

PROJECT:

LYME DISEASE
PREVENTION
Tick Free NH

CLIENT:

NEW HAMPSHIRE CHARITABLE
FOUNDATION

RELEVANT SERVICES:

WEBSITE, MULTI-MEDIA, EVALUATION,
MARKETING, SOCIAL MEDIA, SOCIAL
MARKETING, GRASS-ROOTS ENGAGEMENT, YOUTH
PROGRAM DEVELOPMENT AND DISSEMINATION

TickFreeNH - Prevent, Inspect, Remove

Don't let a little tick,
become a BIG problem.



0:51 / 1:04

JSI developed video promotional materials that were central to the multi-media marketing campaign and web presence. https://www.youtube.com/channel/UC_ngD4NW-5Sogx0ukQCy3-iw

REMOVE TICKS
IMMEDIATELY

- Using tweezers grasp the tick close to the skin
- Pull upward with steady, even pressure
- Twisting or yanking the tick can cause tick parts to remain in your skin
- After removing the tick, thoroughly clean bite area
- Dispose of a live tick by putting it in alcohol, placing it in a sealed bag/ container, wrapping it tightly in tape, or flushing it down the toilet
- Call your Doctor, if you have been bitten by a tick

TICK
IDENTIFICATION

BLACKLEGGED TICKS
Carry Lyme Disease



DOG TICK



JSI developed print and electronic posters, wallet cards, and shower cards.



HIGHLIGHT

The Lyme Disease Prevention Project is privately funded which has allowed JSI to engage in the process of partnerships and sponsorships to continue the project efforts.



tickfreenh

Follow

Tick Free New Hampshire The goal of Tick Free NH is to raise awareness of the risk of tick encounters, educate about how to avoid ticks and prevent a bite.
[tickfreenh.org](https://www.tickfreenh.org)

8 posts 4 followers 2 following



An Instagram presence was created
<https://www.instagram.com/tickfreenh/>

KNOW
YOUR
TICKS!

DEER TICK actual size



DOG TICK actual size

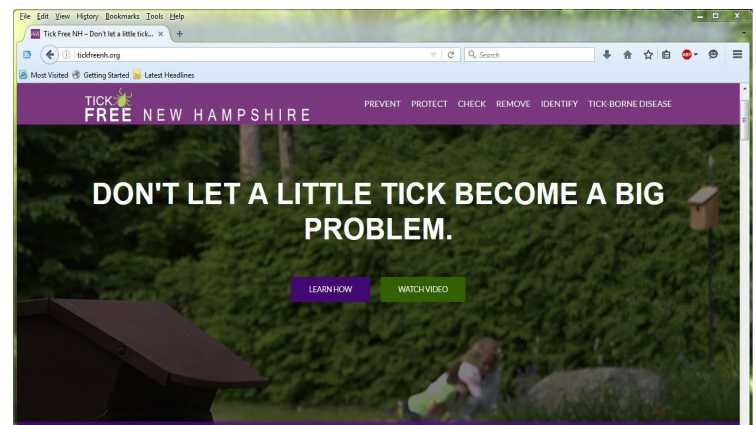


BE A
TICK
DETECTIVE
NEW HAMPSHIRE

Slap bracelets developed for children so they can become "Tick Detectives"



A Facebook presence was created
<https://www.facebook.com/TickFreeNewHampshire/>



TickFreeNH.org The campaign has a responsive mobile site for people on the go in New Hampshire.