



spotlight on health

What's Bugging America? Insects And Asthma

(NAPSA)—What you don't know *can* hurt you, according to the results of a recent consumer survey entitled "What's Bugging America," released by the National Pest Management Association (NPMA).

The study found that more than 50 percent of Americans don't fully understand the causes of asthma. Yet, asthma afflicts more than 25 million Americans who, therefore, may be unable to properly treat their illness.

Additional research conducted by Johns Hopkins University and other leading research institutions has found that cockroach and mice allergens are significant factors in childhood asthma. Children who are exposed to these allergens are three times more likely to be hospitalized than other children, and are 80 percent more likely to have unscheduled medical visits related to asthma.

"For centuries, we have known that household insects were a nuisance, but now we're learning they are more and more harmful to our health," said Cynthia Mannes, NPMA director of public affairs. "This knowledge makes it that much more important for homeowners to have their homes inspected by a professional for signs of insect or rodent infestation."

The survey also concluded that Americans are more inclined to hire a professional to rid their home of certain pests—including termites, bats, cockroaches or rats—than handle the problem themselves. Other household insects, such as bees, wasps, ticks and ants, are less likely to warrant the expertise of pest management professional, according to responses by survey participants. One in 20 or fewer homeowners indicated they would take no



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action at all if they had a pest in their home.

"While it is not uncommon for homeowners to try to rid pests themselves, NPMA recommends consulting with a pest control professional. There is no price too great when it comes to keeping family members safe and healthy," added Mannes.

NPMA commissioned the "What's Bugging America" study to determine Americans' knowledge and attitudes toward common household pests. Results from "What's Bugging America" were compiled by market research firm Roper Starch Worldwide through telephone surveys with 1,014 Americans.

Homeowners in need of a professional pest control company can locate one using a national online consumer referral service developed by NPMA, found at www.pestworld.org/homeowners.

For a copy of the study on cockroaches and asthma or the "What's Bugging America" survey, or for further information about household pests, visit NPMA online at www.pestworld.org.