

# FEDERAL FRAMEWORK ON LYME DISEASE 2017–2022

## FACTS & FIGURES

Under the three pillars of the **Federal Framework on Lyme Disease** (Surveillance, Education & Awareness, and Guidelines & Best Practices) the Public Health Agency of Canada collected, analyzed, and amplified information. This ensures that individuals, families, communities, governments, and health professionals have access to the information they need to protect against tick bites and Lyme disease.

### KEPT PEOPLE IN CANADA INFORMED

**Education is important. We provided tools and resources to inform the public about ticks and Lyme disease.**

#### AWARENESS RESOURCES:

- Over **310,000 COPIES** distributed to the public
- 150,000 COPIES** distributed through **25 national parks**
- Newly available in **8 non-official** and **3 Indigenous languages**



**33.7 MILLION** IMPRESSIONS FROM ANNUAL DIGITAL ADVERTISING CAMPAIGNS

#### CHILDREN'S TRAVELLING EXHIBIT: TICKS—LITTLE BUGS, BIG PROBLEMS

Scientific information about ticks and **LYME DISEASE** showcased **18 TIMES** in **15 cities** in **4 provinces**

Free of charge to: schools, libraries, museums, community centres and other similar venues

**4 NEW EDUCATIONAL VIDEOS= 50,000+ VIEWS**

**SURVEYED ALMOST 2000 PEOPLE**



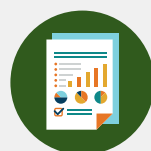
**ACROSS CANADA** TO HELP INFORM FUTURE EDUCATION ACTIVITIES

### MONITORED FOR RISK

**Better data means better information. We provided data to support prevention.**



**INTERACTIVE RISK MAPS** made available online to help identify **risk areas**



New annual Lyme disease **SURVEILLANCE REPORTS + INFOGRAPHICS** published on **Canada.ca**



We published **70+ ARTICLES** on Lyme disease that were cited in over **700 publications**

### EXPANDED OUR REACH

**Strong partnerships lowered risks. We worked with partners and stakeholders to reach the public.**

#### NEW INNOVATIVE PARTNERSHIPS:



Approval of **PERMETHRIN-TREATED CLOTHING** expanded to include protection against ticks

Provided educational material to **380+ L'Équipeur/Mark's retail stores** to distribute to consumers

Virtual information sharing series with **10 INTERNATIONAL PUBLIC HEALTH AGENCIES FROM 7 COUNTRIES**



**700+ SUBSCRIBERS** to our Lyme and Other Tick-borne Diseases email subscription list, **HEALTH PROFESSIONALS** represent more than half of subscribers

### FILLED KNOWLEDGE GAPS

**Science improves knowledge. We invested in science to fill knowledge gaps.**

#### INFECTIOUS DISEASE AND CLIMATE CHANGE FUND

invested in projects focusing on ticks and Lyme disease



Innovative citizen science projects



Guidance and tools for health professionals



Youth education and awareness raising campaigns

**15 PROJECTS** TOTTALING **\$4.9 MILLION**



**\$4 MILLION** OVER 4 YEARS

Partnered with the **Canadian Institutes of Health Research** to fund the **CANADIAN LYME DISEASE RESEARCH NETWORK** and improve diagnosis, treatment and health outcomes



**RESEARCH ON CLIMATE CHANGE AND TICKS** improved our understanding of where tick populations come from and how they could grow in future.