

Tick-Bite Prevention Video Winners Announced

October 31, 2011

The California Department of Public Health has announced Grand Prize winners in the Tick-bite Prevention Video Public Service Announcement (PSA) contest, co-sponsored with the DEET Education Program, Washington, DC. Contest entrants created educational video PSAs demonstrating how to protect against tick bites and the diseases they can cause. The general public judged the contest through an online process.

Jack Greenberg, 13, Sonoma, won the 18 years-and-under category and received a \$350 prize. As a hiker and backpacker, he is aware of the dangers of tick bites. He attends Presentation School.

Television arts majors at CSU Dominguez Hills, Inglewood, Danayia Stedham, 25, and Myeshia Horton, 24, took the honors for the 18-and-over category. They will split the monetary award with classmate Alex White who created the "Spray, Tuck, Zip!" jingle used in the video. "We're thrilled to have received this award. Our goal was to help educate people about being proactive in preventing tick-borne diseases."

Claudia Erickson, MS, CHES, health educator for the California Department of Public Health Vector-Borne Disease Section, said, "These videos help raise awareness about preventing tick bites." Several kinds of ticks are found in California and they can carry diseases such as Lyme disease, anaplasmosis, and Rocky Mountain spotted fever. "Our goal is to reduce the risk of people becoming ill from tick-borne diseases so it's important to know how to avoid tick bites."

"We are delighted with the public service announcements created by Jack, Danayia, and Myeshia," said Susan Little, executive director of the DEET Education Program, which operates under the auspices of the Consumer Specialty Products Association. "Their entries are terrific and fun, yet informative. Both entries are well done. Each of these young people has promising careers ahead of them."

The videos and information about tick-borne diseases and prevention strategies are posted on www.deetonline.org and <http://www.cdph.ca.gov/HealthInfo/discond/Pages/TickBorneDiseases.aspx>.