

Preventing Tick Bite Illnesses: Messaging Toolkit for Partners

May 2026

This toolkit provides ready-to-use messages and resources to support community partners in sharing clear, accurate information about tick bite prevention with your audiences.

What to do: Copy and paste social media or newsletter content below. Be sure to link to HealthVermont.gov/BeTickSmart, and share messages regularly from spring through fall. You can also order free print materials to share in your community.

Why it matters: Your organization is a trusted source of information. Sharing simple prevention steps can help reduce tick bites.

Learn more at HealthVermont.gov/BeTickSmart. If you need help additional support, contact ahs.vdhlsidcommunications@vermont.gov.

Top Messages



- Ticks are most active during spring through early fall, but can be around anytime temperatures are above freezing.
- Most tickborne illnesses in Vermont are spread by blacklegged ticks.
- Ticks live in backyards, parks, and along trails—they're not just in the deep woods.
- Preventing tick bites is the best protection against tick bite illnesses.

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Sample Newsletter or Email Content

Ticks aren't just in the deep woods—they're in backyards, parks, gardens, sports fields, and even the dog park. As you head outside, a few simple steps can help protect your whole family.

Before heading outside:

- Cover up with long sleeves and pants
- Use EPA-registered insect repellent
- Consider treating clothing and gear with permethrin

After spending time outside:

- Check for ticks
- Shower soon after being outside
- Dry clothes on high heat

Don't forget your pets—especially dogs and outdoor cats, who can carry ticks inside. Check them after being outside and talk to your vet about tick-prevention products.

For more tips, visit HealthVermont.gov/BeTickSmart.

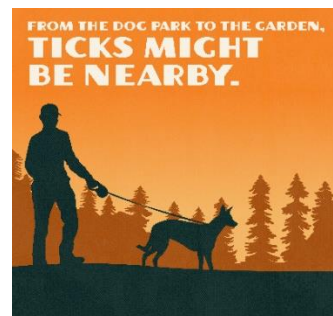
Social Media Content

Spring and Summer (May–August)

Ticks and mosquitoes aren't just in the woods—they're in backyards, gardens, and even the dog park. Use EPA-registered repellent, check for ticks daily, and shower after time outdoors to wash off any unattached ticks. Simple steps can help protect your whole family, including pets.

Learn more:

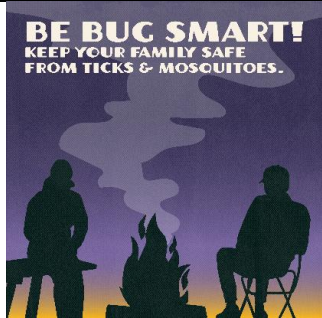
HealthVermont.gov/BeTickSmart

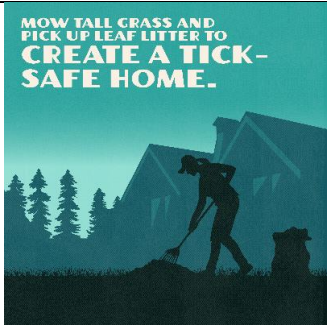


[Download Image](#)

Vermont summers are made for outdoor fun—but ticks and mosquitoes are part of the picture too. Stay safe by using repellent, covering up, and doing regular tick checks (don't forget your pets!). These steps can help prevent tick bite illnesses. Learn more at HealthVermont.gov/BeTickSmart	 Download Image
Yardwork, sports practice, walks with the dog—ticks could be nearby. Protect yourself with a few easy steps: use repellent, shower after being outside, and check for ticks daily. It's also important to check outdoor cats and dogs. Learn how: HealthVermont.gov/BeTickSmart	 Download Image
Ticks and mosquitoes aren't just in the woods—they're in backyards and gardens too. Use EPA-registered repellent, check for ticks daily, and shower after time outdoors to wash off any unattached ticks. Simple steps can help protect your whole family, including pets. Learn more: HealthVermont.gov/BeTickSmart	 Download Image

Fall (September – November)

Fall in Vermont is a great time to be outside—but ticks and mosquitoes are part of the picture too. Stay safe by using repellent, covering up, and doing regular tick checks (don't forget your pets!). These steps can help prevent tick bite illnesses. Learn more at HealthVermont.gov/BeTickSmart	 Download Image
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Raking leaves, sports practice, walks with the dog—ticks could be nearby. Protect yourself with a few easy steps: use repellent, shower after being outside, and check for ticks daily. It's also important to check outdoor cats and dogs. Learn how: HealthVermont.gov/BeTickSmart	 Download Image
Ticks and mosquitoes aren't just in the woods—they're in backyards and gardens too. Use EPA-registered repellent, check for ticks daily, and shower after time outdoors to wash off any unattached ticks. Simple steps can help protect your whole family, including pets. Learn more: HealthVermont.gov/BeTickSmart	 Download Image
In recent years, cases of anaplasmosis and babesiosis have increased, making them the second and third most common tick bite illnesses in Vermont. Ticks are still out and about—so be sure to take steps to prevent tick bites. Learn more at HealthVermont.gov/BeTickSmart	 Download Image

Order Free Printed Materials

Order free, professionally printed materials like posters, pocket cards, shower/mirror clings, stickers, and booklets.



Fact Sheet: Tick Prevention with Integrated Pest Management

This fact sheet provides information on preventing ticks in your backyard: [Take Back Your Yard: Tick Prevention with Integrated Pest Management](#)

Frequently Asked Questions

Should I send a tick in for testing? The Vermont Department of Health does not recommend testing ticks. Even if a tick tests positive, it may not have transmitted infection. A negative result can also give false reassurance. Instead, monitor for symptoms and contact your health care provider if needed. Ticks may also be sent to the [Agency of Agriculture Passive Tick Surveillance Program](#) for identification.

When are antibiotics recommended after a tick bite? A health care provider may recommend a single dose of antibiotics to prevent Lyme disease if certain criteria are met (such as tick type, how long it was attached, and timing of removal). This approach is not used to prevent other tickborne illnesses.