All Hands On Deck

- Pest Control
- Mosquito Abatement Districts
- Homeowners & Public
- Health & Medical Agencies
- Government
As an Industry

- Discussions on the Hill
- Meetings with government groups
- Training and education with members
- Interviews with industry trade publications
What’s NPMA’s Message?

• Control is LOCAL!
• Zika vectors require an integrated pest management approach for control efforts to succeed
• The industry has a built-in pest defense network of 150,000 professionals trained in mosquito control
Working With The Media

SNAPSHOT

• 60+ placements
• 100+ million impressions
• Quotes from Dr. Jorge Parada and Dr. Jim Fredericks
• Leaders in national public health conversation
New Public Service Announcement
Consumer Advice

How to Apply Insect Repellent

Apply Insect Repellent
As a Company

• You have the face-to-face interaction
• You are the trusted professional
• You have the opportunity to provide advice and guidance on mosquito control
• You have a responsibility to help educate
What Are Our Messages?

1. We are protectors of public health and are experts in mosquito control
2. We are an authority on mosquito behavior and biology
3. We are educators
   - Take precautions to protect yourself and your family from biting mosquito populations
     - Apply insect repellant
     - Eliminate mosquito breeding grounds
     - Partner with a licensed pest control professional
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Zero Tolerance for Scare Tactics

A Virus That Sure Sounds Like It Causes The Zombie Apocalypse Is Spreading Across The Americas

BY DAVID COVucci 01.25.16

A Virus That Sure Sounds Like It Causes The Zombie Apocalypse Is Spreading Across The Americas

Friends, meet the Zika virus. Health officials haven’t explicitly stated that it will cause people infected with it to rise from their graves and hunt down the living, spreading death and bringing about a global catastrophe, but that said, it kinda sounds like it will, per Reuters.

I'M PREGNANT! WHAT DO I NEED TO KNOW ABOUT THE ZIKA VIRUS?

YOU RECENTLY RECEIVED THE BEST NEWS EVER! YOUR FAMILY IS EXPANDING! YOU ARE PREGNANT!

You and your husband have been looking at baby clothes, creating a registry, making the nursery perfect. The subject of baby proofing your home even came up. How can you baby proof against the Zika virus?

ZIKA VIRUS?

That is the burning question these days! Zika virus has us wondering how will this summer play out. However, living in the low country, which just so happens to be the mosquito capital of the world AND spring is right around the corner we should probably try to answer that, and a few of your burning question! It is almost that time of the year when kids have ball games, families grill out, kids play outside, you or a friend may even be pregnant now those pesky little creatures are posing a major health risk. Before we panic and nobody goes outside all summer, let’s look at the questions everyone is asking.
Materials for Working with the Media

• Industry newsletters
• Suggested talking points
• Sample news release
High Resolution Photography

Aedes albopictus on water
High Resolution Photography

Aedes albopictus on skin

Breeding sites/Stagnant water
Residents in the South are taking more precautions to protect themselves from mosquitoes this season than Americans in other regions, compared to 2011. More than 60 percent of the 45–64 and 65 and older age groups are more concerned about WNV than those in the 18–34 and 35–44 age groups.

The majority of Americans are concerned about West Nile Virus in the wake of one of the most severe seasons on record.

2012 is on track to be the most severe season on record in the U.S. since West Nile Virus was first reported in 1999. As of September 25, 2012, the Centers for Disease Control and Prevention reported:

- 3,545 cases reported
- 712 cases reported
- 147 deaths

2011:
- 43 deaths

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NPMA Materials – Social Media

PestWorld.org

Published by Amanda Polyak [?] • April 13 at 6:36pm • <

Watch this video to learn the proper way to apply insect repellent when outdoors.

SPRAY
over clothing; keep feet and ankles covered

45,292 people reached
14K Views
Like Comment Share
Cindy Mannes, Abbas Fumigation and 41 others
94 shares

NPMA @PestWorld • Apr 20
Mosquito forecast: Wet spring could fuel bug boom and Zika cases
usat.ly/1StKOpO via @usatoday

Mosquito forecast: Wet spring could fuel bug boom and Zika cases
U.S. health officials have warned mosquito eradication efforts may not be able to keep pace.
usatoday.com
Zika Virus: What You Need to Know

January 27, 2016

The Buzz on Another Mosquito-Borne Disease

You may have seen the recent news headlines about Zika virus, a rare mosquito-borne disease that has made its way to the United States. While there are no documented cases to date associated with local transmission in the continental United States, Zika virus has been reported in travelers returning from other infected countries – and cases continue to pop up on a near daily basis. Read on to learn more about Zika virus.

Q: How is Zika virus transmitted?

A: Zika virus is spread through the bite of an infected Aedes genus of mosquitoes, which is the same type of mosquito that carries dengue fever and chikungunya. Aedes aegypti mosquitoes, which live predominantly in tropical and sub-tropical regions, are the primary carriers, but Aedes albopictus mosquitoes might also transmit the virus. This species, commonly known as the Asian tiger mosquito, is found much farther north in the summer.

*Must cite the National Pest Management Association/PestWorld.org in use.
Yellow Fever Mosquitoes

*Aedes aegypti* (Linnaeus)

*Aedes aegypti* mosquitoes originated in Africa and were most likely brought to the new world via ships in the early 1900s. Their distribution continues to increase worldwide, making them one of the most widespread mosquito species. As their common name suggests, yellow fever mosquitoes are the primary vectors of yellow fever, a prevalent disease in tropical South America and Africa.

**Pest Stats**

- **Color**: Dark brown to black with silvery white markings
- **Size**: About 1/8” (2-10 mm)
- **Antennae**: Yes
- **Region**: Primarily found in the southern regions of the United States
- **Legs**: 6
- **Shape**: Long, segmented body with a pair of wings

*Must cite the National Pest Management Association/PestWorld.org in use.*
We all have a job in this fight...

IF YOU THINK YOU ARE TOO SMALL TO MAKE A DIFFERENCE TRY SLEEPING WITH A MOSQUITO.

African Proverb