
Tick Awareness Campaign 2026 (social media)

Background

The mission of CISSS de l'Outaouais is to ensure the health and well-being of the region's population, mainly through education, prevention and awareness of various health issues. In this context, the Outaouais region is particularly exposed to the risk of transmission of Lyme disease, an infectious disease transmitted by the bite of carrier ticks.

Rising temperatures and climate change have expanded the habitat of some tick species, increasing the number of Lyme disease cases in the region. Although this disease is preventable through simple prevention measures, it remains poorly understood by some people who may underestimate the risks associated with tick bites or ignore the symptoms of the disease.

To better inform and protect the Outaouais population, CISSS de l'Outaouais is launching a communication plan focused on prevention and awareness of Lyme disease and tick management. This plan aims to effectively inform the local population about the risks of Lyme disease, the preventive measures to be taken, and the importance of early symptom detection.

Objective

- Inform the Outaouais population about the risks associated with ticks and Lyme disease.
- Promote simple preventive behaviours to avoid tick bites (for example, use of repellents and protective clothing, and regular skin inspection).
- Explain the symptoms of Lyme disease and encourage early consultation when in doubt.
- Clarify the steps to follow in case of a tick bite (proper removal of the tick, identifying signs of the disease, consulting a health professional if necessary).
- Increase the visibility of local resources (health centres, health info line, official websites) to obtain information or consult a health professional.

Medium

- Website: What's New section, [Lyme disease](#) page
- News releases
- Social media
- Partner toolkit:
 - 2026 social media release plan

Proposal for social media distribution

CISSS de l'Outaouais uses social networks as a tool to inform the public about ticks and Lyme disease. We want to improve the efficiency of our publications in 2026.

In this context, we would like to work with you. The goal is to spread our messages on your social networks to reach more people.

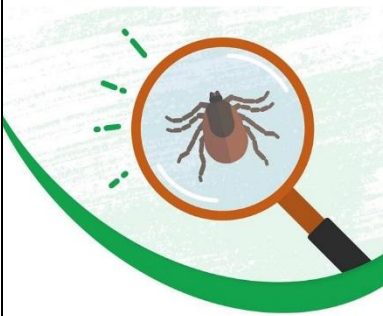
If you are open to this collaboration, we invite you to share the CISSS de l'Outaouais publications. They are scheduled to be released once a month between April and October.

You can also use the visuals and texts provided in the table below. Each publication is linked to a specific theme. You are free to publish them as is or use them to create your own messages.

Our team is available to assist you with drafting, if necessary.

The table below presents, for each theme, the proposed text, the associated visual and the planned broadcast week.

Please note: the text of the publications is subject to change.

Publication Date	Text and Theme	Visual
<p>Wednesday, April 15, 2026</p>	<p>Theme: General – beware of ticks</p> <p>Text:</p> <p>Beware of ticks ⚠️ They can transmit Lyme disease! Here are some tips for your outdoor activities:</p> <ul style="list-style-type: none"> ■ Stay on the trails and avoid walking in tall grass or dead leaves. ■ Wear closed shoes and light-colored clothing that covers your skin. ■ Use a mosquito repellent containing DEET or icaridine <p>How to properly remove a tick Visit 🖱️</p> <p>https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*5p3q9o*_up*MQ..&gclid=Cj0KCQjwzt_FhCEARIsAJGFWVlPGjrWijDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbruid=0AAAAADRSCAIVlIkA3KfrJAaHigMiC2cb</p>	 <p>Attention aux tiques</p> <p>Protégez-vous!</p>

Wednesday, May 6,
2026

Theme: Working outdoors

Text:

Beware of ⚠️ ticks | Working outdoors is fun. Getting bitten by a tick, much less so! Do what it takes to protect yourself:

- Work in landscaped areas.
- Adapt your work clothes to cover yourself as much as possible. Wear long, light-colored clothes that make ticks more visible.
- Tuck your sweater into your pants and your pants into your socks or boots (safety before style!).
- Wear a closed hat and shoes.
- Use a mosquito 🦟 repellent containing DEET or icaridine on exposed parts of your body, avoiding the face. Follow instructions on how to use the product.
- Access to tweezers and antiseptic pads.

How to properly remove a tick 🖐️ https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*_dcl1wp*_up*MQ..&gclid=Cj0KCQjwzt_FBhCEARIsAJGFWVIPGjrWljDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbraid=0AAAAADRSCAlvFlkA3KfrJAaHigMiC2cb

For details 🖐️ <https://bit.ly/tique-Lyme>

Check your claim eligibility 🖐️ <https://bit.ly/42kCXDP>

Attention aux tiques

Travailler à l'extérieur



Wednesday, May 27,
2026

Theme: How to remove a tick

Text:

How to remove a ⚠️ tick | You're back from being outdoors and a tick hooked onto your skin: don't panic, here's how to remove it.

- Choose a small tweezer, such as an eyebrow tweezer or a tick remover.
- Grasp the tick with the tweezer as close to the skin as possible. Do not press the tick's abdomen as this could increase the risk of transmission of the bacteria responsible for Lyme disease.
- Pull the tick gently, without twisting or crushing it.
- Once removed, place the tick in an airtight container in the refrigerator (in case you need to see a doctor).
- Clean your skin with soap and water and wash your hands thoroughly.
- Make a note of the date, place where you were and the part of your body where you noticed the bite.

☎️ Call 811 option 1 if symptoms of Lyme disease appear or if you were bitten at an outdoor activity.

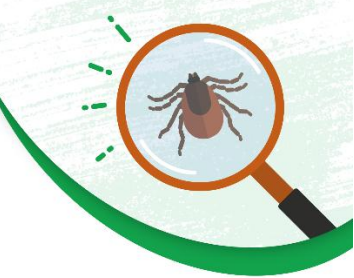

How to properly remove a tick 🖱️ https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*1aui09i*_up*MQ..&gclid=Cj0KCQjwzt_FBhCEARIsAJGFWVIPGjrWljDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbraid=0AAAAADRSCAlvFlkA3KfrJAaHigMiC2cb



For details 🖱️ <https://bit.ly/tique-Lyme>



Attention aux tiques

Comment retirer une tique?



<p>Wednesday, June 10, 2026</p>	<p>Theme: General</p> <p>Text: Beware of ticks ⚠️ They can transmit Lyme disease! Here are some tips for your outdoor activities:</p> <ul style="list-style-type: none"> ■ Stay on trails and avoid walking in tall grass or dead leaves. ■ Wear closed shoes and light-colored clothing that covers your skin. ■ Use a mosquito repellent containing DEET or icaridine <p>How to properly remove a tick Visit 🖱️ https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*rxht6v*_up*MQ..&gclid=Cj0KCQjwzt FBhCEARIsAJGFVVIPGjrWIjDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbrad=0AAAAADRSCAlvFlkA3KfrJAaHigMiC2cb</p>	 <p>Attention aux tiques Protégez-vous!</p>
<p>Monday, June 22, 2026</p>	<p>Theme: Summer camp</p> <p>Text:</p> <p>Watch out for ticks ⚠️ Summer camp season is fast approaching! 🏹 Apply an icaridine, picaridine or DEET-based mosquito repellent to protect the whole family from tick bites that can cause Lyme disease. Do not forget to inspect skin after outdoor activities.</p> <ul style="list-style-type: none"> ■ Sunscreen or mosquito repellent? 🤖 Apply your sunscreen, wait 20 minutes then apply the mosquito repellent and you're done! <p>For details 🖱️ https://bit.ly/tique-Lyme</p>	 <p>Attention aux tiques pendant les camps d'été</p>
<p>Monday, July 20, 2026</p>	<p>Theme: Construction holiday</p> <p>Text:</p> <p>Pay attention to ticks ⚠️ It's vacation time! Protect yourself from ticks and Lyme disease by following these tips.</p> <ul style="list-style-type: none"> -Adapt your work clothes -Use a mosquito 🦟 repellent containing DEET or icaridine. 	

	<p>How to properly remove a tick 🖱️ https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*1wusdj4*_up*MQ..&gclid=Cj0KCQjwzt_FbhCEARIsAJGFWVIPGjrWljDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbraid=0AAAAADRS CAIvIFlkA3KfrJAaHigMiC2cb</p> <p>For details 🖱️ https://bit.ly/tique-Lyme</p> <p>Check your claim eligibility 🖱️ https://bit.ly/42kCXDp</p>	 <p>Attention aux tiques</p> <p>Vacances de la construction</p>
<p>Wednesday, August 19, 2026</p>	<p>Theme: Summer is not over</p> <p>Text: Watch out for Ticks ⚠️ Summer is not over! Be sure to protect yourself from tick bites that can transmit Lyme disease. People over age 55 are particularly at risk for complications. 😞</p> <p>Learn how to protect yourself 🖱️ https://bit.ly/tique-Lyme</p>	 <p>Attention aux tiques</p> <p>tout au long de l'été</p>

<p>Week of September 22, 2025</p>	<p>Theme: Be careful when hiking</p> <p>Text: Beware of ticks ⚠️ They can transmit Lyme disease! Here are some tips for your outdoor activities:</p> <ul style="list-style-type: none"> ■ Stay on trails and avoid walking in tall grass or dead leaves. ■ Wear closed shoes and light-colored clothing that covers your skin. ■ Use a mosquito repellent containing DEET or icaridine <p>How to properly remove a tick Visit 🖱️ https://www.quebec.ca/en/health/advice-and-prevention/health-and-environment/removing-a-tick-after-a-bite?_gl=1*1hpjmrdu*up*MQ..&gclid=Cj0KCQjwzt FBhCEARIsAJGFVVIPGjrWljDrEr4W2JvERKAUj87Fy7YYrLMT8dfOFO8hisNn_06m7zUaArgZEALw_wcB&gbraid=0AAAAADRS CAIvFlkA3KfrJAaHigMiC2cb</p>	 <p>Attention aux tiques en randonnée</p>
<p>Wednesday, October 14, 2026</p>	<p>Theme: Ticks are still active</p> <p>Text: Watch out for ticks ⚠️ Ticks stay active until the first freeze! Enjoy your outdoor activities by protecting yourself from ticks and Lyme disease with these tips:</p> <ul style="list-style-type: none"> 🌲 Opt for clothes that cover as much skin as possible 🦟 Use a mosquito repellent containing DEET or icaridine 🔍 After your outing, carefully check your body and those of the children and pets. <p>For additional tips 🖱️ https://bit.ly/tique-Lyme</p>	 <p>Attention aux tiques Encore actives</p>