

To: (Name), (Title)
 (Any Business)
 456 Actual Street
 Our City, ST 54123

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

Date: mm -dd - yyyy

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

Most over-the-counter lice treatments use pesticides that are stronger than Raid Roach Killer.

Families on Medicaid get free prescriptions, but only for pesticides or nerve toxins.

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, and school system 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.

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

Health risks, product failure(s), and parental over use support our mission.

WHAT CAN YOU DO?

The (ABC) School PTO/PTA has learned of a cost-effective, pesticide-free treatment that we can offer 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.