

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

PESTWORLD.ORG

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Dear Public Service Director,

This winter has brought some unusual weather to different parts of the country. For example, the typically sunny Southern California has been hit with massive snowstorms while some areas of the Northeast, which usually face harsh winter weather, are enjoying record warmth and minimal snow. These types of changes can impact how pests affect our environment and surroundings. Colder temperatures will cause rodents to seek shelter indoors which can lead to pest problems in our homes. A warmer-than-normal winter can cause pests like ticks, mosquitoes and cockroaches to get an early start to their peak season. All of this makes it important for us to remain vigilant about protecting our health and safety from disease-carrying pests, especially as spring approaches and we begin to spend more time outdoors. A number of pests are capable of transmitting diseases to humans and pose significant threats to our health and well-being.

Ticks found in tall grass around the home can spread Lyme disease and other illnesses which can lead to chronic health issues. The Centers for Disease Control and Prevention (CDC) estimates that nearly half a million people across the country are diagnosed with Lyme disease each year. Allergens left behind by dust mites, roaches and rodents are a major driver of asthma attacks, especially in children. Mosquitoes spread West Nile virus and many other diseases. Additionally, they can breed in standing water around the home.

Awareness and education are critical for safeguarding our communities from pest-related health threats. Your station can help by airing new public service announcement (PSA), titled "**Abstract**" (:30). This timely PSA helps educate audiences about the symptoms and harmful effects caused by pest-related health conditions. The PSA also includes an informational website, PestWorld.org, which offers further details and educational resources. **We ask that you please air this PSA as soon and as often as possible. There is no end date for use.**

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 association conducts public education and awareness programs to promote increased vigilance around the home.

If you have any questions, please contact our distribution representative, Holly Mulé (212-624-9196; hmule@c360m.com). As always, thank you in advance for your support of our public service campaigns.

Respectfully,



Jim Fredericks, Ph.D
Senior Vice President of Public Affairs
National Pest Management Association

Abstract

It's important not to underestimate the health risks posed by pests. Pests can carry a number of dangerous diseases that can cause serious health issues and threaten our well-being. This PSA highlights the importance of protecting our loved ones from pest-related illnesses. Additional information is available at PestWorld.org.

To learn more, please listen to our:30 PSA titled "**Abstract**". We ask that you please air our PSAs as soon and as often as possible. **This PSA has 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.



RADIO PSA SCRIPT

[Download PSA Script](#)

"Abstract" (:30)

MUSIC UP AND UNDER

MAN V/O: I THOUGHT IT WAS A RASH, BUT MY DOCTOR SAID IT WAS A TICK BITE.

NARRATOR V/O: TICKS CAN SPREAD LIME DISEASE AND OTHER ILLNESSES LEADING TO CHRONIC HEALTH ISSUES.

CHILD VO: MY BROTHER WAS ALWAYS HAVING ASTHMA FLARE UPS. A ROACH PROBLEM AT HOME WAS CAUSING IT.

NARRATOR V/O: ALLERGENS LEFT BEHIND BY ROACHES AND RODENTS ARE A MAJOR DRIVER OF ASTHMA ATTACKS.

WOMAN V/O: WHEN I HAD A FEVER AND BODY ACHES I NEVER THOUGHT IT WAS WEST NILE VIRUS.

NARRATOR V/O: MOSQUITOES BREED IN STANDING WATER AND CAN CAUSE SERIOUS DISEASES. GET THE FACTS AT PEST WORLD DOT ORG. A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY THE NATIONAL PEST MANAGEMENT ASSOCIATION.

FADE SOUND OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/npma/>

NO END DATE FOR USAGE

Abstract (:30)

501(c) certificate is available below:

[Professional Pest Management Alliance 501 \(c\)](#)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=K142743>

Pest World.ORG



Your Partner in Pest Prevention