

NPMA Blue Ribbon Bed Bug Task Force
Public Education and Outreach Sub-Committee
Meeting Notes from November 30, 2010

Members of the Public Education and Outreach Sub-Committee held their inaugural meeting on November 30th via conference call. The following individuals participated in the discussion: Liza Fleeson, Gail Getty, Dave Burns, Phil Cooper, Larry Treleven, Jim Fredericks, Stuart Mitchell, Janay Rickwalder, and Missy Henriksen.

- 1) The group adopted the following objective to guide Task Force initiatives:
Support the development of necessary education and information about the bed bug pandemic to key stakeholders
- 2) The group indicated they would like to see NPMA and the University of Kentucky conduct a comprehensive bed bug survey annually so that trend data can be examined. Sub-Committee members will advise NPMA staff of any suggestions they have for enhancing the second version of the survey.
- 3) Sub-Committee members indicated they would like to see NPMA collect data on bed bug infestations in hotels, multi-family housing units, colleges, condominiums, and in retail locations.
- 4) Members of the group suggested that pestworld.org should be easier to navigate for consumers seeking bed bug information.
- 5) Additional suggestions for the consumer web site included linking to EPA and other government agencies, including information about canines in bed bug detection, and guidance for consumers who have bed bugs, such as rights as a renter, insurance, etc.
- 6) Members of the Sub-Committee identified several target audiences that could benefit from short "fact sheets" about bed bugs in certain businesses, including ways to monitor, protocols if bed bugs are found, etc. Identified industries included:
 - Hospitals
 - Retail Establishments
 - Movie Theaters
 - Airlines/Public Transportation
 - Public Health Departments
 - Hotels
 - Fire Departments/Emergency Medics and Other Service Professionals Who Enter People's Homes
 - Office Buildings
 - Schools
- 7) The group was reminded that the next meeting of the Blue Ribbon Bed Bug Task Force would take place on January 5 from 9:00am-12noon in Denver. It was noted that NPMA staff would begin working on some of the action items identified on the call but other activities would be identified based on work products of other groups. It was noted that once such information was available, state agencies might be good partners in helping NPMA with its dissemination.