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

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NYS IPM Program
Cornell University
The New York State Integrated Pest Management Program develops sustainable ways to manage pests and helps people use methods that minimize environmental, health and economic risks.

The Community IPM Program provides safe and effective solutions where people live, work, learn and play.

2014: NYS IPM receives requests for tick education -review literature & evaluate outreach efforts-
Tick outreach efforts are “inaccessible” to key audiences -text heavy, overwhelming, must be retrieved -limited information available for children despite risk
Misconceptions about ticks & tickborne disease common - tick prevention, removal and identification

 ajud Higgins · May 26 · 6
Help!! What is this bug? Tick or mite of some kind?

Like · Reply · 9w
Tick I believe

Like · Reply · 9w
Looks like a tick. Don't let them dig in.

Like · Reply · 9w
Thanks guys!! I think ticks too

Like · Reply · 9w
Tick

Like · Reply · 9w
Yep long leggeded tick

Like · Reply · 9w
It looks like a tick to me

Like · Reply · 9w
Tick

How to Remove Ticks with Peppermint Oil

What do you do to get rid of one when it latches on to you...
www.wideopenspaces.com
about a year ago · 941 shares

www.americanhunter.org/articles/2017/3/28/a-simple-safe-way-to-remove-ticks/

www.amazon.com/Tick-Twister-Remover-Small-Large/dp/B00X7072HY
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

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
DON’T GET TICKED NY

Ticks

Home / What’s Bugging You? / Ticks

Ticks and tick-borne diseases have become a significant public health issue in New York, with different tick species and diseases currently present and spreading within the state and region.

More ticks in more places also increases your risk of tick encounters. Changes in land use such as construction of new neighborhoods and shopping centers leave small patches of wooded areas, and these are great habitat for deer and mice. More hosts means more ticks! In addition, a warming climate expands the areas and seasons where ticks actively feed and reproduce.

We help you use IPM to avoid ticks and tick-borne disease.

What Do Ticks Look Like?

Learn More

Definitions
- Ectoparasite: a parasite that lives on the outside of its host
- Parasite: a living thing which feeds on or on another living thing

NY State IPM Program Links
- Frequently Asked Questions About Ticks
- Tick Infographic Posters
- See tick-tagged blog posts at Think IPM
- See tick-tagged blog posts at The ABCs of School and Childcare Pest Management
- NYS IPM YouTube Playlist forTicks
- NYS IPM Image Gallery - Ticks

Related Links
- ALERT: Longhorned tick found in NY - NE Vector Borne Disease Center Fact Sheet
- Governor Cuomo Announces Lyme and Tick-Borne Disease Control Plan
- Tick Biology for the Homeowner - Cornell
- Deer Tick Factsheet - Cornell’s Insect Diagnostics Laboratory
- Northeast Regional Center for Excellence in Vector-Borne Diseases
- Center for Disease Control and Prevention - Ticks
Life Cycle of the Blacklegged Tick
(and Lyme Disease prevention!)

Presented by the New York State Integrated Pest Management Program
**Tick Identification Card**

A quick guide to the 3 most common ticks in New York:

- **Blacklegged (Deer) Tick**
  - Female
  - Larva
  - Nymph
  - Male
- **American Dog (Wood) Tick**
  - Female
  - Larva
  - Nymph
  - Male
- **Lone Star Tick**
  - Female
  - Larva
  - Nymph
  - Male

**Daily Tick Checks**

1. Use fine-tipped tweezers to grasp the tick as close to the skin as possible.
2. Pull upward with steady, even pressure.
3. If mouthparts break off, treat like a splinter.

**Tick Removal**

A tick found crawling on you has not yet bitten you.

**Actual Tick Size**

Larger when fed

<table>
<thead>
<tr>
<th></th>
<th>Black Legged</th>
<th>American Dog</th>
<th>Lone Star</th>
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<tr>
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<td>Adult Male</td>
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<tr>
<td>Adult Female</td>
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</tbody>
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**What to Do If You Have Been Bitten**

If you have been bitten by a tick, follow these simple steps:

- Remove tick and save it in a container with the date.
- Disinfect the bite site with soapy water, peroxide or rubbing alcohol.
- Visit NYSDOH at tinyurl.com/ybanravn for symptoms of tick-borne disease.
- Visit “Don’t Get Ticked NY” website for tick avoidance tips.
- Do NOT apply kerosene, vaseline or a lit match to attached ticks.
- Do NOT squeeze a tick’s body during removal.

[Website Links]

don'tgettickedy.org • nysipm.cornell.edu
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
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Related Links
Protect Your Pets from Ticks and the Diseases They Carry

AUTHOR
New York State Integrated Pest Management Program

ABSTRACT
How to protect your pets from ticks and the diseases they carry.

DESCRIPTION
New York State Integrated Pest Management Program

DATE ISSUED
2018

PUBLISHER
New York State Integrated Pest Management Program

SUBJECT
Community IPM; Homes; Humans or Pets; Daycare Centers; Schools; Landscapes; Play Yards

PERMANENT LINK(S)
http://hdl.handle.net/1813/57262

COLLECTIONS
• Publications

METADATA
Show full item record

TYPE
other
Daily Tick Check

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

What to do with attached tick?
Where are Ticks?

What habitats support ticks (three common species)?

What activities might expose someone to ticks?

Interpretation and learning
Personal Protection

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

- DIY treatment
- Professional treatment
Personal Protection

Options for repellent use to reduce risk of tick encounter

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

Pets are affected by ticks too

- Options for pet protection
- How to remove a tick
- Reduce exposure to ticks
MONITOR FOR TICKS in your own backyard

1. Toss cloths into cloth
2. Slide cloths into cloth
3. Or staple cloth in cloth
4. Tie rope to draw

Dress Accordingly

- Long Sleeves Shirt
- Long Pants
- Tote Socks
- Shirts or Boots

1 step back for 30 seconds

Minimize Ticks in your Yard

- Seal openings in shear walls near house and clear vegetation.
- Entire property surrounded by a clear perimeter.
- Greenhouse replaced with hardcover near house.
- Match barrier outside of landscape beds.
- Bird feeders attract mice, which carry ticks. Keep area clean of food waste.
- Keep lawn mowed and free of bushes.
- Keep shrubs trimmed, and remove branches and staff with.
Monitor for Ticks in Your School Yard

1. Check classic places like wooded areas.
2. Shield yourself from ticks.
3. Use a tick repellent.

Minimize Ticks in School Yard

- Encourage birds to visit.
- Keep birds away.
- Clear brush from ground level.
- Remove tall grass and weeds.
- Maintain playgrounds.
- Keep areas clean.
- Use insecticides correctly.

don'tgettickedny.org • nysipm.cornell.edu
Protecting Campers

What to do before and after camp to reduce risks for kids

PREPARE FOR CAMP

PREPARING BEFORE CAMP:
- Pre-treated clothing for outdoor activities
- Plastic bags for tick-exposed clothing
- Insect Repellents
- Tick info sheet

WHEN YOU RETURN FROM CAMP:
- 120° or hotter dryer
- All tick-exposed clothes should go directly into a hot dryer to kill ticks.

We can do this! Camp, here we come!

Yes, our children can
 enjoy camp. They just
 need to be prepared.

dontgettickedy.org • nysipm.cornell.edu

Funded by NYS Senate Task Force on Lyme and Tick-Borne Diseases.
Illustrations by Christopher Molteni, Colburn Design.
Tick Removal Kits - 1200+

Data collection on tick removal
Expanding the Reach
Education Kits

tick vials

tick bagels

tick tattoos

feel cards

Nymphal and adult deer ticks can infect you with Lyme Disease.

You can feel them on this card:

Nymph

Adult

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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

Collected by A. Albam, CCE Westchester
Future Directions

community forums  monitoring workshops

The New York State IPM Program

@NYSIPM

& NYSIPM

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