or introduced since 2004.**

Ticks hiding in tall grass can cause debilitating illnesses such as Lyme disease, Rocky Mountain spotted fever and can even cause tick paralysis. Mosquitoes lay eggs near standing water around our homes and continue to be a major threat to public health. Today, mosquito-borne disease epidemics happen more frequently, and local chikungunya and Zika virus outbreaks have now been reported inside the U.S. and its territories. Additionally, pests that infest our homes such as rodents or cockroaches spread harmful bacteria and disease and can also leave behind allergens that trigger asthma and allergy symptoms, especially in children.

Public awareness and education is critically needed to help prevent encounters with these public health pest threats. Your station can help educate viewers about the effects pests can have on our health by airing the new public service announcement (PSA), titled "**Safety First**" (:60, :30). This campaign is a joint effort from the National Pest Management Association (NPMA) and the Centers for Disease Control and Prevention (CDC). The PSA highlights common health risks associated with the presence of pests in and around our homes. The campaign has **no end date for use** and encourages viewers to learn more by visiting PestWorld.org.

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests. The CDC is the nation's health protection agency, dedicated to protecting health and promoting quality of life through prevention and control of disease, injury, and disability. As always, thank you in advance for your support of our public service campaigns.

Respectfully,



Cindy Mannes
Vice President of Public Affairs
National Pest Management
Association



Lyle R. Petersen, MD, MPH
Director, Division of Vector-Borne
Diseases
Centers for Disease Control and
Prevention

Safety First

Household pests are a health risk and signs of danger are easy to miss. This public service announcement (PSA) highlights some of the common health risks associated with the presence of pests in and around our homes.

To learn more, please watch our :60 PSA titled "**Safety First**" which is also available in a :30 length. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**

Additional PSAs are available for review and download at <http://www.c360m.com/PSACConnect/npma/>

Thank you for your consideration.



TV PSA SCRIPTS

"Safety First" (:60)	
<p>1. Shot of a father helping his young son secure a bike helmet outdoors. The father runs alongside the bike as the son rides down the street. The camera pans to blades of grass on the side of the street.</p>	<p><u>MUSIC UP AND UNDER</u></p> <p><u>NARRATOR V/O:</u> Everyday we take steps to keep the people we love safe. But some health risks are easy to miss. Ticks hiding in the yard can spread germs that can cause Lyme disease and Rocky Mountain spotted fever.</p>
<p>2. Shot of a mother helping her young daughter tie her shoe before leaving the house. Switch to a close-up shot of a sandwich on a plate and a glass of milk left on a table.</p>	<p><u>NARRATOR V/O:</u> Mice searching for sources of food can spread bacteria and disease.</p>
<p>3. Shot of a mother removing her young baby in a carrier from a car. Switch to a shot of the mother walking with the baby carrier towards the front of a house as the camera focuses on a lawn decoration that's filled with standing water.</p>	<p><u>NARRATOR V/O:</u> Mosquitoes breed in standing water and can transmit illnesses like West Nile virus and Zika virus.</p>
<p>4. Shot of a man at a kitchen counter as he checks the batteries in a smoke alarm. The camera pans to a leaky kitchen faucet.</p>	<p><u>NARRATOR V/O:</u> Cockroaches are drawn to water in the home, and can leave behind allergens that trigger asthma attacks.</p>

TV PSA SCRIPTS

"Safety First" (:60 continued)

5. Shot of a mother applying sunscreen to her young daughter in a yard. As the daughter runs to a playground in the distance, the camera pans over to a hornets' nest in a tree.

NARRATOR V/O: Stinging insects attack in defense of their nests and send more than half-a-million people to the emergency room every year.

6. **GRAPHIC:**

PestWorld.org logo

A public service message brought to you by the National Pest Management Association and the Centers for Disease Control and Prevention.

NARRATOR V/O: Household pests are a threat to our health. Learn what you can do to protect your family at Pestworld.org.

**FADE SOUND AND PICTURE
OUT**

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/npma/

No End Date For Use

Safety First (:60, :30)

501(c) certificate is available below:

Professional Pest Management
Alliance: www.c360m.com/EPK/36566_NPMA_TV/ppma_letter.pdf

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate

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NO. 0343 P. 2

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 10 2000

PROFESSIONAL PEST MANAGEMENT
ALLIANCE
8100 OAK ST
DUNN LORING, VA 22027

Employer Identification Number: 54-1885790
DIN: 200341007
Contact Person: ROBERTA VAN METTER ID# 52624
Contact Telephone Number: (877) 829-5500
Internal Revenue Code Section 501(c)(6)
Accounting Period Ending: June 30
Form 990 Required: Yes
Addendum Applies: No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth

Pest World.ORG



Your Partner in Pest Prevention