



# TICK FREE NH PARTNER TOOLKIT

## TOOLKIT OUTLINE

- I. Background of Tick Free NH
- II. Sample Talking Points/Messaging
- III. How to Get Involved
- IV. Tick Safe Community Presentations
- V. Things You Can Do to Promote Tick Free NH
- VI. Sample Email Content
- VII. Sample Social Media Messages & Images
- VIII. Get Connected - Hashtags, Social Media Accounts, and Campaign URL

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### I. BACKGROUND

The NH Charitable Foundation and JSI/Community Health Institute (JSI/CHI) continue to support Tick Free NH (TFNH) in order to raise awareness about the risk of tick encounters and educate the public on how to avoid ticks and prevent being bitten by one. In recent years, New Hampshire has had some of the highest incidences of Lyme disease in the United States. The Blacklegged tick (formerly called the Deer Tick) can transmit Lyme disease. The other tick-borne diseases that it can transmit, and has been known to transmit in New Hampshire, are: anaplasmosis, babesiosis, and Powassan virus. Potentially, other types of ticks will soon carry diseases in New Hampshire as well.

The following toolkit was created to guide partner communications around sharing the best ways to avoid ticks and to avoid contracting tick-borne illnesses. The goal of TFNH's messaging included in this toolkit is to prevent tick encounters, change people's behavior when it comes to tick prevention, and educate the public on proper tick removal and protocols when a tick is found. This toolkit includes:

- Sample Talking Points and Messaging
- How to Easily Get Involved
- Sample Social Media Images & Posts
- How to Connect on Social

## II. TALKING POINTS & MESSAGING

These talking points can be used to begin a dialogue around tick prevention with people who live in New Hampshire and convey why it is important to protect ourselves and our homes. These points can begin a discussion among peers, inform tick protocols at a camp, or advise a person when they are unsure of what to do when they encounter a tick. The more informed you are, the better off you and those around you will be. They also double as messaging for social posts or short awareness blurbs.

### BE AWARE

- » Everyone in New Hampshire is at risk of being bitten by a tick.
- » Lyme disease is caused by bacteria carried by the Blacklegged tick. When a tick bites and embeds its head into a person or animal's skin, it can transmit bacteria.
- » You may come into contact with ticks during outdoor activities, around your home when gardening, when walking through leaf litter, or near shrubs.
- » Children aged 2 to 13 are particularly at risk of picking up ticks around the home and contracting tick-borne illnesses like Lyme disease.
- » Pets are just as susceptible to ticks as humans are, even a protected pet can carry a tick into your home.

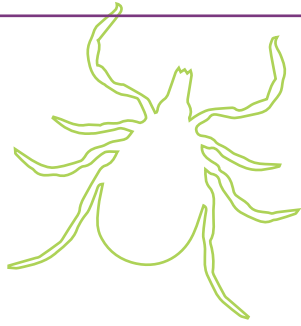
### PREVENT

- » Wearing tick repellent clothing, tucking long pants into socks, having long sleeves, using insect repellent, and staying to the center of paths is the best way for people to prevent tick bites when they venture outdoors.
- » There are several ways to create a "Tick-Free Yard". Some of these include: clearing tall grass and brushes from your lawn's edge, placing play equipment, decks, and patios in direct sunlight instead of shade, and most importantly, maintaining your lawn with frequent mowing and keeping all leaves and debris raked.

### PROTECT

- » Wearing tick repellent clothing is the easiest and most effective way to prevent being bitten by a tick.
- » Any of your favorite clothes can become tick-repellent clothing if they are treated with products containing Permethrin, an insecticide that kills ticks. This product can be sprayed onto items like boots, clothing, and camping gear and will continue to protect items through several washes.
- » Permethrin should NEVER be applied directly to the skin and should only be used as directed on the product label.
- » The best insect repellents contain 30% DEET, oil of lemon eucalyptus, or 20% picaridin. All of these products are safe as long as they are used as directed.
- » Products containing 20% or more DEET can be applied directly to the skin and will last for several hours. However, each product is different so the directions on the individual product labels should be followed.





## CHECK

- » Check your body for ticks after being outdoors. Conduct a full-body check upon return from potentially tick-infested areas, this includes your backyard. Use a hand-held or full-length mirror to view all parts of your body.
- » Putting clothing directly into the dryer on high for 10 minutes will kill ticks - the washer will not.
- » It is important to conduct tick checks on your children as well. Ticks like to hide in places like: under the arms, in and around the ears, inside the belly button, on the back of the knees, in and around the hair, between the legs, and around the waist.
- » Showering soon after being outdoors is an effective way to also remove ticks before they attach.
- » If your pet spends a lot of time outdoors, a tick check should become part of your daily routine when it returns indoors.

## REMOVE

- » If you find a tick on your body, your children, or your pets it is important to remove it immediately. To properly remove an attached tick, use a plain set of fine-tipped tweezers or a tick removal scoop.
- » Pull straight out - do not do anything to anger the tick - it may shoot bacteria into your body.
- » Once removed, put into a "tape sandwich" or a small vial partially filled with rubbing alcohol.



**Visit [TickFreeNH.org](https://TickFreeNH.org)  
for more information**



### III. HOW TO GET INVOLVED

**SHARABLE RESOURCES ARE AVAILABLE FOR DOWNLOAD AND DISTRIBUTION. THESE MATERIALS INCLUDE:**

- 🕷 **Tick ID Wallet Cards**
- 🕷 **Tick Free NH Posters**
- 🕷 **Tick-check Shower Cards**
- 🕷 **Tick Free NH Slap Bracelets**
- 🕷 **Tick Free NH Safety Kit Cards/ Backpack Cards for check-reminders**
- 🕷 **Tick Detective Workbooks for Kids (ages K-4)**
- 🕷 **TFNH tick removal tweezers and tick scoops**

Most materials are free or request a minimal cost to cover shipping. Whenever possible, if there is a request for a youth-serving organization, we supply materials free of charge.

#### HOW TO ORDER

These resources are available at no cost at <https://tickfreenh.org/shareable-resources/>.

#### YOU CAN SPONSOR A CLASSROOM OR HELP FIND A CLASSROOM SPONSOR.

Easily make a donation to specifically support the materials we send to schools and camps at no-cost. Information can be found on the website at <https://tickfreenh.org/product/sponsor-a-nh-classroom/>

#### DONATE TO TICK FREE NH

You can make a donation to Tick Free NH - all donations go directly into materials, shipping, education and awareness costs.



### IV. TICK SAFE COMMUNITY PRESENTATIONS

Through a contract with JSI and the partnership with Tick Free NH, the NH Department of Health and Human Services, Division of Public Health, Climate and Health Program is sponsoring community presentations on tick-safe practices: *Tick-Safe Strategies for Outdoor Activities in NH*.

To learn more and request a community training visit:

<https://tickfreenh.org/tick-safe-community-presentations/>

Coming soon! In Spring of 2022 the *Tick-Safe Strategies for Outdoor Activities in NH*. will be an eLearning course for teens and adults. Learn

with this short, self-paced course at no cost. Visit <https://tickfreenh.org/tick-safe-community-presentations/> to find the course.

#### BECOME A MEMBER OR JOIN THE COUNCIL

You can join and become a member or partner of Tick Free NH

<https://tickfreenh.org/product/tick-free-nh-membership/>

Some partners are Tick Free NH Council members, please reach out to [tickfreenh@gmail.com](mailto:tickfreenh@gmail.com) for more information.

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## V. 4 EASY THINGS YOU CAN DO

Here are four (4) easy things you can do to spread the word about tick-bite prevention in New Hampshire:

### 1. LIKE TFNH ON SOCIAL

Instagram, Facebook, and YouTube – like, share, subscribe to all of the accounts (see our section below to find our handles and hashtags)

### 2. ORDER FREE MATERIALS

In addition to social media materials, Tick Free New Hampshire has resources like tick ID cards, backpack tags, posters, and other items suitable for the classroom.

<https://tickfreenh.org/shop/>

### 3. SHARE THIS TOOLKIT'S MESSAGING



### 4. TAKE THE TICK-SAFE STRATEGIES FOR OUTDOOR ACTIVITIES IN NH. eLearning Course

This course is geared towards those who consider themselves outdoor enthusiasts, gardeners, caretakers of young children, and anyone else who is interested in learning about tick prevention and protection. This course aims to teach individuals how to identify and adopt evidence-based strategies to enhance their own health and safety and avoid disease.

<https://tickfreenh.org/tick-safe-community-presentations/>

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## VI. EMAIL/NEWSLETTER CONTENT

You can easily incorporate some of this information in an email or newsletter to share the messages and resources with your audiences. We generally prioritize our audiences as falling into one of these categories, but this is not limited:

1. **NH residents (general)**
2. **Caregivers of children ages 3-12**
3. **NH Schools/Camps**
4. **NH health care professionals**
5. **At-risk workers and their employers**

### General Public

#### Example Language:

Ticks are now active! Be prepared. Did you know that as long as the ground isn't frozen, ticks are active?

Order no-cost Tick Free NH materials now and remind your household or business to stay tick-aware this season! You can find information and more at [TickFreeNH.org](https://TickFreeNH.org)

### Parents/Caregivers of Children

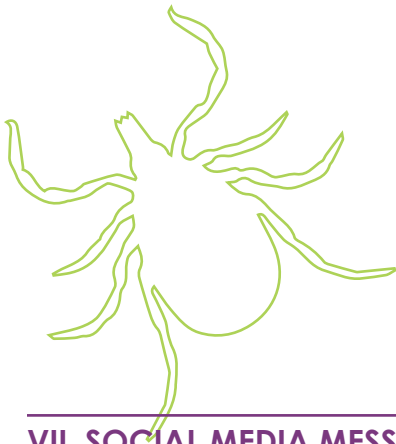
#### Example Language:

Tick season is still upon us - do you know about the free Tick Detective Workbooks available to New Hampshire families and childcare facilities? The workbooks are the perfect way to make sure that children know how to start to be tick-aware and the best ways to help prevent tick bites. Each workbook also comes with a free tick removal scoop! Find print-ables and learn more at <https://tickfreenh.org/shareable-resources/>.

## Health Care Professionals

### Example Language:

Looking for ways to easily engage patients or clients with tick prevention information before there is a tick bite? As a health care professional in New Hampshire, you can play a key role in reducing the spread of tick-borne diseases. The Tick Free NH Council and Tick Free NH provide NH health care professionals with resources on tick prevention to share with patients and encourage protective behaviors. Learn more about the free Health Care Practice Packet <https://tickfreenh.org/product/tick-free-nh-health-care-practice-packets/>



## Classrooms, Camps & Childcare

### Example Language:

Tick Free Campers are Happy Campers! Have you ordered your Tick Free NH materials for the XXXX tick season yet? Most of our materials are available completely free of charge. Materials include: posters, tick ID wallet cards, Tick Detective Workbooks for grades K-4, tick scoops, and more! You can request materials and a presentation for staff or educate via the eLearning course at <https://tickfreenh.org/tick-free-nh-schools/>

### Example Language:

Want to engage youth grades K-4 on tick prevention? Did you know about the free Tick Detective Workbooks available to New Hampshire schools & childcare facilities? The workbooks are the perfect way to make sure that children know how to start to be tick-aware and the best ways to help prevent tick bites. You can find print-ables, bulletin board modules and learn more at <https://tickfreenh.org/tick-free-nh-schools/>

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## VII. SOCIAL MEDIA MESSAGES AND IMAGES

When we move through the year, we align our messages with the changing seasons and tick life cycles. We recommend the following focus for messages:

### Spring Messaging

- » Tick activity: Ticks are active above 40 degrees, increased outdoor activity by humans and a focus on Prevention
- » Tick-free landscaping: Keep grass trimmed, clear yard debris, create a barrier
- » Proper removal
- » Lyme disease awareness month

### Summer Messaging

- » Tick prevention: Tuck pants into socks, treat clothes with permethrin, use insect repellent (what is safe for kids)
- » Proper checking techniques: Check all family members and pets after being outside Make sure to check every part of your body including

the hard to reach places

### Fall Messaging

- » Tick activity: Ticks are still active above 40 degrees, beware in leaves and grass
- » Tick-free landscaping
- » Back to school: How to talk to kids about ticks (Become a Tick Detective) & materials

Feel free to use these co-brandable social media images on your social media or in newsletters. Two are provided for each topic area below - make sure to pair them with prevention messaging or the talking points found in this toolkit. [right click to download and save the graphic files for your use.]





## PREVENT

Ticks can carry bacteria and illnesses like Lyme disease, so prevention is important. Tucking long pants into socks, wearing long sleeves, and using insect repellent are easy ways to prevent ticks. Learn more at <https://tickfreenh.org/prevent/>

The best way to protect yourself from ticks is to prevent them from being on your body. Treating clothing with permethrin and using an insect repellent containing 30% DEET are safe ways to prevent ticks from attaching. Visit <https://tickfreenh.org/prevent/> to learn more!



## PROTECT

Avoid areas with lots of wood and brush where deer, rodents, and ticks are common. Always be wary of ticks when spending time in heavily wooded or grassy areas.

Visit <https://tickfreenh.org/protect/> to learn more!

Use a repellent on your skin that contains at least 20% DEET. This is a safe and effective way from preventing ticks from attaching. Visit <https://tickfreenh.org/protect/> to learn more.



## CHECK

Make sure you check for ticks after spending time outside. Ticks can be brought indoors on shoes and clothing, too! Conduct a full-body check using a mirror, check kids and pets too! Learn more here: <https://tickfreenh.org/check/>

Always check for ticks after spending time outside (even in your backyard!). Common places ticks like to hide are under the arms, between the legs, around the waist, and even in or around your hair. Visit <https://tickfreenh.org/check/> to learn more.



**Check  
your body  
for ticks  
after being  
outdoors.**



**Check  
your pets  
for ticks  
after they  
have been  
outside.**

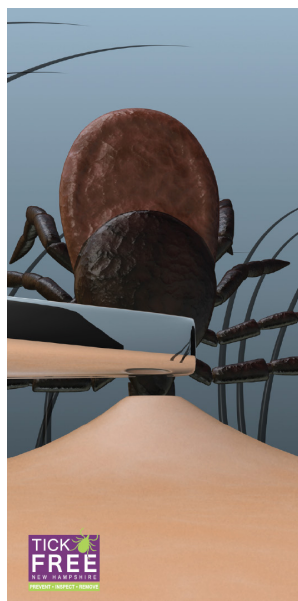
## REMOVE

Did you find an attached tick? Remove it with tweezers by pulling straight up and save the tick in rubbing alcohol. Clean the wound with soap and water or rubbing alcohol. Contact your healthcare provider if you experience a bullseye rash, have any other concerns or identify the tick as the blacklegged tick. Learn more at <https://tickfreenh.org/remove/>

If you find an attached tick, use fine tipped tweezers to grab the tick's head as close to the skin's surface as possible for the safest removal. Learn more at <https://tickfreenh.org/remove/>



**Tweezers  
are the  
safest way  
to remove  
a tick.**



**Pull straight  
up when  
removing  
a tick  
with tweezers.**



## HEALTH CARE

We know that ticks in NH can carry diseases, like Lyme disease. Talk to your patients about tick safety, like using insect repellent with DEET and doing a tick check each time they come inside. Learn more at <https://tickfreenh.org/health-care-professionals/>

Are you a healthcare provider in the Granite State? Make sure you're talking to your patients about tick safety. Ticks are active any time the temperature rises above 40 degrees. Talking about proper removal techniques and prevention are key to living tick-free! Learn more at <https://tickfreenh.org/>

## AWARENESS DAYS

### May Lyme Disease Prevention Month

Love the Granite State? We do too! Make sure you help raise awareness about tick safety this May for Lyme disease prevention month. Ticks are active any time the temperature rises above 40 degrees. Help fellow Granite Staters learn about proper removal techniques and prevention - the key to living tick-free! Learn more at <https://tickfreenh.org/>

### Tick Bite Prevention Week

March 22-27 (may vary by year)

Help raise awareness about tick safety on Tick Bite Prevention Week. Ticks are active any time the temperature rises above 40 degrees. Help fellow Granite Staters learn about proper removal techniques and prevention - the key to living tick-free! Learn more at <https://tickfreenh.org/>



Remember, ticks are active  
any time the temperature rises  
above 40° Fahrenheit.



Always  
check for  
**ticks**  
after spending  
time outdoors.



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## VIII. GET CONNECTED - HASHTAGS AND SOCIAL MEDIA ACCOUNTS

The current social media accounts for Tick Free NH include:

**Website:** [tickfreenh.org](http://tickfreenh.org)

**Instagram:** @tickfreenh

**Facebook:** Tick Free NH

**YouTube:** Tick Free NH

Like us, follow us and share our content!

You can use our current hashtags which include:

**#TFNH**

**#TickFreeNH**

By tagging us, we will know you mentioned us and like and share your posts too!

For more information or feedback about this toolkit for partners, please email [tickfreenh@gmail.com](mailto:tickfreenh@gmail.com).