

SC Johnson launches initiative to combat mosquito-borne diseases

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Mosquito-borne diseases, such as dengue and malaria, affect millions of adults and children globally each year. According to the World Health Organization (WHO), the incidence of dengue has increased 30-fold in the past 50 years. SC Johnson, the global leader in pest control, recognizes the need to address this threat and has expanded its commitment to disease prevention with programming efforts this year in India, Malaysia, Indonesia, Brazil, the Philippines, Mexico, Costa Rica and Vietnam.

Through a mix of grassroots education and powerful partnerships with local nongovernmental organizations (NGOs), SC Johnson teams have engaged local communities to help fight the spread of dengue and malaria by inspiring people to take action against the issue.

"SC Johnson is committed to disease prevention and to helping families fight dengue and malaria," said Mr Kelly M Semrau, senior vice president - Global Corporate Affairs, Communication & Sustainability for SC Johnson. "As a global citizen and expert in pest control products, we have a responsibility to play a key role in increasing awareness of these diseases in communities around the world and providing access to quality education resources."

Several markets, including Indonesia, Malaysia and the Philippines, have enacted successful disease prevention campaigns over the past several years. In 2013, the company implemented a global campaign. "Fight Dengue for Your Family" is a global program that serves as a call-to-action, motivating families to take precautionary measures on disease prevention and to make a difference in the lives of children.

Payal Samariya, a 12-year-old student who saw her friend suffer with dengue, served as the face and hero of the campaign. The program focused on dengue awareness efforts throughout India with the help of the Voluntary Health Association of India (VHAI), a non-profit organization that links more than 4,500 health and developmental organizations across the country.

"We are happy to be a part of this program, an awareness campaign in association with SC Johnson," said Ms B Mukhopadhyay, executive director, VHA. "Payal represents the millions of children and families in India who are susceptible to the dangers of mosquito-borne diseases."