

“Bright White” Tick-bite Prevention Radio PSA :30

Announcer: Just one bite from a tick can lead to serious illness so it’s important to properly prepare for any outdoor activity. Like Bob here...

Bob: Hi!

Announcer: Bob has applied an insect repellent designed for ticks.

Bob: Sure!

Announcer: He’s wearing long sleeves to keep ticks off his skin, and to help him see the ticks better he’s wearing long bright white pants tucked into his socks.

Bob: Uhm, yeah, I’m wearing shorts. Those are my legs.

Announcer: Really? (slight gasp) Wow. (Music starts)Ok, for more information contact your local mosquito and vector control or public health department. Or visit the California Department of Public Health online at cdph.ca.gov.