

# Coronation Street brings much needed awareness of Lyme disease

We are so grateful to the Coronation Street team for helping to **sound the alarm on how important it is to prevent tick bites and seek medical advice for early symptoms**. As a consequence of this storyline and media coverage, the general public will be more aware of Lyme disease, potentially **seeking early diagnosis and treatment and avoiding the risk of long-term symptoms** of late stage disease.

*"We are delighted that Coronation Street has chosen to feature Lyme disease in their storyline. Improving awareness of **preventing tick bites** and the **importance of early diagnosis and treatment is crucial** to preventing further cases of Lyme disease.*

*Joseph's experience of the illness shows the **extreme symptoms** that can be caused by a Lyme disease infection. **Caught early enough, within a few weeks, Lyme disease can be successfully treated with high-dose oral antibiotics**. It's when the illness is left that the clinical picture becomes very different and the illness becomes much more complicated to treat.*

*We support patients who are **struggling with long-term symptoms and accessing treatment**, having missed the window to treat early disease. Until we have a **better test to aid diagnosis**, and **accepted treatment protocols for late-stage Lyme disease on the NHS**, unfortunately patients will continue to suffer.*

*Thank you to ITV and the team at Coronation Street for helping to shine a spotlight on this disease."*



**Natasha Metcalf,  
Chair**



**Julia Knight,  
Trustee and Press and Community Outreach Manager**

*"Currently, **testing for Lyme disease is not 100% reliable** for various reasons, and frontline health practitioners get very little training on recognition and treatment of Lyme disease. This needs to change.*

*Far **more research is needed** into this condition as it is likely to increase due to our **changing climate** that seems to be causing **ticks to be active most of the year** when previously they were mainly active early Spring to late Autumn. Awareness is essential to equip health professionals and the public with the knowledge to prevent it and also recognise it if it occurs."*

*"The Coronation Street storyline does a fantastic job of raising awareness Lyme disease.*

*As a parent of a child with Lyme disease, it clearly highlights the **importance of doctors taking on board parental intuition**. For many patients and families, the road to recovery is long and complex given the **lack of treatment protocols available on the NHS for late stage Lyme patients**. Change is desperately needed."*

**James Herbert, Trustee**



## Further information:

Tick bite prevention  
How to remove a tick  
The erythema migrans (Lyme) rash  
Tick bites and acute Lyme disease

Resources for parents and carers:  
**Lyme disease in children: prevention, diagnosis and treatment**  
**Supporting your child's recovery from acute Lyme disease**  
Resources for late stage Lyme patients:  
**Information for patients on late stage Lyme disease**