



How to #StartAConversation: A Guide to Participating in Parkinson's Awareness Month



Every April, the Parkinson's Foundation engages the Parkinson's community near and far to raise awareness about both PD and the foundation.

Thank you in advance for helping the Parkinson's Foundation make this year's Parkinson's Awareness Month campaign the best yet!

2018 Theme: Start a Conversation

Our theme is "Start a Conversation," a call to action that urges people to talk about Parkinson's with their friends, family, neighbors, healthcare team, local businesses and community. It also reflects the speech bubble in the foundation's signature P logo.

How to Get Involved!

Around Your Community

- **Petition your mayor or governor to declare April Parkinson's Awareness Month.** Use the [Sample Proclamation](#) provided and insert your local information in the placeholders to customize it for your town or state. Go online to find out how to contact your mayor or governor's office, and/or call or email to inquire where to submit the proclamation. After you've submitted the proclamation, follow up by email or phone to ensure it was received.
- **Submit a Letter to the Editor to your local paper.** Customize the [Letter to the Editor](#) template provided and submit it to a local paper. The purpose of this short letter is to encourage members of your community to raise awareness about PD in April for Parkinson's Awareness Month. Your letter might mention specific events taking place around the community.

Local Events

- **Attending a programmatic or fundraising event? Show off your Parkinson's P.** When you're at an event, wear your temporary tattoo on your hand, your arm, your face or anywhere you'd like! Or, pick up a downloadable P (or [print one at home](#) and bring it with you).
- **Share photos of the P.** Take photos capturing you and your care team, fellow advocates, Champions, friends or family sporting the temporary tattoos or printed logos. Post them to social media using the #StartAConversation hashtag (see Social Media) or email the photos to Amy Katzel, Director of Marketing, at akatzel@parkinson.org so we can share them online.



- **Host a Do-It-Yourself (DIY) fundraiser in honor of Parkinson's Awareness Month.** Start the conversation among your own social group. Host an event — from a brunch to a hike — where all proceeds help make life better for people with Parkinson's. Visit [Parkinson.org/Champions](https://www.parkinson.org/Champions) for step-by-step support.

Parkinson.org

- **Take the Pledge.** Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) to take the Pledge to Start a Conversation. The pledge is an easy way to participate; users “sign” the pledge committing to raise awareness in April and year-round. It takes just a few minutes.

When you're done, share on social media that you've taken the pledge and encourage others to do the same, using the hashtag #StartAConversation.

- **Submit a “My PD Story” or encourage someone you know to tell his/her story.** “My PD” stories powerfully illustrate what it's like to live with Parkinson's and how our programs and resources provide hope and support. These stories elevate voices we need to hear. Visit [Parkinson.org/MyPDStory](https://www.parkinson.org/MyPDStory) to share a story.

Social Media

- **Post to Twitter, Facebook and Instagram using the hashtag #StartAConversation.** All month long, post photos, videos, facts, stories and resources on social media to raise awareness about PD and the Parkinson's foundation, using our campaign hashtag #StartAConversation. See [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) for the latest resources and blog content, or “Conversation Starters,” you can share.
- **Show off your P on social media.** Wear the temporary tattoo or pose with a [printed P logo](#). Take photos with others and post to Twitter, Facebook and Instagram using the #StartAConversation hashtag!