

# Communicating Insect Repellent Efficacy to the Public

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# The Basics

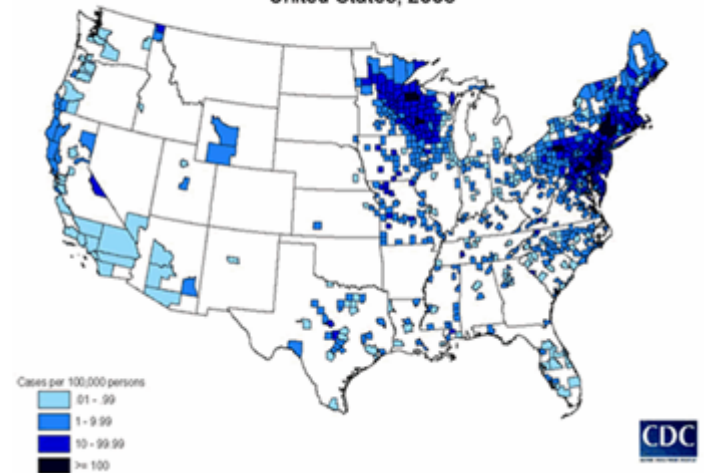
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- **Goal**
  - To improve public health by enhancing consumer understanding the efficacy of skin-applied insect repellents and the nature and risks of vector-borne diseases.
  
- **Principles for effective communication**
  - Accuracy
  - Consistency across all products
  - Simple scope: mosquitoes and ticks
  - Timely
  
- **Project outputs (2008-2009)**
  - Websites to disseminate efficacy information
  - Consumer education on vector-borne disease and repellents
  - Standardized labeling to clearly identify product efficacy

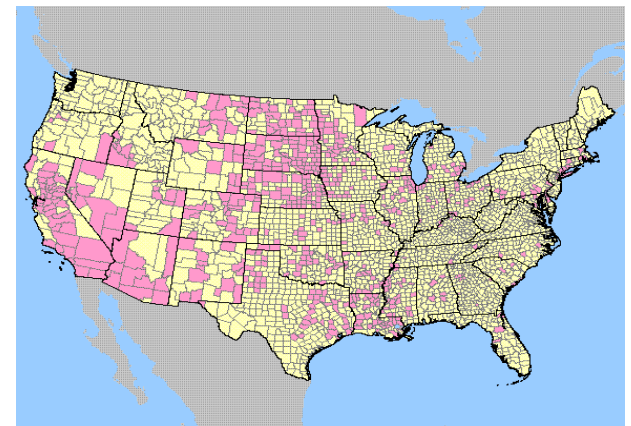
# Public Health Concerns: Lyme Disease and West Nile Virus

- **Lyme Disease Health Effects**
  - Muscle and joint pain
  - Cardiac and pulmonary concerns
  - Neurological concerns
- **West Nile Health Effects**
  - Fever, muscle aches
  - Meningitis
  - Death
- **Increasing Number of Cases**
- **Wide Geographical Distribution**

Lyme Disease Incidence by County of Residence  
United States, 2003



Geographic distribution of West Nile



# Context and Critical Issue

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## ○ **Context: Need for Information**

- Increasing public awareness of repellents as an essential tool for both disease avoidance and nuisance control.
- Federal, state and private sector efforts to promote use of repellents for self-protection.

## ○ **Critical Issue: Variable Information to Consumer**

- Registrants are not required to display efficacy information on product labels.
- Approx. 60% of products include hours of protection on approved label for mosquitoes; 40% for ticks.
- Labels contain a variety of qualitative statements that don't translate to specific hours of protection.
- Variation in placement of information on label.

# Website Status

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- **Timing** - Spring 2008
- **Critical Steps**
  - Outreach to stakeholders and general public on website release
  - Consumer will be able to search for skin-applied insect repellent products by:
    - Hours of protection against mosquito and tick
    - Active ingredient and percent contained in product
    - Company
- **Output**
  - EPA website: Enhance current repellent page to educate consumers about the importance of using skin-applied insect repellents and considering required protection time for their use.
  - NPIC website: using efficacy data in more dynamic, user-sorted database
  - Web is a building block for a more comprehensive approach.

# Labeling Status

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## ○ **Critical Steps:**

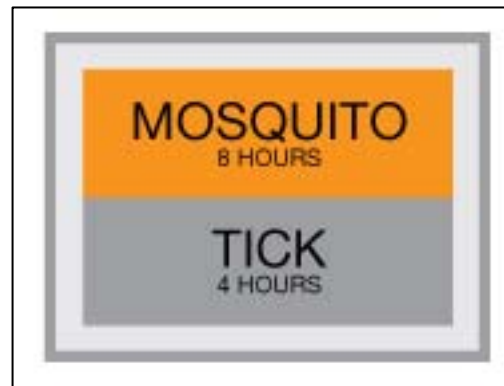
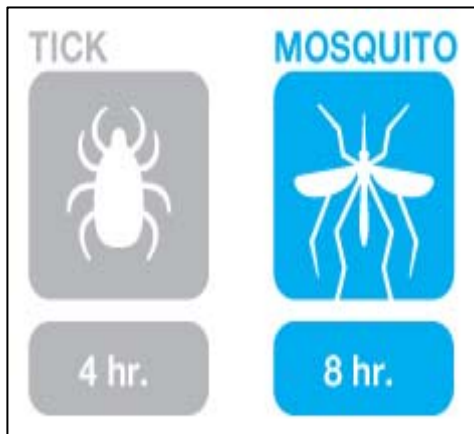
- ✓ Conduct outreach to strengthen network of support
- ✓ Develop example labels for stakeholder review and feedback
- Partner with stakeholders for premarket testing and focus groups
- Identify partners for pilot labeling

## ○ **Timing:**

- Outreach: Ongoing
- Develop/initiate pilot approach: 2008/09

# Label Expression of Efficacy: Design Options

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## Descriptive approach

“If properly applied, this product provides effective, dependable, and long-lasting protection against insects that may carry West Nile Virus or cause Lyme Disease in humans:

Up to 6 hours against mosquitoes & other biting insects

Up to 4 hours against ticks”



# Benefits

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- Increase public health protection from specific vector-borne diseases
- Encourage insect repellent use
- Enable consumers to make more informed purchasing decisions
- Public and private stakeholder collaboration



# Contact Information

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