

To: (Name), (Title)
(Kiwanis Club)
 456 Actual Street
 Our City, ST 54123

From: (Name), PTO President
 (ABC) School System
 123 Any Street
 Our City, ST 54321

Date: mm -dd - yyyy

CAN YOU GUESS THE NUMBER ONE CAUSE OF ELEMENTARY SCHOOL ABSENTEEISM?

You may be surprised ---- and possibly disgusted --- by the answer: **Head Lice**

Pediculosis (head lice) is a major school and community health problem with up to 12 million cases annually resulting in hundreds of millions of dollars a year in consumer costs, lost parental wages, & school expenses.

According to some public health professionals, it's a national epidemic, second only to the common cold. It is the number one cause of grade school absenteeism in America, re: the National Pediculosis Ass'n.

Most over-the-counter lice treatments use pesticides stronger than Raid Roach Killer. Families on Medicaid get free prescriptions, but only for pesticides or nerve toxins.

Our Mission Is To Eliminate The Use Of Pesticides On Our Children !

1. Several studies link permethrin & pyrethroid pesticides, to brain cancers, thyroid problems, behavioral problems & learning disabilities. These pesticides are used in over-the-counter & in prescription lice products.
2. "Up to 40 % of American head lice survive pesticide treatments." (this leads to over-use).
Miami Florida University/Panama 10 Year Study - update (2000)
3. "Over use of lice treatment products places children with persistent head lice at risk of over exposure to chemical pesticides."
Shirley Gordon, RN Journal of School Nursing, 1999; 15: 6 - 10
4. There are head lice in America that are not susceptible to the most frequently used pesticides.
Harvard University School of Public Health (1999)

Health risks, failure to perform, and parental over use support our mission.

WHAT CAN YOU DO?

The (ABC) School has learned of a cost-effective, pesticide-free treatment that we can offered to all families, at a modest cost, when their school children have head lice. The De-Bug Program has a proven track record of success and acceptance in other districts (see attached testimonial.)

It decreases student absenteeism from weeks or months of quarantine, to just one or two days.

Studies have shown that schools with the lowest attendance rates score lowest on proficiency tests, (see attached Buckeye Institute Study). School attendance is a crucial factor for academic success!

We have chosen the De-Bug Program for several reasons:

- After initial funding, the program is self-sustaining.
- It serves the entire community
- Once in place it takes minimal effort
- It doesn't require a waiting time between treatments
- De-Bug doesn't use any pesticides or toxins
- De-Bug is sold to Health Departments & Schools, and not through major drug chains.