



Third Global Summit and World Pest Day 2018

The Third Global Summit of Pest Management Services in Cascais, Portugal with over 300 attendees representing 34 countries has come to a successful conclusion with worldwide participation on important issues related to food safety and public health.

According to Dominique Stumpf, CEO of NPMA and a presenter of the event, "The development of modern pest management practices has resulted in significant public health benefits around the world.. The vast amount of sharing and education to further the cause of protecting public health, food and property that has been shared at this event is proof positive that when we all work together in the global community to share our knowledge, innovation and technology, we all benefit and further along the

process of protecting the public from pests and pest related diseases."

A major event at the summit was the annual World Pest Day observance on June 6th intended to raise awareness among the public, government and media about the important role that the pest control industry plays in protecting health, food, property and the environment from pest health threats around the world. It was supported globally with media events, social media and public relations.

In North America NPMA (National Pest Management Association) utilized the expertise of its public affairs arm, the Professional Pest Management Alliance to put together a campaign that used e-newsletter, print publication (Pest World), website and social media (Facebook, Twitter) as well as

launching its first Thunderclap campaign using the crowdspeaking platform to amplify messages through Facebook, Twitter and Tumblr.

The Mexican Association of Urban Pest Controllers launched an awareness campaign for World Pest Day, with interviews, press releases, and postings on social media informing the public about the dangers of pests that threaten health, food supplies, and properties. The postings and interviews recommended seeking help from certified professionals in pest control to protect your health, property and food supply.

ANECPLA (Spanish Association of Environmental Health Companies) developed an integrated communication strategy incorporating traditional media, radio, social media and the industry publication (Infoplagas). Messaging focused on the resurgence of emerging diseases, most of them caused by mosquito bites, including Zika, Dengue and Chikungunya was covered in more than a dozen media publications, a live radio interview, ANECPLA's print publication and social media outlets, including Facebook and Twitter.

The Indian Pest Control Association used the initiative of World Pest Day to directly communicate and partner with government agencies as to the public health risks posed by pests. This Awareness Campaign was a great success as more than 100 government plant protection quarantine managers were present at the session including Plant Protection Advisor (PPA) Mr. DDK Sharma and Directorial staff. IPCA was encouraged to carry out similar campaigns at other locations in India.

The Chinese Pest Control Association focused its campaign in Beijing for World Pest Day and the event was co-hosted by the Chinese Center for Disease Control and Prevention (CCDC), National Institute for Communicable Disease Control and Prevention (ICDC), National Key Laboratory for The Prevention and Control of Infectious Diseases in Beijing and the Chinese Pest Control Association (CPCA). More than 300 people attended, including academicians for agroforestry and infectious diseases, experts on food safety, representatives of private companies, international colleagues, journalists and students. ■

Roland Higgins retires



Roland & his partner Manfred on one of their travels... which Roland hopes will now become their main occupation!

For many of us in the pest control forum the smiling face of Roland Higgins at conferences and exhibitions has become a favourite fixture that we have all become used to.

He could always be found in corners of exhibition halls cajoling and persuading the great and the good of the industry to come around to his way of thinking often with success, and if not, as he sometimes commented "it is always just a matter of time".

He brought the concept of strategy and tactics to the CEPA organisation and was always at pains to get people to distinguish between the two; sometimes a frustrating task I do not doubt.

In June of 2017 he announced his retirement from CEPA as the lure of his luxury apartment on the French Riviera probably became just too much of a temptation. Since announcing his retirement he did not slow down actively working to help us to recruit our new formidable secretariat team and working tirelessly to ensure the recent global summit in Portugal was such a success.

I, and I am sure everyone involved in the industry, would like to wish him and Manfred a great retirement and hope that when he feels the urge he may come and see us again at a conference or exhibition in the future. ■

Dominique M. Stumpf, CEO, NPMA