





**Learn more about the  
National Pest Management  
Association's consumer  
education resources.**

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

[IDENTIFY PEST](#)

[HEALTH HUB](#)



[FACEBOOK](#)



[TWITTER](#)

Dear Public Service Director,

As we go about our daily lives, for most of us, the thought of developing a pest-related illness rarely comes to mind. While we may think of pests as being dirty, unsightly or sometimes downright creepy, what we often don't know is that many common pests found both inside and outside our homes can be far more dangerous than they seem. Pests such as mosquitoes and ticks can transmit potentially serious diseases such as West Nile virus and Lyme disease, while rodents and cockroaches spread foodborne illnesses and can even trigger asthma and exacerbate allergy symptoms.

Pest-related illnesses can have a devastating impact on our health and well-being. The flu-like symptoms of West Nile virus, which can be caused by a bite from an infected mosquito, can last for weeks or even months. In fact, mosquitoes spread more diseases than any other animal. Allergens from cockroaches, mice and other household pests can trigger asthma attacks, a leading cause of hospitalization for children. Ticks are known to carry pathogens that cause human disease and tick-borne illnesses such as Lyme disease are on the rise. According to the Centers for Disease Control and Prevention (CDC), the incidence of Lyme disease has doubled since the 1990s, with an estimated 300,000 cases diagnosed each year.

Awareness and education are critical for safeguarding our communities from these public health pest threats. Your station can help by airing the new public service announcement (PSA), titled "**Hindsight**" (:60, :30) which has **no end date for use**. Using a variety of relatable, everyday life situations, this PSA helps inform audiences about the harmful effects of pests and the importance of protecting ourselves from pest-related illnesses before it's too late. The PSA also includes an informational website, [PestWorld.org](http://PestWorld.org), which offers additional details and educational resources.

This PSA campaign is a joint effort from the National Pest Management Association (NPMA) and the CDC. 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

## Hindsight PSA

Common pests found both inside and outside our homes can be far more dangerous than they seem. This PSA educates audiences about the harmful effects of pests and the importance of protecting ourselves from pest-related illnesses before it's too late. Additional information is available at [PestWorld.org](http://PestWorld.org).

To learn more, please watch our new :60 PSA titled "**Hindsight**" 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.



**"Hindsight" (:60)**

1. Shot of a senior couple getting ready to ride bikes outside. The woman pauses and addresses viewers.

**GRAPHIC:**

Mosquitoes can spread Zika, Chikungunya, & West Nile virus.

**MUSIC UP AND UNDER**

**SENIOR O/C:** This time next week, I'll be sick in bed with West Nile virus thanks to a mosquito bite, right in front of my house.

**NARRATOR V/O:** Mosquitoes spread more diseases than any other animal. The flu-like symptoms of West Nile virus can last weeks –or months.

2. Shot of a young mother working at a desk from home. She addresses viewers while her young daughter plays with toys in the background.

**GRAPHIC:**

Asthma is a leading source of hospitalization for children.

**MOM O/C:** In eight minutes, my daughter will be in an ambulance having an asthma attack, triggered by cockroaches.

**DAUGHTER O/C:** (coughs)

**NARRATOR V/O:** Allergens from cockroaches, mice and other household pests can trigger asthma attacks –a leading cause of hospitalization for children.

3. Shot of a father who has bent down to pick up a ball while playing with his son in the yard. The father addresses viewers before running back towards his son in the background.

**GRAPHIC:**

Nearly 300,000 cases per year nationwide  
\*Source: CDC

**DAD O/C:** I'm going to be bitten by a tick today and won't even know it, until Lyme disease turns my life upside down.

**NARRATOR V/O:** Incidence of Lyme disease has doubled since the 1990's, with an estimated 300,000 cases diagnosed each year.

<b>"Hindsight" (:60 continued)</b>	
4. Shot of mother addressing viewers.	<b><u>MOM O/C:</u></b> Household pests are a real health threat.
5. Shot of father addressing viewers.	<b><u>DAD O/C:</u></b> Tick borne illnesses like Lyme disease are on the rise.
6. Shot of senior addressing viewers.	<b><u>SENIOR O/C:</u></b> And anyone can get West Nile virus –anywhere.
7. Background shot of the inside of a house.  <b><u>GRAPHIC:</u></b> Pestworld.org logo  A public service message brought to you by the National Pest Management Association and the Centers for Disease Control and Prevention.	<b><u>NARRATOR V/O:</u></b> Take steps to protect your family. Learn how at pest world dot org.

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/npma/](http://www.c360m.com/PSAConnect/npma/)

**No End Date For Use**

Hindsight (:60, :30)

**501(c) certificate is available below:**

Professional Pest Management

Alliance: [www.c360m.com/EPK/36566\\_NPMA\\_TV/ppma\\_letter.pdf](http://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](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.





