Public Tick IPM Working Group  
January May 8th, 2019  
Please send additions, omissions or other corrections to wfulwider@ipminstitute.org

The Working Group meets via conference call on the second Wednesday of each month at 1:00PM CT (2:00PM EST). The following notes are for May 8th, 2019

Roll
1. Tim Fox, Madison Area Lyme Disease Network  
2. Bob Maurais, Mainely Ticks  
3. Neeta Connally, Western Connecticut State University  
4. Rayda Krell, Western Connecticut State University  
5. Maria Diuk-Wasser, Columbia University  
6. Jennifer Gruener, Warren County Mosquito Control District  
7. Bieneke Bron, UW-Madison  
8. Brian Snyder, Pike County  
9. Jill Auerbach, Hudson Valley Lyme Disease Association  
10. Thomas Mather, University of Rhode Island  
11. Allegra Lowitt, Thermacell Repellents  
12. Pilar Fernandez, Columbia University  
13. Isobel Ronai, Columbia University  
14. Thomas Green, IPM Institute  
15. Natalie Eisner, IPM Institute  
16. Victoria Hornbostel, Western Connecticut State University  
17. William Nicholson, CDC  
18. Chris Stelzig, ESA

Agenda
1. Rayda Krell and Neeta Connally of Western Connecticut State University will present on Play Safe, Spray Safe educational videos: https://www.spraysafeplaysafe.org/
2. Bieneke Bron of the University of Wisconsin, Madison will present on the Tick App and research updates
3. Moderating/screening posts to working group listserv
4. Tom Mather: Please join the TickEncounter area is seeking funding through experiment.com for their crowd-sourced tick surveillance system. https://experiment.com/tickspotters
5. Announcements & updates from working group members

A recording of this call is available by visiting this link: https://global.gotomeeting.com/play/recording/9e3f18085b075503672f4ad8eb8698f76d7113ee6dfc1b739c5fc0f67261f1ed
A. Dr. Krell and Dr. Connally

1. Background on Tickborne Disease Prevention Lab (Connally Lab) at Western State Uni.
   a. Intersection of tick ecology and human behavior
   b. Lab goals:
      i. Understand impact of tick management on human disease incidence
      ii. Evidence-based prevention
      iii. Peridomestic research

2. Why educational films?
   a. Goal to reach more people more efficiently.
   b. Inspired by BLAST Tickborne Disease prevention.
      i. Evidence based tick borne prevention. Stands for bathe, look, apply, spray, and treat pets
   c. Concentration on spraying: study found there was uncertainty about pesticide use.

3. Project goals:
   a. Develop engaging, science-based educational materials for families living in tick-endemic areas to help them make informed decisions about dealing with backyard ticks
   b. Why? In-person education is not sustainable
   c. Many are using prevention measures that are not science-based
   d. Focus on helping families use pesticides safely, effectively and judiciously

4. Mechanisms to Achieve Goals: Short films
   a. Attention spans are short, people will spend time on something entertaining
   b. Story-based communication is effective and lasting
   c. Lighthearted, accessible approach to serious topic
   d. Engaged with local “celebrities” to act in films

5. Funding source: EPA Healthy community grants which funds projects that aim to assess, understand and reduce environmental and human health risks.

6. End product: Five short films
   a. Aim to reduce confusion about ticks and management
   b. Created tick mascot character “Fran Tick”
   c. Backyard tick bite prevention
   d. How to choose a pesticide and how to treat yard

7. Debut to Community: Community Film Premier Event for families
   a. Took place April 10th, 200 attendees
   b. Included screening of film, “fashion show” of tick clothing
      i. Initial feedback was very positive. Comments include easy to understand, education, worthwhile and informative
      ii. Goal of screening was to collect pre and post film survey. Second survey going out this month
      iii. Survey questions designed to assess:
          1. Confidence in prevention
          2. What drives prevention decision-making
3. Backyard tick bite prevention practices: personal protection, landscaping, pesticide
   iv. Greatest challenges:
      1. Film production (Education)
         a. Took 18 months to develop films. Greatest challenge was time and labor. Required film and editing screw, script writing, logistics and organizing volunteer cast, outdoor complications (sound, etc), insurance/permit
      2. Greatest Rewards
         a. Evidence-based, unconventional approach
         b. Collaboration
         c. Project Takeaways
            i. People want more info
            ii. Education efforts can be time and cost intensive
            iii. Underscores the need to TBD

8. Questions:
   a. T. Green: Who did the block party participant chose to spray?
      i. The pest management professional
   b. J. Auerbach: Thank you for creating this, very useful. Did you mention high pressure spray when the ground is wet?
      i. Yes, we do try to address the topic of application method and questions to ask your pest management professional.

9. Dr. Bieneke Bron, UW Madison
   c. Objectives: To better understand and better prevent human exposure to ticks.
   d. Data collection on general risk factors:
      i. Location
      ii. Occupation
      iii. outdoor activities
      iv. preventative measures
      v. house characteristics
      vi. Pets
   e. Collect fine-scale data on tick-human encounters
   f. Collect human mobility data
   g. Community engagement and citizen science
      i. Records and keeps track of tick encounters
      ii. Improve awareness
      iii. Encourage tick checks
   h. Challenges of using an app
      i. Needs to be suitable for a wide range of smartphones
      ii. Not suitable for complex surveys
      iii. Need wireless network availability
iv. Limited reach to certain demographic groups
v. Too many apps out there!
i. 2018 Tick app
   i. One-time download process: consent form, create user, complete baseline survey.
   ii. Enter home screen, several options. Wanted people to complete Tick Diary or Daily Log. Takes people on average 34 seconds.
   iii. Had 1500 users between, half used the app after baseline survey.
iv. User profile
   1. Equal gender distribution
   2. Bimodal age distribution, peaks at 37 and 55.
   3. Tick exposure: 12% diagnosed with TBD in lifetime
   4. Other risk factors: time outdoors, etc.
v. User location
   1. Reported use of protective clothing was over-represented by Midwest
vi. Practices:
   1. Home environment
   2. Baiting for ticks
   3. Killing rodents
   4. Bait out for deer vs deer fence
vii. Tick app 2019
   1. Daily log progress
   2. Log available for 48 hours
   3. Submit a tick image within the app
   4. Use daily logs to compare risk factors for blacklegged tick encounters in the Northeast
viii. Download the tick app! www.tickapp.org
      1. Social media @TickAppOnTour, facebook.com/TheTickApp

10. Communication announcement: Please submit communication directly to the tick working group email address. We are welcome to hear feedback for how to communicate.
11. Tom Mather: TickEncounter is seeking founding through experiment.com for their crowd-sourced tick surveillance system. They have posted and have 36 days left. Link to donate: https://experiment.com/tickspotters
12. IPM Institute announcement: Today is Natalie Eisner’s last day as the facilitator of the Tick IPM Working Group. Next month, William Fulwider will be facilitating. He has master’s degree in sustainable agricultural development and has conducted numerous technical agricultural projects ranging from environmental impact assessments to agricultural value chain analyses.

These notes are for a Working Group call on May 8th, 2019. Future calls will continue to fall on the second Wednesday of each month at 1 PM Central time.

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