Creative Responses to Lyme Disease in Franklin County
Cooperative Public Health Service – 10 towns sharing staff and governance
CPHS Oversight Board

- Meets monthly to review finances, consider grant proposals, set fees, discuss regional policies and regulations and review health needs for the region.
- In 2012, took note of widespread Lyme in regional report from public health nurse
- Applied for DPH BOH mini-grant to take action
37 total Lyme cases – 43% of all MAVEN diseases in the district

- Buckland (8) 22%
- Conway (10) 27%
- Deerfield (12) 32%
- Charlemont (2) 5%
- Shelburne (2) 5%
- Gill (1) 3%
- Heath (1) 3%
- Leyden (1) 3%
Lyme Disease in Massachusetts

- MA Incidence is 51 people per 100,000 over the last ten years.
- Only New Hampshire, Vermont, Maryland, Maine, and Delaware have higher rates.
- CDC estimates 300,000 people per year diagnosed.
The Problems:

- It is very easy to miss having been bitten by a tick due to the small size in the nymph and larval stages of their lives.
  - 5-9 year olds especially affected

- Only 15%-50% of people with diagnosed Lyme disease recall having been bitten by a tick.
The Solutions we tackled

- Raise awareness among people outdoors
- Raise awareness among parents
- Encourage tick testing
PREVENT LYME DISEASE!

- WEAR DEET REPELLENT
- CHECK FOR TICKS DAILY
- SHOWER SOON AFTER BEING OUTDOORS
- TUCK PANTS INTO SOCKS
- CALL YOUR DOCTOR IF YOU ARE BITTEN

Brought to you by your Board of Health and the Cooperative Public Health Service
A program of the Franklin Regional Council of Governments
Trailhead signs
Sign posting volunteers!
Google Map of trail sign locations
Lyme Disease Lecture at CPHS Annual Meeting
Bus signs
Local newspaper ads

Tuesday, March 11 – 9:30-11:30 a.m. - Excel computer class; 10 a.m. – exercise; noon
Thursday, March 13 – 8:30 a.m. - yoga; 9:30 a.m. - osteofitness in Ashfield; 10 a.m. -

little tick
BIG PROBLEM

PREVENT Lyme Disease

CHECK YOURSELF AND CHILDREN DAILY FOR TICKS
CALL YOUR DOCTOR IF YOU ARE BITTEN

This message by The Cooperative Public Health Service
Billboards
Tick-borne Disease Network

- 32 Towns in MA funded by a CIC grant
- Each town allowed 100 free tick tests for the 2014 season
- Will significantly increase the information about where the infected ticks are in MA
- Gives residents tools to use with their doctors
% ticks testing positive for Lyme at www.tickdiseases.org
CPHS’ next steps on Lyme

- Collect information on tick infection rates
- Continue to monitor data on MAVEN
- Meet with health care providers to encourage referrals to tick testing
- Hopefully find $ for another billboard
- Outreach through veterinarians
- Residents with chronic Lyme can get support from public health nurse at clinics.
What is available to towns interested in doing similar projects?

- Seasonal Lyme activity list
- Tickdiseases.org is available to anyone from any town
  - You can link from your website
  - Residents pay $40/tick test
  - BOH can get reports by zip code
- Templates are available for:
  - Bus signs
  - Newspaper ads
  - Billboards
  - Trail signs
The ten essential services of public health – relevant #s

1-- Monitor health status to identify and solve community health problems.
2-- Diagnose and investigate health problems in the community.
3-- Inform, educate, and empower people about health issues.
4-- Mobilize community partnerships and action to identify and solve health problems.
7 --Link people to needed personal health services
9-- Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
10 --Research for new insights and innovative solutions to health problems.
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Resources

- www.cdc.gov/lyme
- www.tickdiseases.org
- www.mass.gov/ticks