

LDA's press office

Sue Ockwell and Helena Hamlyn



Aim: To create awareness of Lyme disease through the media

- Reactive
- Proactive
- Press releases
- Set up interviews
- Match case studies with media enquiries
- Help to co-ordinate the Facebook page



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

- Take a Break
- Daily Mail
- MailOnline
- Real People
- Wildlife Extra.com
- NFU Countryside
- The Observer
- Guardian.co.uk
- Sunday Express' S magazine
- BBC Radio 5 Live
- Yours
- BBC News (Health)
- BBC Tyne Tees Radio
- TGO: The Great Outdoors
- Country Walking
- Huffington Post

AVE
(Advertising Value Equivalent)

= £168,883
excludes TV and online coverage





Lyme Disease Action Timeline Now

Admin Panel



Lyme Disease Action
5 October 2012

Yesterday at the RCGP exhibition.
Interest all round. Many rural doctors are telling us that they are seeing so many cases that they disbelieve the official figures.

Like · Comment · Share 31 4 11

285 people saw this post Boost Post



Lyme Disease Action shared a link.
2 October 2012

This week LDA has an exhibition stand at the 3 day Royal College of General Practitioners annual conference in Glasgow. We shall be informing GPs on Lyme disease - the facts.
<http://www.rcgp.org.uk/courses-and-events/rcgp-annual-conference.aspx>

RCGP Annual Conference
www.rcgp.org.uk

The RCGP Annual Primary Care Conference is the must attend event of the year for GPs and practice team colleagues, showcasing the latest clinical and policy developments across the UK and brings together an

Like · Comment · Share 18 5 2



Like · Comment · Share 24 3

267 people saw this post Boost Post



Lyme Disease Action
12 September 2012

Lyme Disease Action is still looking for Lyme disease case studies. If you can help (or want more info) please contact us: press@lymediseaseaction.org.uk

Unlike · Comment · Share 4 6

262 people saw this post Boost Post


Sent: 10 October 2012 11:25

To: press@lymediseaseaction.org.uk

Subject: case studies

Hi there, am new to the facebook page and just saw your request for case studies. I am a vet and was diagnosed with Lyme disease last year. If I can be of help, please let me know.

yours sincerely
Sarah bignell



CASE STUDY QUESTIONS

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)

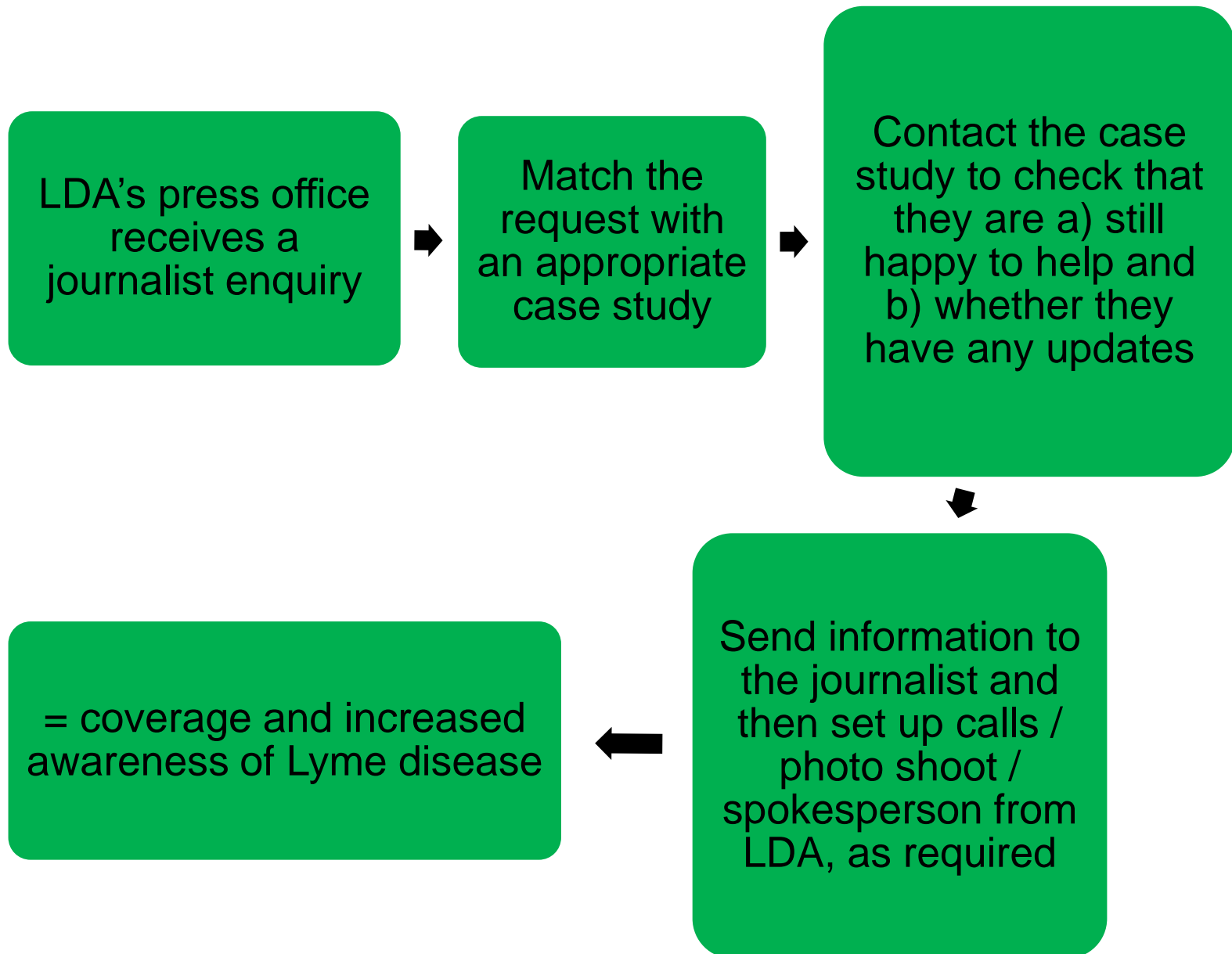
Do you remember being bitten by a tick, or, do you suspect you know when/ where it happened?

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 while you were ill if you have any. Or, any recent pictures you may have.



Daily Mail

Circulation 1.8 million

Readership 4.2 million

AVE

(Advertising Value

Equivalent

4/5 of a page = £36,490

By JOANI WALSH

An insect bite on holiday put Sarah in a wheelchair. Africa? India? No, right here in Britain...



Acute pain Sarah Signell

WHEN Sarah Signell developed pain in her hands and wrists in autumn 2011, she thought she might be developing arthritis that was being aggravated by the cold.

In May, Sarah, who is fit, was displaying the first signs of a disease named so in her memory's honour - in the UK - and her case was so severe that she ended up in a wheelchair, unable to work.

The debilitating, burning pain became unmanageable, with spiking, returning to her feet, knees, back, jaw, neck and shoulders and then spreading down her arms, neck and head. It was intolerable, but the worst pain she ever experienced.

She was diagnosed when I (Joani) took her to the hospital. She was diagnosed with a condition called acute inflammation of the joints, which is a form of arthritis. She had similar symptoms had been diagnosed with Lyme disease.

The Lyme disease she was told her condition was caused by a tick bite. She was told to take antibiotics and a month later, she was told to stop the antibiotics and to take a course of steroids.

Public Health England testing for Lyme disease revealed that Sarah Signell was not infected by the disease. She was told to stop the antibiotics and to take a course of steroids.

Acute pain Sarah Signell

She was told to stop the antibiotics and to take a course of steroids. She was told to stop the antibiotics and to take a course of steroids.

Official figures suggest that around a million people in Britain are affected by the disease, although with symptoms similar to any other condition, such as rheumatoid arthritis, which is a chronic condition causing pain all over the body - multiple aches and pains, fatigue, weakness, the ability to perform many people may have been misdiagnosed.

The disease begins with a bite from an infected tick. The immune system reacts, so the tick itself is not the problem, but the bacteria it carries into the blood.

In two thirds of cases, the immune system reacts to the bacteria and causes symptoms of Lyme disease. The immune system reacts to the bacteria and causes symptoms of Lyme disease.

Public Health England testing for Lyme disease revealed that Sarah Signell was not infected by the disease. She was told to stop the antibiotics and to take a course of steroids.

She was told to stop the antibiotics and to take a course of steroids. She was told to stop the antibiotics and to take a course of steroids.

Public Health England testing for Lyme disease revealed that Sarah Signell was not infected by the disease. She was told to stop the antibiotics and to take a course of steroids.

She was told to stop the antibiotics and to take a course of steroids. She was told to stop the antibiotics and to take a course of steroids.

Public Health England testing for Lyme disease revealed that Sarah Signell was not infected by the disease. She was told to stop the antibiotics and to take a course of steroids.

She was told to stop the antibiotics and to take a course of steroids. She was told to stop the antibiotics and to take a course of steroids.

She was told to stop the antibiotics and to take a course of steroids. She was told to stop the antibiotics and to take a course of steroids.

Public Health England testing for Lyme disease revealed that Sarah Signell was not infected by the disease. She was told to stop the antibiotics and to take a course of steroids.

HEART HEALTH Pregnancy

KNOWLEDGE of what causes heart disease is increasing. Now, Professor Peter Stehouwer, medical director of the British Heart Foundation, offers us his views on the new research.

THE INSIGHT of a woman has pre-eclampsia (very high blood pressure in pregnancy which affects 5-9 per cent of women) or gestational diabetes (which affects one in 20 women) while pregnant, her risk of developing heart disease is later in life is increased.

Statistics show that pre-eclampsia can double your risk of getting the disease, and half of all women who get gestational diabetes go on to develop Type 2 diabetes within ten to 25 years of giving birth. Case diabetes is a strong risk factor for heart disease.

EXPERT COMMENT: There is a confirmed link for women, and those who had pre-eclampsia or gestational diabetes should have their blood pressure and blood sugar checked regularly from that point onwards.



STRANGE SIDE-EFFECTS Cold hands and feet

MANY commonly prescribed drugs have surprising side-effects.

BETA-BLOCKERS For example, beta-blockers work by slowing the heart rate and reducing the force with which the heart pumps, they are used for lowering blood pressure. They are also commonly used to treat angina, but they can cause cold hands and feet, poor sleep, dizziness and impotence in some patients because the heart might not be pumping as much blood as normal.

DIAGNOSIS FOR ABNORMAL HEART RHYTHM: If levels in the blood become too high, people can get yellow-green tinged vision, says Professor David Singer, of the British Pharmacological Society. They may also see coloured halos around lights. This is thought to be because alcohol affects the colour receptors in the retina. As those indicate potentially harmful levels of alcohol, anyone who develops these visual changes should see their GP urgently.

DAVID HURST



Mail Online

7.6 million unique users per day



Home | News | U.S. | Sport | TV&Showbiz | Femail | **Health** | Science | Money | RightMinds | Coffee Break | Travel | Columnists

Health Home | Health Directory | Health Boards | Diets | MyDish Recipe Finder Login

An insect bite on holiday put Sarah in a wheelchair. Africa? India? No, right here in Britain...

- Sarah Bignell got Lyme disease from after a walking holiday in Scotland
- It was so painful she was signed off from work and had to use a wheelchair
- It can take from six weeks to six months to fully recover from the disease
- Lyme disease, carried by ticks, is affecting increasing numbers of Britons

By JOANI WALSH

PUBLISHED: 22:48, 3 June 2013 | UPDATED: 22:55, 3 June 2013

[f Share](#)
[t Tweet](#)
[g+ +1](#)
[Share](#)
596 shares
45 View comments

When Sarah Bignell developed pain in her hands and wrists in autumn 2011, she thought she might be developing arthritis that was being aggravated by the cold.

In fact, Sarah, 37, who is a vet, was displaying the first signs of a disease picked up on her summer holidays - in the UK - and her case was so severe that she ended up in a wheelchair, unable to work.



Site
 Web

Google

The perfect travel companion

BBC Sign in News Sport Weather iPlayer TV Radio

NEWS KENT

Home World UK **England** N. Ireland Scotland Wales Business Politics Health Education Sci/Environ

Kent vet Sarah Bignell disabled by tick bite disease



4 June 2013 Last updated at 21:04



A former vet has been forced to give up work and now has to use a wheelchair after being diagnosed with Lyme disease, a rare condition passed on by bites from infected ticks.

Sarah Bignell, 37, from Ashford in Kent, initially thought the severe pain she suffered in her hands might have been caused by repetitive strain injury but it spread rapidly.

BBC News Kent

<http://www.bbc.co.uk/news/uk-england-kent-22776731>

ITV Meridian News

<http://www.itv.com/news/meridian/update/2013-06-14/lyme-disease-threat/>

The screenshot shows the ITV Meridian News website interface. At the top, there is a navigation bar with the ITV logo and links for Player, Shows, Guide, News, Sport, and More. Below this is a secondary navigation bar with links for News, Regions, Topics, Entertainment, Meet the team, and Top news. The main content area features the Meridian logo and a video player. The video player displays a woman speaking, with an 'itv NEWS' logo in the top left corner. The video progress bar shows a play button and a timestamp of 02:08. Below the video player, there is a caption: 'A woman from Ashford who contracted Lyme Disease after being bitten by a tick is'.

Player Shows Guide News Sport More ▾

News | Regions ▾ | Topics ▾ | Entertainment | Meet the team | Top news

Meridian

4:29PM, FRI 14 JUN 2013 WOMAN WARNS ABOUT TICK BITES

Lyme Disease ruins Sarah's life

Last updated Fri 14 Jun 2013

Health • tick • bite • kent • Ashford • lyme disease

Recommend 256 Tweet +1

itv NEWS

02:08

A woman from Ashford who contracted Lyme Disease after being bitten by a tick is

What makes a good case study and what are journalists looking for?

- Ideally (and usually) someone who hasn't been used in the media before
- Often female and often aged 18-40 ish
- Someone who is happy to share their photo
- A drama / something which makes your story stand out
- Notes which are as short and as to-the-point as possible – understandably this is often difficult for Lyme disease sufferers

If you are interested and able to help in this way:

- Talk to us today
- Follow us on Facebook
- Email us (press@lymediseaseaction.org.uk)

Thank you

Any questions?