



# TICK COMMUNICATIONS TOOLKIT

POWERED BY PPMA

*For use in digital or printed customer communications*

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# **FACT SHEETS**

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# PUBLIC HEALTH PEST ID CARD

Public health pest ID cards are available for download on Mainframe.

These can be used to help educate customers on where ticks are most often found and the dangers associated with them.

[Download Here](#)



## the tick

**PUBLIC HEALTH THREAT:**

### DID YOU KNOW?

Ticks typically require 24-48 hours of feeding before they can successfully transmit diseases. If ticks are removed within the first 24 hours, infection is unlikely.

The appearance of a "bull's-eye" rash is often the first sign of Lyme disease. It occurs in about 70 to 90 percent of cases.

Blacklegged deer ticks can live up to 200 days without food or water.

Ticks don't jump or fly — they crawl up low brush or grass to find a passing host.

Although small in size, ticks can cause big health problems by spreading dangerous diseases such as Lyme disease and Rocky Mountain spotted fever. These vampire-like pests require a blood meal to survive. Blacklegged ticks, for example, primarily feed on the blood of white-tailed deer, but they also bite mice, other small animals and humans.

Ticks live in tall grass and wooded areas. Anyone spending time outside should use an insect repellent containing at least 20 percent DEET and reapply as directed on the label. To protect the yard, homeowners should keep grass cut low and remove weeds, woodpiles and debris. Some tick species, like the American and brown dog ticks, prefer dogs as hosts. After being outdoors, homeowners should inspect themselves, family members and pets for ticks.

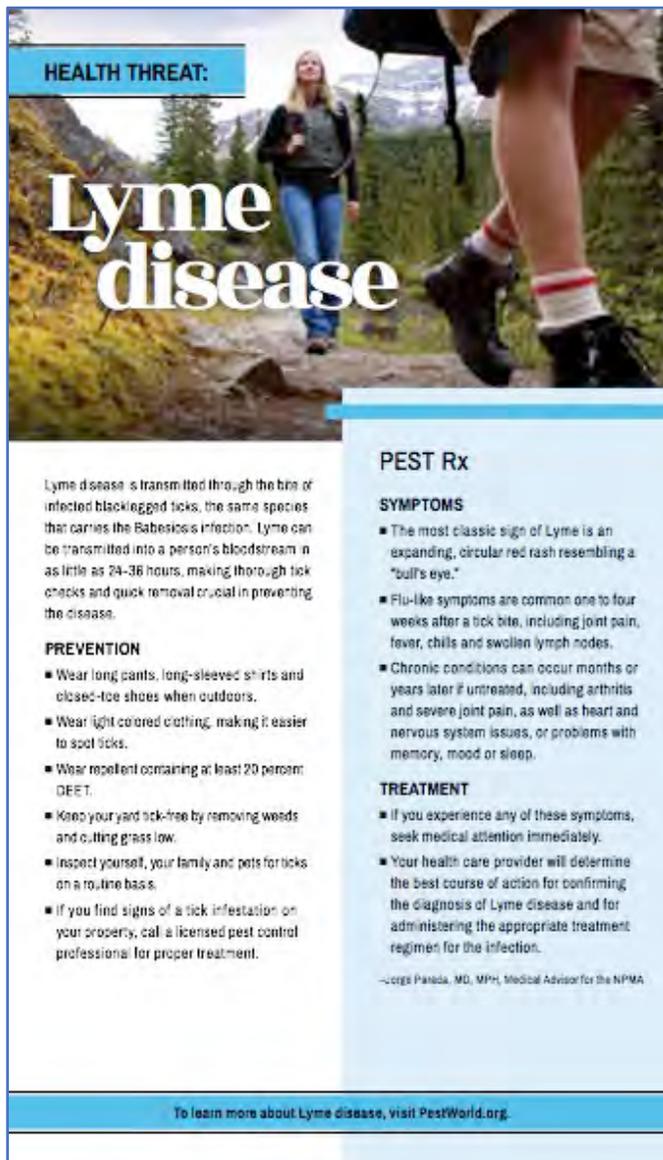
To learn more about ticks, visit [PestWorld.org](http://PestWorld.org)

# TICK-BORNE ILLNESS FACT SHEETS

Fact sheets discussing some of the most dangerous tick-borne illnesses and how to prevent them are available for download on Mainframe.

These can be leveraged as touchpoints with customers as temperatures rise and people spend more time outdoors.

[Download Here](#)



**HEALTH THREAT:**

## Lyme disease

Lyme disease is transmitted through the bite of infected blacklegged ticks, the same species that carries the Babesiosis infection. Lyme can be transmitted into a person's bloodstream in as little as 24-36 hours, making thorough tick checks and quick removal crucial in preventing the disease.

**PREVENTION**

- Wear long pants, long-sleeved shirts and closed-toe shoes when outdoors.
- Wear light colored clothing, making it easier to spot ticks.
- Wear repellent containing at least 20 percent DEET.
- Keep your yard tick-free by removing weeds and cutting grass low.
- Inspect yourself, your family and pets for ticks on a routine basis.
- If you find signs of a tick infestation on your property, call a licensed pest control professional for proper treatment.

**PEST Rx**

**SYMPTOMS**

- The most classic sign of Lyme is an expanding, circular red rash resembling a "bull's eye."
- Flu-like symptoms are common one to four weeks after a tick bite, including joint pain, fever, chills and swollen lymph nodes.
- Chronic conditions can occur months or years later if untreated, including arthritis and severe joint pain, as well as heart and nervous system issues, or problems with memory, mood or sleep.

**TREATMENT**

- If you experience any of these symptoms, seek medical attention immediately.
- Your health care provider will determine the best course of action for confirming the diagnosis of Lyme disease and for administering the appropriate treatment regimen for the infection.

—George Parada, MD, MPH, Medical Advisor for the NPMA

To learn more about Lyme disease, visit [PestWorld.org](#).



**HEALTH THREAT:**

## Rocky Mountain spotted fever

Rocky Mountain spotted fever (RMSF) is a serious tick-borne illness with a mortality rate of more than 20 percent if not treated early. A tick only needs to be attached for two hours to transmit the disease, so early detection is key. Several species of ticks in the United States, including the American dog tick, Rocky Mountain wood tick and the brown dog tick are responsible for the transmission of RMSF.

**PREVENTION**

- Wear long pants, long-sleeved shirts and closed-toe shoes when outdoors.
- Wear light colored clothing, making it easier to spot ticks.
- Avoid low-growing vegetation and open grasslands where Rocky Mountain ticks live.
- Wear repellent containing at least 20 percent DEET.
- Keep your yard tick-free by removing weeds and cutting grass low.
- Inspect yourself, your family and pets for ticks on a routine basis.
- If you find signs of a tick infestation, call a licensed pest control professional for proper treatment.

**PEST Rx**

**SYMPTOMS**

The main symptom of RMSF is a full body rash that develops two to five days after the bite. While the disease does not result in chronic or persistent infections, patients who recover from RMSF may be left with permanent damage of blood vessels leading to amputation, hearing loss, paralysis, or mental disability.

**TREATMENT**

- If you experience any of these symptoms, seek medical attention immediately.
- People who develop RMSF are much more likely to avoid complications if treated within five days of developing symptoms, so your doctor may have you start antibiotic therapy before receiving conclusive test results.

—George Parada, MD, MPH, Medical Advisor for the NPMA

To learn more about Rocky Mountain spotted fever, visit [PestWorld.org](#).

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# INFOGRAPHICS

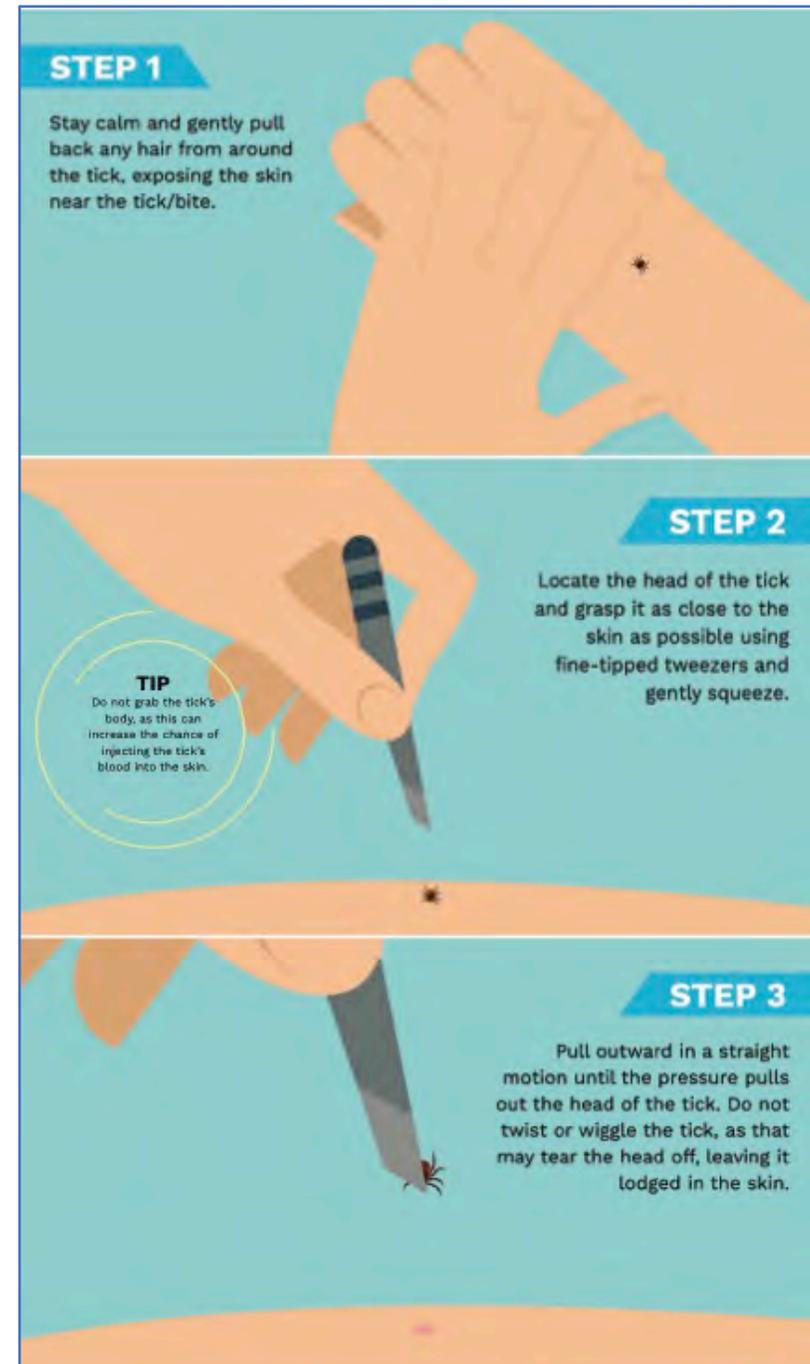
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# HOW TO REMOVE A TICK INFOGRAPHIC

Available for download on Mainframe you'll find a consumer-friendly infographic with step by step instructions on how to safely remove a tick.

Consider sharing with customers ahead of summer to help keep their families safe.

[Download Here](#)

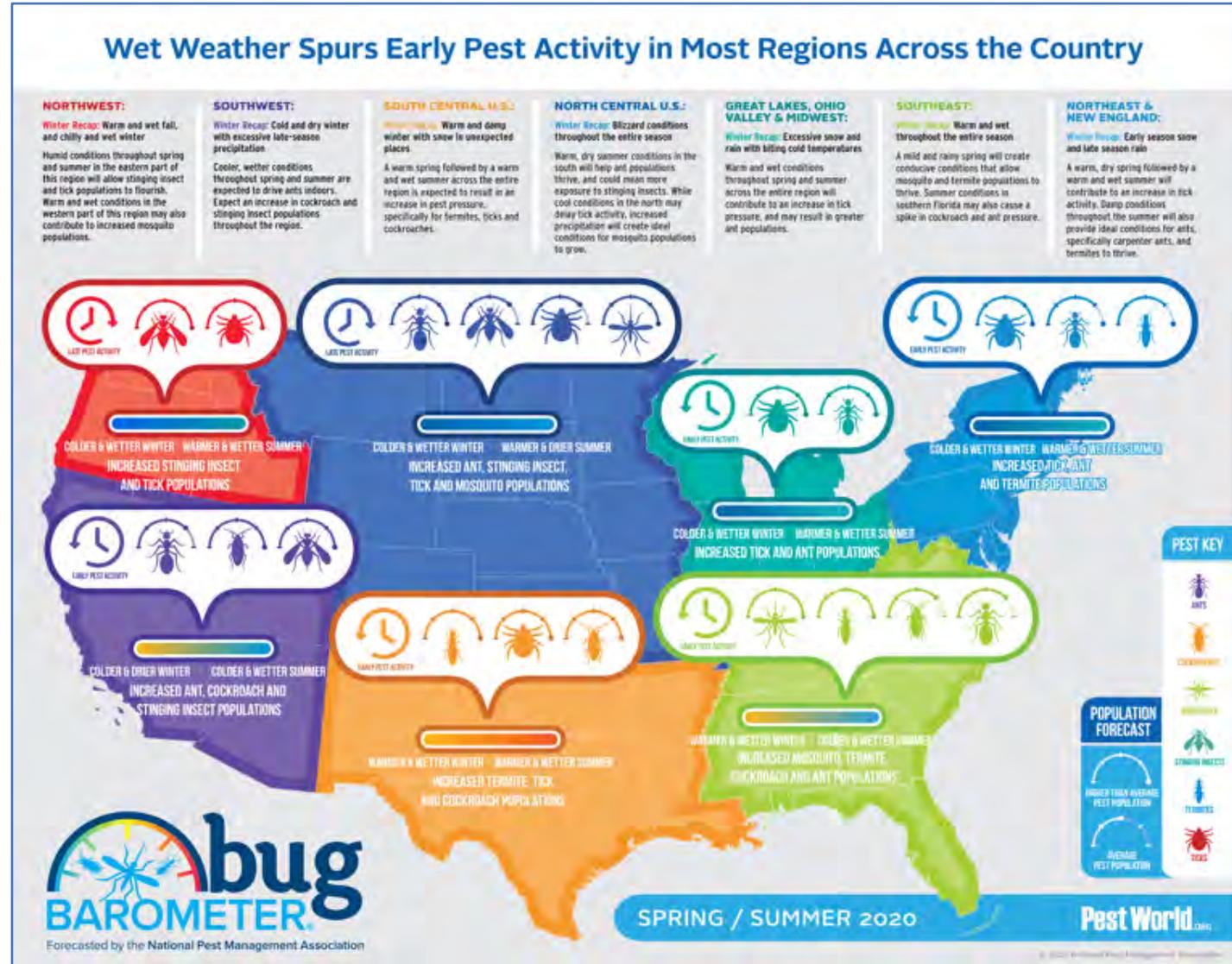


# BUG BAROMETER® FORECAST

Our bi-annual Bug Barometer® forecast, available on PestWorld.org, is a seasonal projection of the pest pressure Americans can expect to see in their respective regions.

Our recently release Spring/Summer forecast can be leveraged to encourage proper pest prevention and protection measures to reduce pest encounters that can pose a risk to both health and home.

[Download Here](#)



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**SHARABLE CONTENT FROM  
@PESTWORLD AND PESTWORLD.ORG  
DIGITAL PROPERTIES**

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# HOW-TO VIDEO SERIES

PestWorld's YouTube channel houses a wide range of helpful videos, including how to correctly apply insect repellent and how to remove a tick.

Linking out to these resources in social posts is a great way to connect with customers while also providing them useful information.

[Available Here](#)



# PEST GUIDES

At PestWorld.org you'll find robust pest and insect identification guides that we've developed to serve as a handy bug identifier for consumers.

[Available Here](#)

MENU [Find a Professional](#) [Identify Pests](#) | [Pest Videos](#) 

**PestWorld.ORG** onshot  
Your Partner In Pest Prevention

Find a Pest Control Professional  



Ticks

### Tick Identification & Removal

Ticks are often mistaken for insects, but they are actually arachnids. Regarding tick identification, they are classified into two categories: soft ticks and hard ticks. Soft ticks often feed on bats and birds, while hard ticks feed on humans, pets and nuisance wildlife. Regardless, if you are dealing with an infestation, the removal of ticks from your property should be handled by a professional exterminator. A professional can help you in identifying the type of ticks you are dealing with and the safest and most efficient process for tick removal.

If you are concerned about ticks on your property and have questions about tick removal, [contact a pest professional](#). They will be able to inspect your home, confirm the type of tick and recommend a course of tick removal.



Blacklegged Tick



American Dog Tick



Brown Dog Tick



Lone Star Tick



Rocky Mountain Wood Tick

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# FACEBOOK LIVE CHATS

NPMA entomologist Dr. Jim Fredericks hosted a Facebook Live Chat on the dangers associated with ticks.

The video can be found on our @PestWorld Facebook page, and is a great asset to share across social platforms to encourage customers to be vigilant when spending time outdoors.

[Available Here](#)

**PestWorld**  
April 9 at 3:21 PM · 🌐

In Case You Missed It: Check out today's Facebook Live Chat with Dr. Jim Fredericks, chief entomologist for the National Pest Management Association, to learn about the health threats posed by ticks, especially this time of year, and how to keep yourself and your family safe.

PESTWORLD.ORG  
**PestWorld Live: Ticks Aren't Practicing Social Distancing** [Learn More](#)

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# SOCIAL MEDIA CONTENT

We regularly upload social media post copy to Mainframe to help assist you in your social media marketing efforts.

Here are a few tick-related social posts you can use to get started:

## FACEBOOK

- Now that the weather has finally warmed up, don't forget to apply insect repellent before spending time outdoors, and be sure to do a thorough tick check when returning home.  
<https://bit.ly/3aih0JU>

## TWITTER

- Did you know? Blacklegged #ticks can live up to 200 days without food or water? #dyk

## PINTEREST

- How to Protect Yourself From Ticks and Lyme Disease
  - [link to <https://bit.ly/2RDUJjp>]

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# ARTIFICIAL INTELLIGENCE (AI) REPORTS

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# MONTHLY AI RECAPS

We work with a third-party provider that uses artificial intelligence to accurately assess public opinion on a given topic by generating randomized, controlled samples of the population through online media and using text analytics.

Our monthly recaps are available on Mainframe, where you'll find useful information on specific pests, including ticks, to help inform your marketing programs to stay ahead of timely pest trends.

[Download Here](#)

## AI Tick Stats

- There has been an 81.6% increase in engagement around the topic of ticks from March 2019 to March 2020
- There were 5,855,600 online engagements on the topic of ticks in March 2020.
- Ticks were one of the top most-talked about pests in March 2020 as it relates to DIY prevention methods.
- 58% of all online discussions about ticks are in regard to their health impacts.

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# THESE MATERIALS ARE POWERED BY PPMA

Thank you to our Guardian and Contributor companies for your support of PPMA. Please direct any questions to Cindy Mannes:  
[cmannes@pestworld.org](mailto:cmannes@pestworld.org)