



Press Office Introduction: who we are and what we do

Who we are:

Sue and Helena work as the press office for Lyme Disease Action

What we do:

- Create awareness of Lyme disease through the media
- Help get the word out about the James Lind Alliance survey

e.g. LMC (Local Medical Committee) newsletters this month:

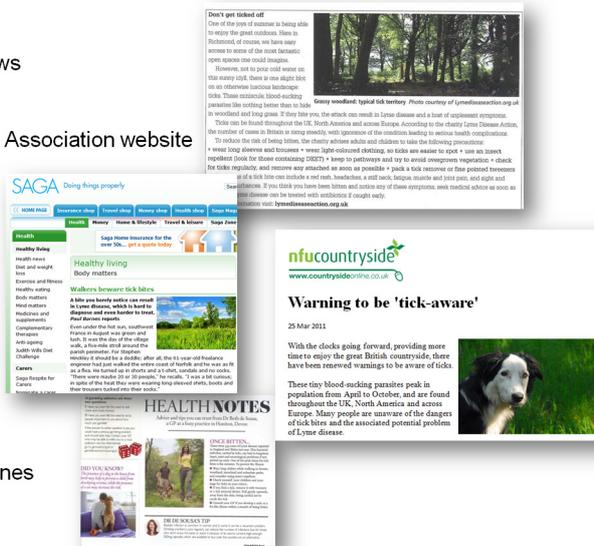
- **Diagnosing, treating and monitoring Lyme disease**



Have you ever wondered how to diagnose, treat or monitor Lyme disease? The [James Lind Alliance Lyme Disease Priority Setting Partnership](#) is working to identify the most important questions for diagnosis and treatment of Lyme disease and is asking GPs to participate in a short survey (deadline 30 September 2011). The survey and further details are available on the [Lyme Disease Action website](#).

Coverage (both print and online) in the last 12 months includes:

- Wanderlust Online
- International Sheepdog News
- Boots Web MD
- NFU Countryside
- The Scottish Gamekeepers Association website
- The Telegraph online
- The Daily Telegraph
- Devon 24 (online)
- Saga Health website
- The Richmond Magazine
- Tour-smart.co.uk
- Sidmouth Herald
- GetReading.co.uk
- Weightwatchers Magazine
- BBC Spotlight
- BBC London News
- BBC Radio 2 – Dr Hilary Jones



The Daily Telegraph 16/05/11 AVE (Advertising Value Equivalency) - £40,800



Charlotte Leslie, Bristol North West MP

- Contact your local MP
- Turn your example of Lyme disease into a local story by using the stories of Lyme disease sufferers in that particular MP's constituency
- A local story can then be used by an MP and turned into a press release



e.g. The MP could then get their local NHS department to meet with Lyme disease sufferers, which centres the story on them rather than the MP

The Importance of Case Studies

- If you would like to be a case study or know of someone who would, please do get in touch.
- We will always contact you before sending your information to a journalist to check that you are still happy for us to use it.

How to become a case study?

- Fill out a form here
- Or contact us on 020 8891 4440 or email press@lymediseaseaction.org.uk

The image shows a screenshot of a form titled 'CASE STUDY QUESTIONS' from the Lyme Disease Action (LDA) organization. The form includes the following questions and instructions:

- Full name:
- Age:
- Region:
- Occupation:
- Email address:
- Telephone number:
- How long have you had Lyme disease?
- What were your initial symptoms?
- How long did it take you to be diagnosed?
- How has it affected you (in terms of not being able to work, for instance, or financially, or socially)?
- Were there any problems with your diagnosis? (Did you have a negative blood test etc.)
- How/where/when were you diagnosed? (e.g., by GP or Lyme specialist)
- Do you remember being bitten by a tick, or, do you suspect you know where/when it happened?
- Did you have a clinical diagnosis or blood test result?
- How were you treated? (Both in terms of the medication prescribed and the attitude of doctors etc.)
- How are you coping now? Are you fully recovered and back to your normal self or are you still suffering?
- Please attach a picture from before you were ill and one of when you were ill if you have any. Or, use recent pictures you can find.
- Thank you from the heart at Lyme Disease Action for sharing your story. It is only with your support that we can continue to raise awareness of Lyme disease and provide support for those affected by the disease.

At the bottom of the form, it states: Lyme Disease Action, www.lymediseaseaction.org.uk, Registered Charity Number: 103048, and 'A not-for-profit charity serving the prevention and treatment of Lyme disease and associated tick-borne diseases.'

Thank you