

LDF's 20th LYME DISEASE AWARENESS MONTH POSTER CAMPAIGN

Digital Poster Campaign – Submit NOW through August 31, 2020 !

Posters will be displayed on a rotating basis at www.Lyme.org

SEND YOUR 8 ½" X 11" (LETTER SIZE) SUBMISSION BY EMAIL TO:
lymediseasefoundation@gmail.com,
Lyme Disease Foundation, Inc., 384-G Merrow Road, Tolland, Ct 06084
QUESTIONS? CALL US AT 860-454-8909

Dear Parents, Students, Teachers, Lyme Leaders, and Community:

We have IMPORTANT news for you! While we are all aware of the country is coping with Covid19, there is yet another disease many are coping with ... Lyme disease and its coinfections, as well as other tick-borne diseases.

Spring is here, and so are ticks! People will be out enjoying nature are at risk of contracting tick-borne diseases. **Poster Artists** can be the **HERO** to others by educating people about **HOW** to prevent tick-borne diseases and **WHY** people should prevent tick-bites.

The Lyme Disease Foundation is looking for submissions to their Annual Lyme Disease Awareness Poster Campaign! The poster campaign aims to help empower people so that they can keep their family tick-bite-free. This could even be a family group project! Lyme Group leaders can do a poster about how their group helps patients and others!! **People from around the world are welcome to join in this campaign !**

Having a chance to pair education with creativity is a great way to help tackle topics that can sometimes be difficult to describe to others. Posters offer a means of visualizing experiences that everyone can understand. Anyone willing to talk about their experience with Lyme Disease, or help us in making sure others are protected from being bitten by ticks, are encouraged to make a submission! Details are below!

Please include visual pieces, the **color green**, and the title "**LDF Lyme Disease Poster Campaign**" somewhere on the poster. Include your first name and state on the poster, but your permission on the accompanying form should include your full address and phone number. In prior years this has been a school activity, with displays in Congress and state capitals ... but with Covid19, we are adapting! Now, media and the world will see the reality of Lyme and other tick-borne diseases!

Christy Vanderhoof-Forschner, BA

Director of Digital Media, The Lyme Disease Foundation Inc.

I. SPONSORS:

- **The LYME DISEASE FOUNDATION, INC**
- **The LYME CENTER OF MARTHA'S VINEYARD**
- **CENTRAL MASS LYME FOUNDATION**
- **The TEXAS LYME ALLIANCE**
- **THE NELSON FAMILY PROJECT (MAINE)**

II. **WHY YOUR POSTER IS IMPORTANT ?**

Not all ticks carry the Lyme disease causing agents, and the disease is treatable if detected early. Proper and prompt tick removal can prevent Lyme Disease, even if the tick is infected. Lyme Disease, and ticks, are also in more areas than most would commonly think, and this grave misconception is important to help correct, to prevent those at risk going unseen and untreated. This poster helps educate everyone.

III. **THEMES** - Choose only one of these themes for your Poster:

A. PREVENTION OF TICK-BITES – Show the essential tick-bite preventative measures when going into the woods, to the beach, or working on your lawn. Show 1 or more techniques.

1. **Wear light colored clothing**, so ticks are more visible to you when checking!
2. **Wear clothing of tightly woven material** and do not wear clothes that have holes.
3. **Tuck** long pants into your socks, and shirt into your pants, in order to keep the ticks on the outside of your clothing.
4. **Apply tick repellents** sparingly on your skin. e.g. DEET, Picaridin, IR3535, oil of lemon eucalyptus, or other repellents as directed.
5. **Use tick-killing chemicals on your clothing**, backpack, picnic basket, and ground cloth before going out to enjoy the woods. Make sure the item is 100% dried before use.
6. **Places ticks can live** – Under tall grass or garden cover, in the woods, at the beach, in playgrounds, as well as on the edge of walking and riding paths.
7. **Treat your pet(s)** as directed by your veterinarian.
8. **Do frequent tick-checks, including** every time a pet or person return inside. Inspect your clothes for moving dots, inspect your skin for new tiny dots or moving freckles.
9. **Properly Remove attached ticks with fine point tweezers.** Place fine point tweezers next to the skin (around the mouthparts) and slowly pull the tick out of the skin using steady pressure. Then, either
 - a) Place the tick in a small zip lock bag with a little piece of moist paper towel, or b) Put the tick between two pieces of clear tape (so that there is no escape) and place the tick in your trash.
 - **Never remove the tick with your fingers** as you can squeeze the infection into the host.
 - **Clean the bite site** and the tweezers with an **alcohol** wipe.
 - **If the tick's mouthparts remain in the skin**, treat them like a splinter by soaking the body part in warm water. Then remove the tick's mouthparts with the tweezers.
10. **Mark your calendar with the person/pet that was bitten**, mark the skin of the person bitten with a permanent marker and watch for signs and symptoms of illness.
11. **Shower once back inside to remove the repellent and unattached ticks.** Wash your clothes.

B. IMPACT OF TICK-BORNE DISEASES ON MY FAMILY ... WHY EVERYONE SHOULD CARE!

Up to 444,000 people per year contract one or more tick-borne diseases! Based on research Lyme disease costs patients \$16 BILLION a year and has cost society \$207 BILLION *since 1981!* But, those numbers are abstract to many. We understand more about this through the stories of the families who have experienced this.

Tick-borne diseases can cause (You can include these details if you want to):

- Long-term financial hardships & bankruptcy (cost of diagnosis & treatment + lost income)
- Mental health problems due to infection or stress.
- Disability.
- Lost time to get diagnosed and treated.
- Lost job and/or school.
- Lost friends.

- Cost of medical care.

C. HOW OUR GROUP IS HELPING OTHERS

List your group's name, meeting details, your name, and group's accomplishments. You are doing an honorary service ... BRAG!! BE PROUD! Tell us if you want **just** your first name included.

D. OTHER TOPICS BY PERMISSION ONLY – CALL Christy to obtain permission.

IV. DETAILS

A. ALL SUBMISSIONS MUST BE SENT TO lymediseasefoundation@gmail.com. Creators will be credited for their work, but all submissions are made with the understanding that you are 18 years or older, or have a guardian submitting your poster for you. Posters are submitted knowing that they will be used by the Lyme Disease Foundation Inc. (LDF) and the other organizations they are working with for promotional material on their respective websites, and may be reproduced in print at a later date.

B. POSTER REQUIREMENTS: Covid19 WILL NOT DEFEAT US!

The poster must be no larger than a sheet of paper (8.5" x 11"), as this will ensure ease of scanning with most home scanners, and ease of photographing in case a scanner is not available. Submissions may be either vertical or horizontal and can use whatever materials and methods you wish (i.e. crayon, marker, pencil, glue, glitter, etc.). Please submit all posters in PDF, JPEG, PNG, or TIFF formats. Only one poster per family or group.

C. SELECTIONS

This poster campaign is open to people of any age. Posters are chosen for display on our website, Twitter, and Instagram accounts. Posters chosen for display will be chosen to represent all other posters submitted that week, but the rest will be within the gallery on our website. Prior poster campaigns were displayed in Congress, and we hope next year to be able to do this again. We are adapting as best as possible and look forward to your submissions!

Posters are to be donated to the LDF for its sole use now and in the future, and will be reviewed at the sole discretion of the Lyme Disease Foundation Inc. (LDF). The most notable and diverse entries will be chosen for display, so that we can continue to spread awareness and ensure word of mouth throughout the campaign.

----- PLEASE COMPLETE AND RETURN THIS FORM (below) WHEN EMAILING A SUBMISSION -----

FIRST NAME _____ LAST NAME _____

Twitter/Instagram username _____ (for tagging)

Age _____ State _____ Country: _____ (**foreign submissions welcome**)

Grade (if applicable) _____

Phone #: _____ (Only your first name & state are used, unless you are a group).

Group Name: _____

Meeting details _____

I am submitting my poster for use by the LDF. I know the poster becomes the sole property of the LDF for their use as they see fit & I will not be receiving any compensation for this submission.

Your Signature _____ Date _____

Your parental/guardian signature for those under 18 _____ Date _____

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