

ONE BITE IS ALL IT TAKES

2020 Lyme Disease Awareness Month Suggested Video Talking Points

The theme for GLA's 2020 Lyme Disease Awareness Month campaign is "One Bite Is All It Takes". This theme was chosen to emphasize the importance of prevention and what can happen with just one tick bite. Here are some suggested talking points about the importance of prevention and GLA's campaign.

Global Lyme Alliance is dedicated to conquering Lyme and other tick-borne diseases through research, education, awareness, and patient services. Raising awareness about the importance of tick bite prevention is always important—due to severe limitations in diagnostic testing, a limited number of Lyme-treating physicians, and inadequate treatment options. It's more important now than ever.

For Lyme Disease Awareness month GLA is focusing on prevention and the importance of understanding that "One Bite Is All It Takes" to contract Lyme disease or other tick-borne infection, and the impact that one bite can have on your life or the life of someone you love.

With the current COVID-19 pandemic, the importance of tick bite prevention and Lyme disease awareness is even greater as more people are going outdoors and putting themselves at potential risk. We don't want people who are taking precautions to avoid one illness, to go outdoors and contract another.

The ticks are out, and they are looking for a meal. Unfortunately, you and I are on their menu—so let's do all we can to Be Tick AWARE.

GLA coined the term "**Be Tick AWARE**", designed to make tick bite prevention easy to remember and easy to do. AWARE stands for:

- A**—avoid tick habitats
- W**—wear light colored clothing
- A**—apply EPA-approved tick repellent (picaridin-based repellent on skin; permethrin-based on clothing)
- R**—remove clothing upon entering your home and put in dryer on high heat for 15 minutes
- E**—examine yourself and your pets for ticks every day

One bite is all it takes to change someone's life forever. We all need to Be Tick AWARE, in May and every day.

We'll have more impact if we work together to share this message and support GLA's mission. Please go to GLA.org/LymeAwareness to be part of this important campaign.



AVOID - WEAR - APPLY - REMOVE - EXAMINE

- A** AVOID areas where ticks live. Ticks thrive in wood piles, long grass, leaf piles and beach grass.
- W** WEAR light-colored clothing; long pants, sleeves, socks and close-toed shoes. Tuck long hair into hat.
- A** APPLY EPA-approved tick repellent (such as picaridin or DEET) on skin and insecticide (such as permethrin) to clothing & shoes as directed.
- R** REMOVE clothing upon entering the home; toss into dryer at HIGH temperature for 10-15 minutes.
- E** EXAMINE yourself and your pets for ticks daily. Check everywhere—ticks love to hide!

Learn more @
BeTickAWARE.org