PHE Tick awareness campaigns
Raising awareness among the public

Maaike Pietzsch
Senior Projects Scientist
Medical Entomology & Zoonoses Ecology
Tick distribution in the UK

Distribution of the Lyme disease vector

*Ixodes ricinus* in the UK.


Green – red = low – high numbers of records/10 km grid.
Aim – to increase awareness of ticks and tickborne infections across Wiltshire

Objectives – provide suitable resources to facilitate awareness and good practice of tick bite prevention and removal.

Keith Humphries, cabinet member for public health said: “Wiltshire is a beautiful rural county and this campaign encourages individuals and families to continue enjoying outdoor activities with the knowledge and confidence of how to manage ticks should they come into contact with them.”

Maggie Rae, corporate director at Wiltshire Council said: “Wiltshire has acres of beautiful countryside with many excellent opportunities for outdoor work and leisure activities. This is a timely campaign which provides useful advice which we hope people will bear in mind as they take to the countryside this summer.”
Tick Awareness Week - 24th to 28th of March 2014

Screen displays at County Hall

Press releases – local newspaper,

Radio coverage – advertising the events and pre-recorded interviews with Tick scientist, lyme diseases case

Website material – leaflets, links to PHE

Social media – twitter

Distribution of leaflets to all GPs, pharmacies and parish councils
Get wise about the tick

Avoid becoming a statistic
Ticks have a local anaesthetic in their saliva and so a bite is not always noticeable. Cover up, take repellents with you and check yourself and your dog for small lumps. If you are not sure if it is a tick, then get your animal checked by a vet. For more information please contact: Public Health, Wiltshire Council, County Hall, Trowbridge, Wiltshire, BA14 8JN. Tel: 0300 003 4066

Get wise about the tick

Help us record ticks
For more information on British tick or the Public Health England tick surveillance scheme, as well as how to take part and download a recording system to post with your specimen, visit the website: www.gov.uk/government/.../tick-surveillance-scheme

Avoid becoming a statistic
Ticks have a local anaesthetic in their saliva and so a bite is not always noticeable. Cover up, take repellents with you and check yourself and your dog for small lumps. If you are not sure if it is a tick, then get your animal checked by a vet. For more information please contact: Public Health, Wiltshire Council, County Hall, Trowbridge, Wiltshire, BA14 8JN. Tel: 0300 003 4066

Avoid becoming a statistic
Ticks have a local anaesthetic in their saliva and so a bite is not always noticeable. Cover up, take repellents with you and check yourself and your dog for small lumps. If you are not sure if it is a tick, then get your animal checked by a vet. For more information please contact: Public Health, Wiltshire Council, County Hall, Trowbridge, Wiltshire, BA14 8JN. Tel: 0300 003 4066
Press coverage

Be tick aware
First published Thursday 20 March 2014 in News
by Morwenna Blake

Countrieside lovers in Wiltshire are being advised to be ‘tick aware’ this summer so they know what to do should they come into contact with the insect.

Residents warned to be ‘tick aware’

First published Thursday 20 March 2014 in News
Last updated 15:36 Thursday 20 March 2014

Countrieside lovers in Wiltshire are being advised to be ‘tick aware’ should they come into contact with the insect.

Tick bites can cause potentially serious illness, such as Lyme disease.

A joint campaign by Wiltshire Council and local scientists from Public Health England at Porton Down has been launched next week to give information on how to prevent tick bites and how to safely remove them.

Porton Down scientists highlight dangers of ticks in Salisbury

The dangers of ticks are being highlighted in Salisbury today (Tuesday March 25th) as more of us get out into the countryside in the warmer weather.

Scientists from Public Health England based at Porton Down are working with Salisbury District Council to run awareness sessions across the county this week.

They’ll be in Salisbury’s Guildhall Square giving tips on how to avoid being bitten by ticks and how to remove them safely.

Mesako Piostich from Public Health England says it’s good for them to spread the message.

“Obviously we need to know about our ticks, where they are, so we do a bit of field work, in the county. It’s great that we’ve got the opportunity to work with Salisbury Council because they’re such a public facing. Now we’ve got a chance to meet with the public and talk about their concerns, bringing our public knowledge so that we can help improve public health.”

One of the potential effects of ticks can be Lyme disease - as Mesako explains:

“In most cases, it can be cleaned up quite simply with a course of antibiotics and symptoms would include a slowly expanding circular rash. It’s like symptoms, fatigue. But if it’s not treated or caught early enough, it can lead to meningitis, facial palsy or nerve damage.”

Pictures show are ticks in comparison to the size of a penny coin.

Share this story:
Wiltshire events

Raising tick awareness among the public
Campaign evaluation

• Leaflets and tick cards were distributed to
  • GP surgeries (63),
  • Parish councils (253)
  • Pharmacies (74)
  • MIU, schools, AWP Mental Health Trust, Wiltshire CCG, Scouts, Fit Elderly, health trainers

• Feedback questionnaires – 26 responses from GPs, 22 from pharmacies, 31 from PCs

• Leaflet downloads

• Wiltshire consultation questionnaire
  • 50% were aware of the campaign
  • Of those that heard about the campaign, most of them heard via the leaflets or information cards.
  • No-one that responded heard it on the radio.
  • 40% of the people responding said they learnt something new
Direct feedback at events

- Didn’t realise the difference between engorged and unfed ticks – thought these were different species.
- Didn’t realise ticks were present in urban parks/gardens
- Didn’t realise there were so many different types of tick
- Didn’t realise there were three different life stages of tick – or how small the immature stages are
- Most people recognised the adult stage rather than the immature stages
- Most people were familiar with partially or fully engorged ticks but not the unfed stages
- Different know that the ticks that are removed from pets can also feed on humans
- Many questions on how to remove ticks properly
- Questions on what to use to remove ticks
- Questions on what to do if the mouthparts break off
- Questions on the symptoms of Lyme disease
Tick awareness in 2015

- PHE continue to support the local authorities, who will be leading tick awareness activities
- Extending our awareness work to cover the southwest region
- Engaging with local authorities via the PHE centres and local teams
- Building on areas of best practice from Wiltshire
- Expanding to other stakeholders

<table>
<thead>
<tr>
<th>South West</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bath and North East Somerset</td>
<td>17</td>
</tr>
<tr>
<td>Bournemouth</td>
<td>3</td>
</tr>
<tr>
<td>Bristol, City of</td>
<td>24</td>
</tr>
<tr>
<td>Cheltenham</td>
<td>2</td>
</tr>
<tr>
<td>Christchurch</td>
<td>5</td>
</tr>
<tr>
<td>Cornwall</td>
<td>20</td>
</tr>
<tr>
<td>Cotswold</td>
<td>7</td>
</tr>
<tr>
<td>East Devon</td>
<td>31</td>
</tr>
<tr>
<td>East Dorset</td>
<td>15</td>
</tr>
<tr>
<td>Forest of Dean</td>
<td>6</td>
</tr>
<tr>
<td>Gloucester</td>
<td>3</td>
</tr>
<tr>
<td>Mendip</td>
<td>5</td>
</tr>
<tr>
<td>Mid Devon</td>
<td>9</td>
</tr>
<tr>
<td>North Devon</td>
<td>20</td>
</tr>
<tr>
<td>North Dorset</td>
<td>1</td>
</tr>
<tr>
<td>North Somerset</td>
<td>13</td>
</tr>
<tr>
<td>Plymouth</td>
<td>38</td>
</tr>
<tr>
<td>Poole</td>
<td>1</td>
</tr>
<tr>
<td>Purbeck</td>
<td>7</td>
</tr>
<tr>
<td>Sedgemoor</td>
<td>8</td>
</tr>
<tr>
<td>South Gloucestershire</td>
<td>6</td>
</tr>
<tr>
<td>South Hams</td>
<td>67</td>
</tr>
<tr>
<td>South Somerset</td>
<td>4</td>
</tr>
<tr>
<td>Stroud</td>
<td>17</td>
</tr>
<tr>
<td>Swindon</td>
<td>2</td>
</tr>
<tr>
<td>Taunton Deane</td>
<td>2</td>
</tr>
<tr>
<td>Teignbridge</td>
<td>148</td>
</tr>
<tr>
<td>Tewkesbury</td>
<td>4</td>
</tr>
<tr>
<td>Torbay</td>
<td>45</td>
</tr>
<tr>
<td>Torridge</td>
<td>11</td>
</tr>
<tr>
<td>West Devon</td>
<td>172</td>
</tr>
<tr>
<td>West Dorset</td>
<td>11</td>
</tr>
<tr>
<td>West Somerset</td>
<td>8</td>
</tr>
<tr>
<td>Weymouth and Portland</td>
<td>1</td>
</tr>
<tr>
<td>Wiltshire</td>
<td>187</td>
</tr>
<tr>
<td>Grand Total</td>
<td>920</td>
</tr>
</tbody>
</table>
Tick awareness plans for 2015

- Improve recognition of ticks in all areas with suitable habitat
- Key messages – preventative behaviour
- Target a wider area
- Process and outcome evaluation
Tick awareness commencing  
30 March 2015

Where can I find out more?

• There will be an information table set up in the Atrium, County Hall. It will be manned:
  ❖ Monday 30 March 3pm until 5pm
  ❖ Tuesday 31 March 10am until 12mid-day and
  ❖ Wednesday 1 April 1pm until 3pm

• Over the next 6 months, other events will be advertised locally and on the council website
Just a tick – they can carry disease

Stay active and healthy this summer and avoid ticks by:
- Knowing how to remove them safely and doing so as soon as possible
- Wearing suitable clothing, such as long trousers
- Using insect repellent
- Checking yourself for ticks if you have spent time outdoors in the countryside or garden

For more information please go to:
Wiltshire Council website: www.wiltshire.gov.uk
Email: publichealth@wiltshire.gov.uk
Telephone: 0300 003 4566

Be tick aware

Stay active and healthy this summer and avoid ticks by:
- Knowing how to remove them safely and doing so as soon as possible
- Wearing suitable clothing, such as long trousers
- Using insect repellent
- Checking yourself for ticks if you have spent time outdoors in the countryside or garden

For more information please go to:
Wiltshire Council website: www.wiltshire.gov.uk
Email: publichealth@wiltshire.gov.uk
Telephone: 0300 003 4566
Tick awareness for NHS and PHE staff

Our portal gives you access to a variety of learning activities including e-learning and face-to-face courses to help prepare for Chemical, Biological, Radiological and Nuclear (CBRN) injuries and incidents.

To register click on the Register link below. If you work for the NHS or PHE, your username needs to be your NHS or PHE email address. If you do not work for the NHS or PHE, please register with your preferred e-mail address. Once registered, you can purchase e-learning courses by going to the 'eHealth Catalogue' page.

If you are already registered, please enter your sign in details below

User name:          
Password:           

Forgotten Password?
Register

Log In

Need Help?
If you are unable to find what you are looking for please contact the eHealth Helpdesk.
## Tick Recording Scheme

**www.PHE.gov.uk/tickrecordingscheme**

<table>
<thead>
<tr>
<th><strong>Person submitting data</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of person submitting tick/s</td>
<td></td>
</tr>
<tr>
<td>Company name (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Telephone number</td>
<td></td>
</tr>
<tr>
<td>Email address</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Location of collection</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of collection</td>
<td></td>
</tr>
<tr>
<td>Specific location of collection (grid reference, postcode)</td>
<td></td>
</tr>
<tr>
<td><strong>General location of collection</strong> (nearest village/town/city)</td>
<td></td>
</tr>
<tr>
<td><strong>Host from which tick was collected</strong> (human, dog, cat)</td>
<td></td>
</tr>
</tbody>
</table>

### Any further information/notes

- **If the tick was collected from a human**

  Please provide details of which part of the body the tick was removed from e.g. behind the knee, on the back of the lower leg, from the lower back - giving as much detail as possible.
Acknowledgements

We acknowledge the valuable contribution made by the many individuals who have submitted ticks to the Tick Recording Scheme.

We would like to express our gratitude to the branding, publications and communications teams in both PHE and Wiltshire Council. Also to the countryside officers who aided in delivering the key messages of the campaign in Wiltshire.

Our thanks also go to the residents of Wiltshire for engaging with the campaign and providing us with an insight into people’s perceptions of ticks and Lyme disease so that we may continue to improve our public health messaging.
Thank you