

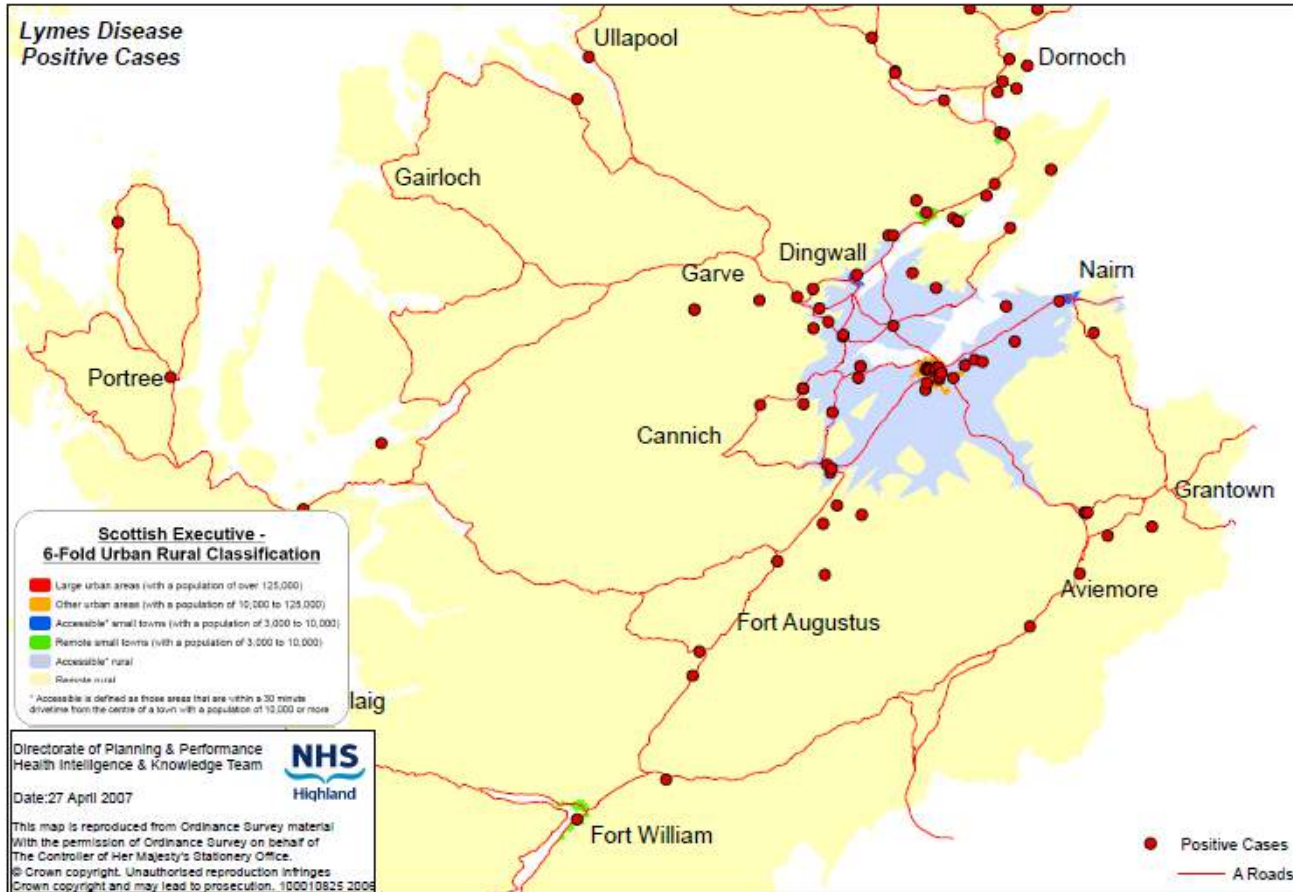


University of the  
Highlands and Islands  
Oilthigh na Gàidhealtachd  
agus nan Eilean



Designing interventions to encourage  
behaviour change (in the context of Lyme  
disease)

# Lyme disease: Highland



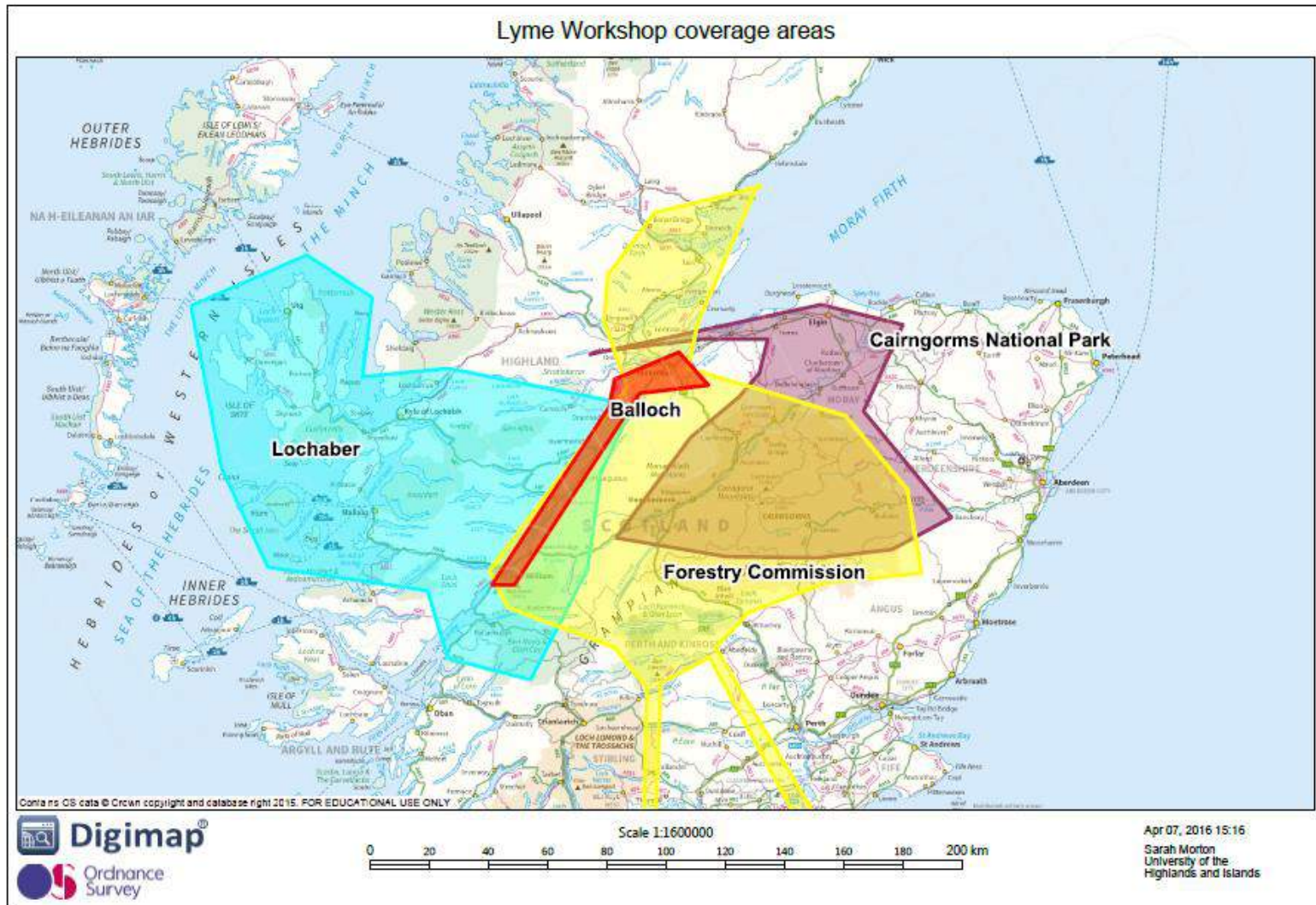
- Incidence rate (based on seropositive cases) within Highlands = 44.1 cases per 100 000 (2013)
- Case data = based on patient postcode information; not where tick bite occurred
- Anecdotal reports suggest: anticipated underreported figure = 5 – 10 times below true number of treated cases
- To get a real picture of incidence: correlate clinical data with lab data

(Source: Mavin et al., 2015)

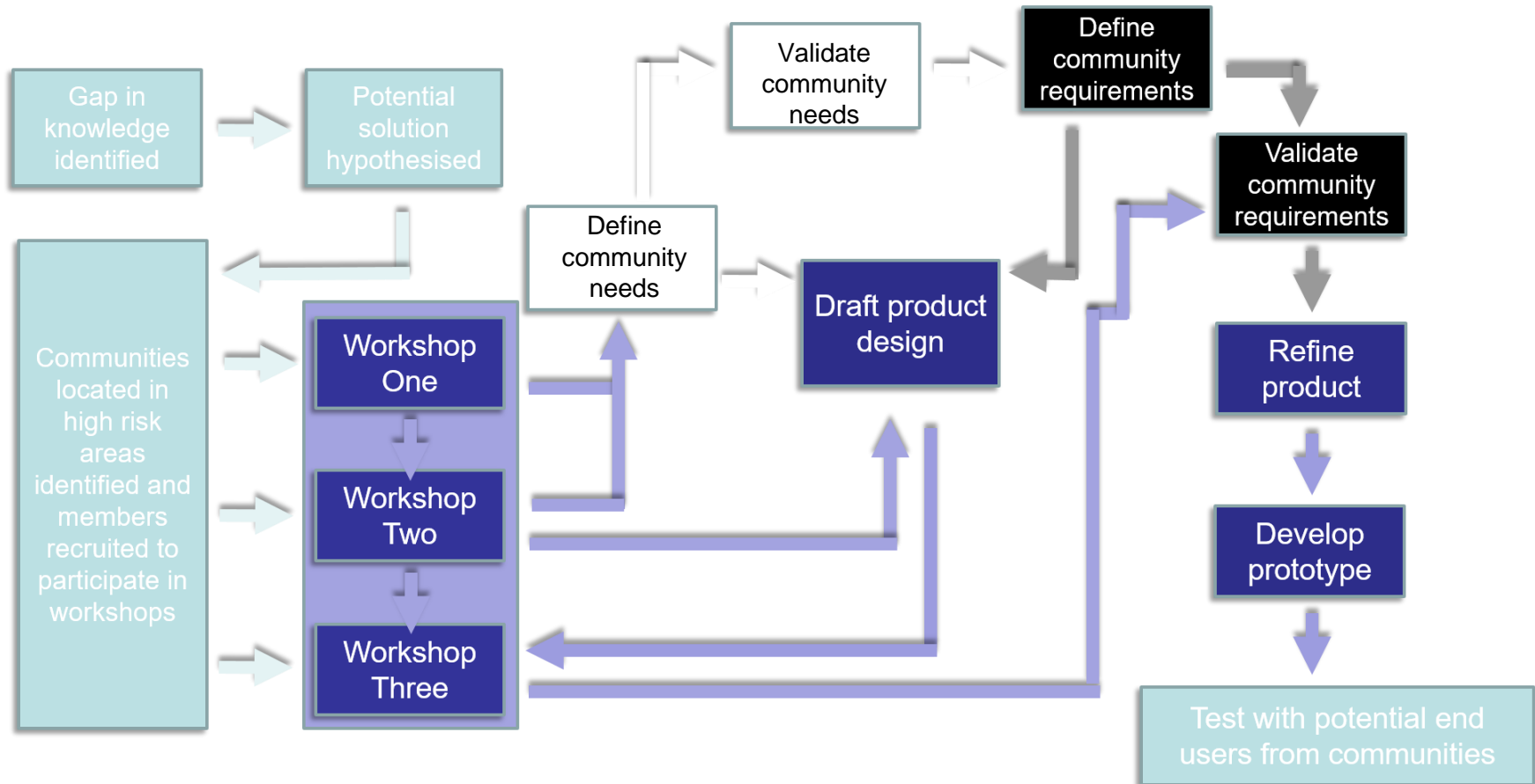




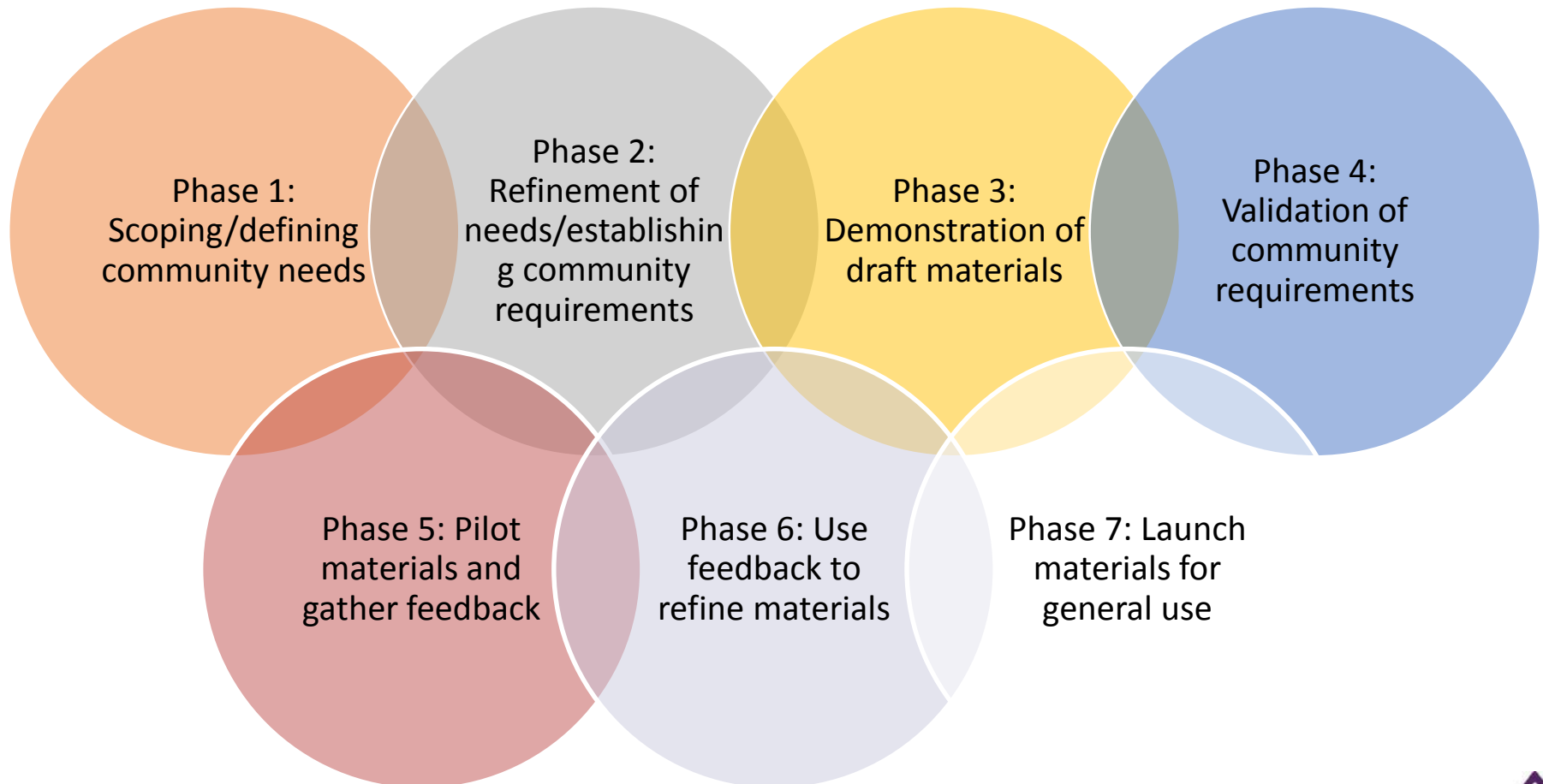
# Community engagement



# Co-design process



# Overview of process



# Our findings

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## What is needed:

- Good advice, that can be relied upon
- Awareness raising information – firstly, about ticks and avoiding tick bites, and secondly, about Lyme disease
- Risks highlighted in a manner that does not cause alarm – especially for those with less awareness, and potential to be dissuaded from using outdoors spaces
- Information to arm users of outdoors spaces with the necessary details, without overwhelming them

## Key messages to communicate:

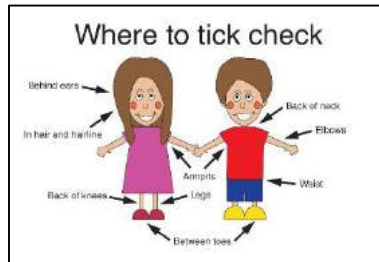
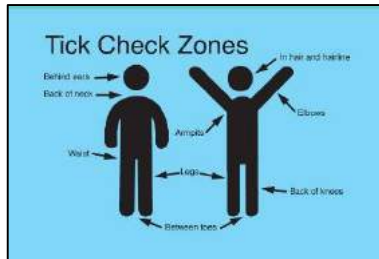
- Check for ticks following potential exposure
- Don't spoil the fun of being in outdoors spaces



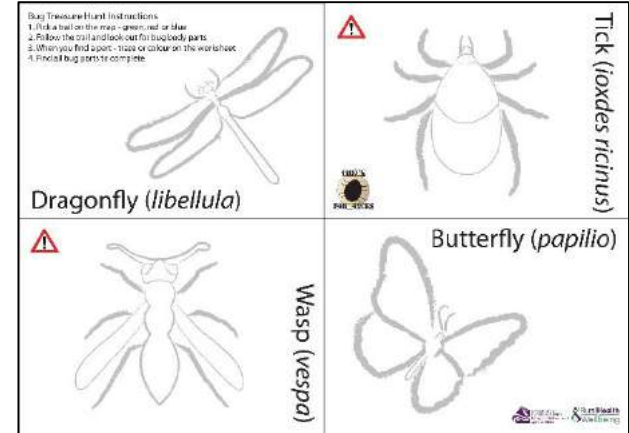
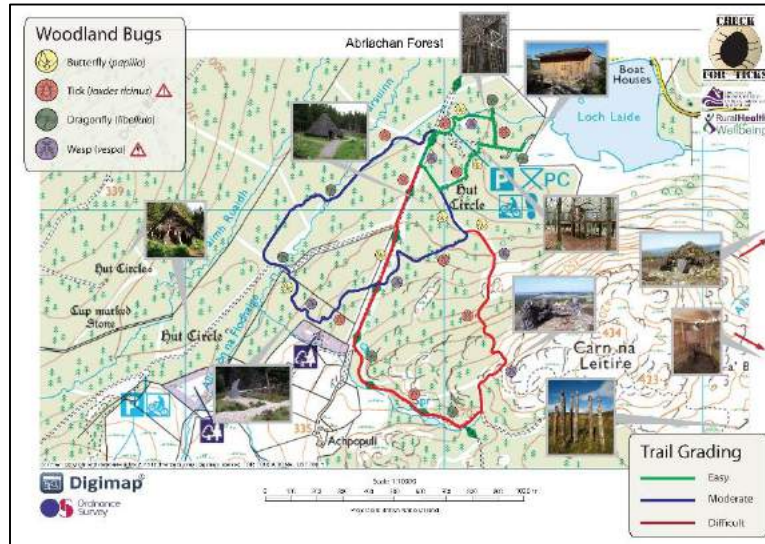


# Risk mitigation materials

## Tick check cards



## Bug treasure hunt



Website with downloadable resources



# Feedback and future development

## Feedback:

- “This website is both user friendly and very informative.” (f, 46, Inverness)
- “The materials are very good and have been adapted for multiple target audiences, which is great. I am looking forward to seeing how this progresses.” (m, 26, Black Isle)
- “Difficult to find a balance between being aware and not creating panic, but you seem to have done it. These excellent materials need to be more widely promoted.” (m, 56, Cairngorms National Park)
- “The website gives the essential information I need.” (f, 58, Black Isle)
- “Excellent website! I’ll recommend it to others in the future. Looking forward to doing the bug hunt with my nephew.” (f, 34, Skye)

## Future development:

- Online toolkit-style resource
- Bug treasure hunt in augmented reality game format for smartphones





# Thank you.

