Don't Get Ticked NY!
A campaign for tick avoidance

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Tick outreach efforts are “inaccessible” to key audiences
-text heavy, overwhelming, must be retrieved
-limited information available for children despite risk

CONFIRMED CASES OF LYME DISEASE
2001 - 2015

Prevention is possible - strategies ignored/overlooked
“Too busy” “I’m Lazy” “Forget”
“I’ll feel them crawling on me”
“Depends on exposure and risk”
“I’m too hairy”
“I’ve had Lyme already..”

NYS IPM Tick Education History
2014: NYS IPM receives requests for tick education
-review literature & evaluate outreach efforts-

Misconceptions about ticks & tickborne disease common
-tick prevention, removal and identification

How to Remove Ticks with Peppermint Oil

NYS IPM Tick Education History
2015: Provide outreach to Community IPM audiences
-homeowners, schools, parks, municipalities, etc.
-meet with Senator Sue Serino about tick education
-participate in local, state & national tick groups
-CIPM grants fund tick outreach, education & research

2016: Outreach, research, social media and blogs
NYS IPM Tick Education History
2017: Senate Task Force (Serino) funds NYS IPM to create tick outreach and education program

Don’t Get Ticked NY campaign launched
- reduce human exposure to ticks and TBD
- promote IPM: monitoring, personal protection, BMPs

Make tick avoidance easy to understand and accomplish

Website
www.dontgettickedy.org
Claymation video
53 question FAQ
Blog posts

Life Cycle of the Blacklegged Tick (and Lyme Disease prevention!)

Presented by the New York State Integrated Pest Management Program

Tick Infographic Posters (10)
Communicate 1-2 key ideas each
Image-based information accessible to more audiences
Captures interest compared to text-based documents
Less “work” to understand concept

www.dontgettickedy.org
Tick Infographic Posters
**Daily Tick Check**

- When to look?
- Where to look?
- What to look for?
- How to look?

**What to do with attached tick?**

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**Where are Ticks?**

What habitats support ticks (three common species)?

What activities might expose someone to ticks?

Interpretation and learning

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**Personal Protection**

Permethrin treatments for clothing to kill ticks [or lower chance of attachment]

- DIY treatment
- Professional treatment

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**Personal Protection**

Options for repellent use to reduce risk of tick encounter

- What products work?
- How products work
- How to apply?
- READ THE LABEL!

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**Pet Protection**

Pets are affected by ticks too

- Options for pet protection
- How to remove a tick
- Reduce exposure to ticks
Protecting Campers
What to do before and after camp to reduce risks for kids

Prepared clothing for outdoor activities
Plastic bags for tick-exposed clothing
Insect repellents
Tick info sheet

Tick Removal Kits - 1200+
Data collection on tick removal

Future Directions
Branded PPT sets for various audiences
- General public
- Landscapers
- Schools (maintenance staff/administration)
- Hunter/naturalist
- Campers
- Children
- Others?

Partnering with statewide agencies: NYSTA | NYPMA
Future Directions
Surveillance: schools & parks
- Hudson Valley
- Nassau County

What ticks are present?
Abundance
Distribution
Test for pathogens

The New York State IPM Program
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