

RAISE AWARENESS OF LYME DISEASE AMONG NY ER'S

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25/CU AI: Your New Creative Partner
(ADC-2571-OL)
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OUTLINE

RESEARCH:

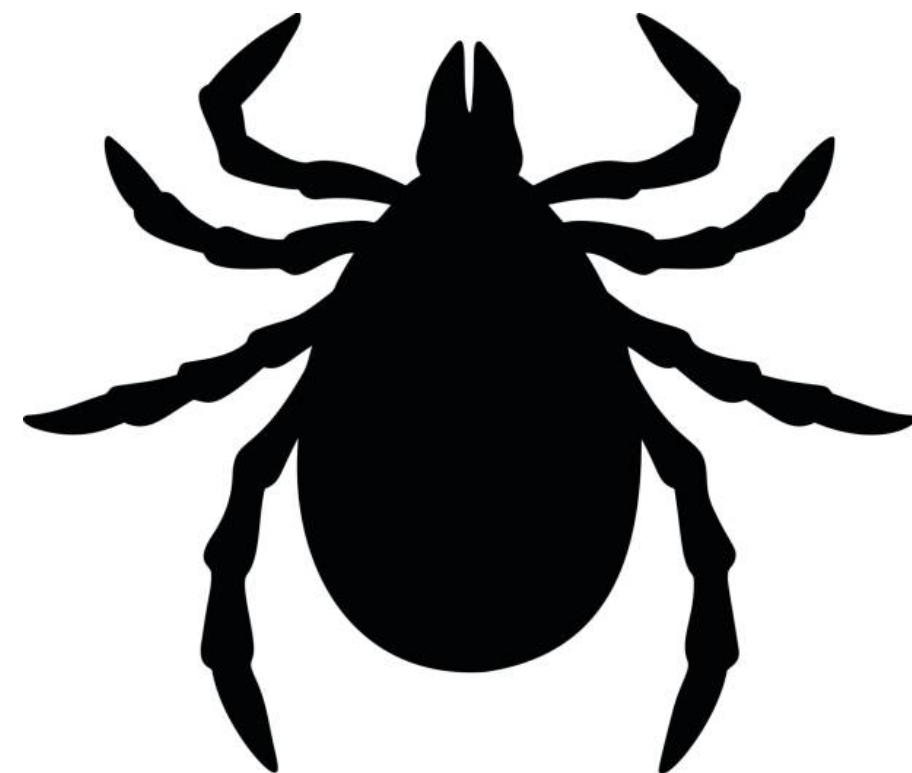
Lyme disease is an infectious illness transmitted to humans through the bite of infected blacklegged ticks, commonly known as deer ticks. It is especially prevalent in wooded or brushy areas where deer and ticks thrive, with New York being one of the most affected states. In 2024 alone, 2,832 cases were reported across New York, highlighting the ongoing public health concern. Lyme disease cannot be spread from person to person. Early symptoms include fever, fatigue, headache, muscle and joint pain, and a distinct skin rash often referred to as a "bull's-eye" rash. If left untreated, the disease can lead to more serious health issues, including chronic joint inflammation and neurological complications. Prevention is key. When spending time outdoors—especially in forests, parks, or grassy areas—it's important to stay alert to your surroundings. Wearing long sleeves, using insect repellent, avoiding tall grasses, and performing tick checks after outdoor activities can greatly reduce your risk. Being informed and taking simple precautions can help prevent tick bites and the potential development of Lyme disease. Public awareness, early detection, and proper prevention strategies are essential in reducing the impact of this disease in high-risk areas.

PROJECT OUTLINE:

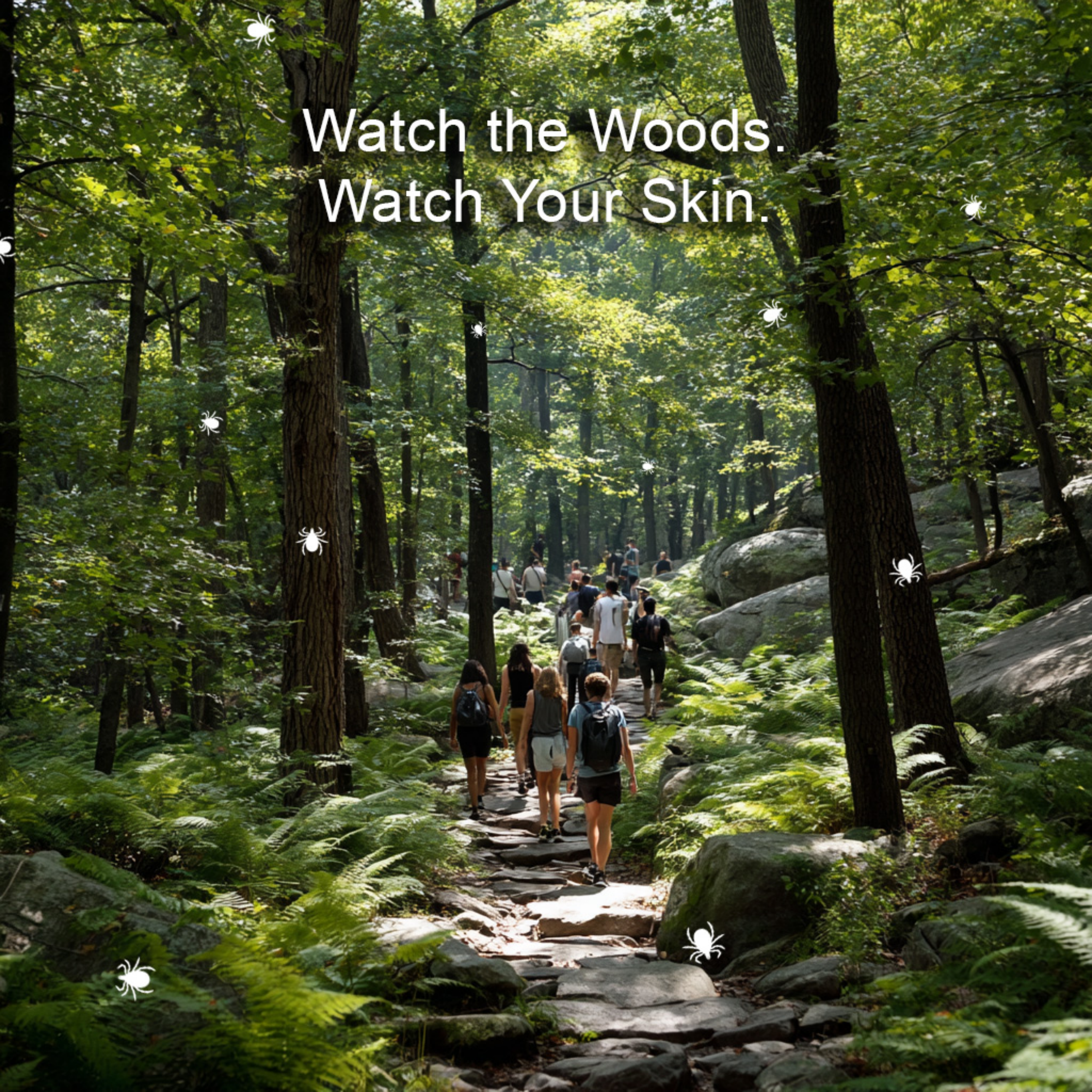
To raise awareness about Lyme disease among New Yorkers, several visual and engaging concepts can be used. One idea features individuals in various parts of New York noticing subtle signs of tick presence—such as a person glancing over their shoulder to see the shadow of a tick on a nearby wall. This concept highlights the hidden danger of ticks in everyday settings. Another idea shows smiling hikers or families enjoying the forest with an anti-tick symbol subtly integrated into the scene, promoting both outdoor activity and prevention. A third concept features a doctor or health professional speaking directly to a group of people, offering clear guidance about Lyme disease symptoms, risks, and prevention methods. These awareness visuals aim to combine everyday realism with impactful messaging, encouraging vigilance, education, and proactive behavior in communities at risk across the state.

PROMPT WRITTEN:

- Person turning to see a tick shadow on the wall.
- People walking through a New York forest trail.
- Doctor speaking with group, Lyme disease poster behind.



Watch the Woods.
Watch Your Skin.



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From Trails to Backyards—Ticks Are Here.