Awareness Advice from the Pros
A Parkinson’s Awareness Toolkit by and for the Community

YOU can make a difference!
AWARENESS of Parkinson’s leads to compassion,

COMPASSION leads to giving,

GIVING leads to research, and

RESEARCH will lead to a cure.

– Pam Quinn

This toolkit is inspired by the Parkinson’s community for the Parkinson’s community.

The toolkit would not be possible without the individuals who have generously shared their stories and the lessons they have learned while raising awareness around the US and the world.
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Top Ten Ways to Raise Awareness

In 2013, PDF surveyed Parkinson's Awareness Month participants. Nearly 1,000 responded, sharing with us and with you, what they did in April and how they did it.

You indicated that you participated in Parkinson’s Awareness Month. What did you do to raise awareness in April? Check all that apply:

- Raised awareness via social media
- Attended/organized an education event
- Attended/organized a fundraising event
- Educated health care professionals about PD
- Received media coverage for my awareness efforts
- Created an awareness display at my library
- Asked a public official for a proclamation
- Wrote a letter to the editor of my local paper
- Posted a photo with PDF’s I Make a Difference Photo Campaign
- Attended/organized a PAIR Up for Parkinson’s event
Start the dialogue.
Be open about your disease. Don’t try to hide it. Be proactive.

Do something community wide and get media coverage.

Plan way ahead.
NEVER GIVE UP!!!
People have Parkinson’s but Parkinson’s does not have people.

Wear PD Awareness month T-shirt
Get the person in the community with the most influence to assist or lead! Know your “talent” and use/do it with rigor!

Just be yourself, enjoy life.
Live by example. Put one foot forward to progress and don’t set limits.

Start planning early!

Get the word out any way you can. Raise donations to help with research.

Begin early and build relationships with staff editors or local media outlets.

Keep “Make a Difference” and other signs in high traffic areas.

Learn all you can about the disease before you DO anything. PDF is a great resource.

Don’t hesitate in thinking BIG. You never know until you ask.

Share your story!
we are all in this together.
LEARN

Ensure that all people with Parkinson’s have access to the latest information

Awareness
Advice from the Pros

Pro Tip: “There are simple ways to help others to learn about Parkinson’s and the need for research. I contacted my local library network and asked them to help me display pamphlets, and they did! That is a positive drop in the bucket.”

~Rosemary Sammons

During April 2013, PDF Research Advocate Rosemary Sammons of Westchester, IL, who lives with Parkinson’s, coordinated with 22 libraries in the Chicago area to create displays of PDF educational resources.
1. Link with Your Local Library

Each year, libraries around the US show their support of Parkinson’s awareness. After all, public libraries are designed to bring communities the best information. Let’s use that to our advantage to help others learn about Parkinson’s.

What You Can Do

Option #1: Create a Parkinson’s Display
Libraries may already have an area they use for awareness activities, whether it is a special table, a bookshelf or a display case. Offer copies of PDF’s free educational materials, posters, and other relevant materials, so that library visitors can learn more about Parkinson’s.

Use the display to inform visitors of any nearby support group meetings or Parkinson’s-related events by including flyers.

Option #2: Plan a Parkinson’s Book Fair
Plan a book fair with a health theme. Invite local expert speakers to provide “mini-seminars” on Parkinson’s and related topics at the library throughout the day.

Option #3: Link up with Pre-existing Library Events and Groups
Many libraries have committees or health-related groups that host events each month. Ask to be part of their events, or to focus an April event on Parkinson’s.

Find the Right Contact

• Reach out to your library to discuss the best options for raising awareness. Start with a phone call or an in-person visit. Begin by introducing yourself, and letting library staff know that you would like to find a way to work together to raise awareness of Parkinson’s. Keep in mind that your contact will vary depending on how your library works. Some libraries utilize their volunteer committees to handle new events. Others will point you towards a specific staff person or the library director.

• The same rules apply as other awareness efforts: be persistent. Sometimes you may call the library and get the right person immediately, and other times it may take a few phone calls or visits to find the right person and the right concept that works for your library.
Find the Right Project for Your Library

• Once you find the right contact, suggest a display. Ask about available space — whether a table or a display case — and offer free materials from PDF. Bring a copy of this toolkit, showing photos of other displays or PDF’s educational materials, so the library can see a sample and understand that your efforts are part of a larger national effort. Contact us to order sample materials – we can ship to you, or straight to the library (see page 40).

Order Free Materials from PDF

• Contact PDF for free educational materials to help with your efforts. For example, provide copies of educational materials such as the Parkinson’s Disease Resource List and Parkinson’s Q&A. Hang up our free posters or distribute free “Join the Parkinson’s Fight” stickers. Many event planners and libraries may be more willing to help if you can help to provide materials. See our catalogue on page 40 and contact us to place your order.

Show Off Your Display

• Publicize your display or event in library newsletters, flyers, websites and bulletin boards (see more promotional tips on page 13). Visit every few days to staff the table — talk to visitors and tell them more about why the display is there. Take photos of your display! Send them to your local newspaper to get additional press and share them with PDF via info@pdf.org or via a post on our Facebook page (www.pdf.org/facebook).

Friend of PDF Bev Ribaudo of Yuma County, AZ, worked with her local libraries in 2012. Here is what happened, in Bev’s words.

“I ordered pamphlets from the Parkinson’s Disease Foundation (PDF), then I stopped and talked to Iris the manager of my local branch library about setting up a display for Parkinson’s Disease Awareness Month. She loved the idea and she suggested that I talk to someone at the Main Library. I talked to the Main Library and they said they’d be happy to do something countywide, so I gave all the pamphlets to Iris and she would take them to the next managers meeting. WOW! Then I went in to my local branch and Iris had set up a beautiful display. I stopped in to the Main Library and they had set up a wonderful display as well. It was easy, I ordered materials and then asked my library to set up a display. I bet you could get your local library to do the same thing.”

2. Make Parkinson’s Part of Health Fairs & Events

What is another way to let the community know about the latest information on Parkinson’s disease? Make Parkinson’s a part of existing educational events, run by nearby community organizations, hospitals and clinics or, if you prefer, organize your own.

What You Can Do

Option #1: Display at an Existing Event
Many community and health organizations organize health fairs and events that link community members to health resources. There are many ways to bring your Parkinson’s message to this broader audience. For example, offer to host a Parkinson’s informational table, where you can provide materials from PDF.

Option #2: Organize an Educational Event
Organize your own event about Parkinson’s disease, for the public or your support group. Be creative in using free resources to build a group discussion, for example, view PDF’s free PD ExpertBriefings as a group or bring in a local guest speaker.

Option #3: Start a Support Group
Do you see a lack of resources or events in your community? Start a local support group. Find members by placing an ad or a calendar listing in the local paper. Ask the library, community center or local hospital if you can use their space, free of charge, to meet.

Find an Event

• Search for existing events and groups in the local paper or online. It might be more effective to call local agencies, for example, the town government, your local Area Agency on Aging, community center, senior center or health department.

• If there is a health fair taking place soon, ask to host an information table about Parkinson’s. Display free PDF materials and if relevant, your support group information. Talk to visitors about life with Parkinson’s.

• If you already have an existing Parkinson’s network or support group, work to find a free space, such as a room in the library or recreational center.
Offer Resources and Ideas

• Offer to help find event planners or guest speakers, such as doctors, people with Parkinson’s and nurses. Contact your local university or movement disorder center to find a neurologist specializing in movement disorders and invite them to speak. Contact PDF to inquire whether one of our Research Advocates is available. The nearly 230 members of this national advocacy network can speak about the latest research and nearby clinical trials. They may also be able to put you in touch with researchers or movement disorder specialists.

• Ask your support group to gather together for PDF’s annual April online seminar, “What’s in the Parkinson’s Pipeline?” Plan a discussion of the topic after the event with your members (see www.pdf.org/parkinsononline for dates).

• If your event or support group is new, send the listing and flyers to local papers, newsletters and websites (see more promotional tips on page 13).

• Add a creative element to your event! Display the Parkinson’s Quilt. Distribute the Creativity and Parkinson’s calendar, which features the inspiring works of 13 people with PD who find artwork therapeutic for their PD symptoms (see www.pdf.org/quilt and www.pdf.org/creativity or read more on pages 16 and 17).

In 2013, PDF Research Advocate, Judi Jecmen, made a difference by hosting a Parkinson’s Disease Awareness Open House in the Art Gallery at Missouri River Regional Library in Jefferson City, MO. She provided free materials from PDF and spoke to visitors about Parkinson’s disease.

In 2013, PDF Research Advocate Iris Simonis found an easy way to host an event ... just be part of an existing one! She knew about an upcoming Senior Health Fair in Deer Park, TX, so she asked to host a table for Parkinson’s Awareness Month. She ordered materials from PDF and shared her own story with PD to bring the latest Parkinson’s information to visitors.
3. Partner with Professionals

The dedicated health professionals who care for us — neurologists, physical therapists, speech language pathologists, nurses, occupational therapists or others — often share the goal of wanting to help people learn about the disease.

What To Do

Option #1: Share Your Story with Professionals
Talk to a group of professionals about life with Parkinson’s, whether it is hospital staff members, physical therapists or future professionals (for example, nursing students). Keep in mind that our understanding of Parkinson’s disease symptoms has improved drastically in the last 10-15 years. You can help share this up-to-date information. Offer to answer any questions professionals have about your symptoms and challenges and let them know about PDF resources (see page 10 for examples).

Option #2: Help Professionals to Educate their Patients
Let professionals know that they can order PDF materials for free at anytime, to have on hand for their patients, or refer them to PDF’s National HelpLine.

Option #3: Partner with Professionals to Educate the Public
Work with local professionals or clinics to create a Parkinson’s educational display during April or all year round. Include educational materials, the Creativity and Parkinson’s calendar or even the Parkinson’s Quilt (see pages 16 and 17).

Find Partners

• Contact health care educators, such as faculty at local medical or nursing schools or physical, occupational or speech therapy programs, to inquire about speaking to their students. They may allow you to lead a class in April to highlight Parkinson’s Awareness Month or may recommend another time of year, when their syllabus covers neurology or Parkinson’s disease.

• Contact your local hospital, Parkinson’s clinic or movement disorder center and offer to give a short talk about your life with PD. Ask your own providers, perhaps your physical therapist, if you can give a talk to their entire practice.
Be a Resource

• Pick a certain part of your own story to explain, perhaps your diagnosis, or one specific symptom, such as tremor, slowness, or lack of facial expression. Spread the message that PD is different for everyone.

• Ask for help in setting up a PD display (see page 5). Often, hospitals and clinics place one staff member in charge of educational displays. This person may be willing to dedicate space in the hospital lobby or waiting rooms to Parkinson’s!

• Whichever option you pick, be sure to distribute PDF educational materials, in particular, copies of the PDF publication catalogue, so professionals can order them (see page 40).

How to do it

In November 2013, Maria De Leon, M.D., of Nacogdoches, TX, member of PDF People with Parkinson’s Advisory Council, took the PD awareness message to medical students at Stephen F. Austin Medical School.

She and two friends did a “show and tell” to educate students on diagnosing the disease.
Resources for Health Care Professionals

PDF is committed to providing health care professionals and their patients with the tools they need to understand the latest in Parkinson’s research and care, to treat the disease effectively and to find resources in their communities.

**Continuing education credits (CEUs)** are available for health care professionals who participate in PDF’s **PD ExpertBriefings**, free online seminars presented by leaders in PD research and care. The cost is underwritten via PDF’s sponsorship of the American Society on Aging.

**Free copies of PDF’s educational materials** are also available for order. Many health professionals keep copies on hand for patients, while others keep a library of materials for lending. See our publication catalogue on page 40 and contact us to place your order.

**Get Started:**
www.pdf.org/parkinsononline
www.pdf.org/parkinson_health_professionals

In 2013, PDF Research Advocates Jane and Al Denmark spoke to 46 high school students in an anatomy lab course at Baldwin County High School in Bay Minette, AL. As Jane said, “Using a PowerPoint, Al and I gave instruction on PD, then coordinated activities that were designed to gain empathy for people who have PD. We used lab sheets that the students completed, instruction cards and pictures. We had a wonderful time! Interesting that approximately one third of the students knew someone with PD.”

In 2012, PDF Creativity Artist John Fasulo of Beacon, NY, combined awareness, fundraising and creativity. His nearby library, Butterfield Memorial Library, held an exhibit of his works, “Railroad and Other Images.” Ten percent of all sales of his prints supported PDF’s programs!
SHARE

Raise awareness of Parkinson’s and our urgency in finding new treatments and a cure.

Awareness
Advice from the Pros

**Pro Tip:** Simple Actions Can Raise Awareness

“Getting involved in the fight against Parkinson’s doesn’t have to be complicated. You don’t have to be famous or be a big shot. Anyone can do it! Find what you like to do best and do it for PD.”

Ruth Lotzer of Bloomington, MN, should know. Her design won the 2014 Parkinson’s Awareness Month T-shirt Design Contest (thanks to everyone who voted!). Each simple action can make a difference, including wearing the t-shirt Ruth designed. (See information on how to participate in the annual t-shirt contest on page 16).
1. Read all About It: Put PD in the Local Papers

Publicize Parkinson’s! Write a simple letter to the editor or post information about a local PD support group or awareness event. The keys to media outreach: start early and be persistent.

What You Can Do

Option #1: Write a Letter to the Editor
A letter to the editor of your local paper can help to raise awareness. It puts a personal face on Parkinson’s disease in your community. Write a letter in late March to ensure coverage in April during Parkinson’s Awareness Month. In the letter, describe your personal story with Parkinson’s, provide facts (such as statistics and symptoms) and let your community know what they can do to get involved (see sample on page 30).

Option #2: Submit an Event Listing or Press Release
Are you hosting an awareness event, displaying the Parkinson’s Quilt or receiving a proclamation from a public official (see page 18)? Raise the profile of your efforts by putting together an event listing or a press release.

An event listing can simply include the basics: who, what, when, where, why and how (see sample on page 31). An event listing is best if you would like the public to know about your event in advance, and make plans to attend. When you send your event listing, specifically request that it be listed in the paper’s calendar of events.

A press release is more detailed, including your personal story, while also including facts about Parkinson’s disease. A press release is best if you would like press coverage, rather than simply a calendar listing. If your event includes any public officials, be sure to include their names in the release. Invite reporters to attend and take photos. Use our sample, and insert your own story and facts (see page 32).

Option #3: Develop a TV/Radio Public Service Announcement
A public service announcement (PSA) can generate awareness about Parkinson’s generally or promote specific events in your community. Depending on the radio/television station, it may be read by an on-air reporter, or even by you. Use our sample (see page 33) to draft a very short announcement that can be read in 15-30 seconds.

In 2013, Linda Giorgilli Rice of Tampa, FL, wrote letters to the editors of several local papers, letting her community know about Parkinson’s Awareness Month, and sharing how the disease impacted her dad.

PDF Quilter Linda Habenstreit raised awareness on-air in 2013 by working with Greenspring Retirement Community in Springfield, VA. She worked with the community to display a block of the Parkinson’s Quilt, and then filmed a segment about the display for the community’s in-house TV station. Hundreds of people saw Linda’s story on television, and learned about Parkinson’s disease.
Learn to Tell Your Story

Perhaps you have been living with Parkinson’s for years. Maybe you have a loved one living with Parkinson’s. Either way, no one can tell your story about Parkinson’s better than you. Jot down ideas, and then be sure to add in facts and statistics about PD (for instance, the fact that nearly one million Americans are living with Parkinson’s). *(See statistics on page 36).*

Develop a Media Kit

A media kit makes it easy to pitch your event to reporters and event sponsors. It can include:

- a letter to the editor, event listing or press release *(see pages 30, 31 and 32)*;
- Parkinson’s disease facts *(see page 36)*;
- a proclamation from your governor or mayor *(see page 34)*; and
- a flyer or promotional information for your event, if applicable.

Build a Media List

- Contact your local newspapers, radio stations and TV stations, which you can find by searching the Internet or by calling their general numbers.

- Ask yourself, which reporters would be most receptive to my story? For local papers, it is typically the community news reporters but for larger outlets, look for a relevant “beat,” whether it is health, science or community news.

Reach Out & Follow-up

- Begin with an email or phone call. Keep it short — introduce yourself and immediately state your purpose for writing. Make sure the subject line of your email is concise and relevant (i.e., Local Resident Aims to Raise $5,000 for Parkinson’s Research). Copy and paste your document (whether it is a letter to the editor or PSA) within the actual email, since attachments may be marked as spam.

- Do not be afraid to follow up many times via phone or email. Reporters are accustomed to it. When calling, be prepared with an “elevator pitch,” meaning that you have 30 to 90 seconds to communicate your message.

- If the reporter is interested, he or she will ask for a follow-up email, in which you can include details about your activity. A few days later, follow up again asking if there is anything else that you can provide. For instance, if you are obtaining a local proclamation *(see page 18)*, provide a copy of the document.

- Always follow instructions. For instance, if a reporter asks you not to leave a message, respect his or her request, and try calling back at a different time of day.

Say Thank You

- Thank reporters for supporting the cause and let them know you will be in touch in the future!
Media Outreach Schedule for Parkinson’s Awareness Month

**February and March**
- Select your targeted media outlets.
- Find the specific contacts for each outlet to whom you will reach out.
- Fill in the personalized material on the sample press release.
- Develop your talking points for the phone and your selling points for the pitch email.
- Draft your email so it is ready to go by the end of March (or before if your event is early in the month).
- Send out your press release.

*If your event will be held in early April, adjust the timeline to maximize the time you have to get media coverage.*

**April**
- Send follow-up emails and make follow-up calls to reporters.
- Continue to be persistent and follow up again.
- Once you have set up coverage for your event, confirm all details.
- After the event has been covered, send thank you notes to the reporters who worked with you to get your story heard.
2. Paint the Town … with Tulips!

What’s a powerful way to raise awareness of Parkinson’s? Show your support, on a tree, on a bulletin board … or on you! Use our free supplies to show the symbol for Parkinson’s, the tulip.

What You Can Do

Option #1: Wear Your Heart (and the Cause) on Your Sleeve
Get decked out in PDF awareness gear to show your support for Parkinson’s. Purchase your t-shirt from our online store and complete the look with a wristband or a PDF cap. Better yet, design the t-shirt yourself. Each fall, we accept entries for the official PDF PD Awareness T-Shirt Design Contest, and in the spring, the community votes for the winning design that is ultimately worn by thousands of people.

Option #2: Post a Poster
Hang up a free PDF poster or distribute stacks of free awareness postcards in community centers, recreation centers, hospitals and churches. Are you driving around town frequently? Use the PDF car magnet to spread the word. Are the trees in bloom? Order our popular tree ribbons to line your street.

Option #3: Display the Parkinson’s Quilt
Showcase a block of the Parkinson’s Quilt. It is the perfect conversation piece for your local library, workplace, support group meeting, PD proclamation signing (see page 18), event, community center, school or medical center. The Parkinson’s Quilt includes 42 blocks (each containing 16 quilt panels created by people living with Parkinson’s and loved ones), which are available for rental, for a modest fee, by individuals, nonprofit organizations and corporations.

Place Your Order

• Order supplies by visiting http://support.pdf.org/publications. If you are interested in renting a block of the Parkinson’s Quilt, visit www.pdf.org/quilt to learn more. Keep in mind that April is a busy time for the Quilt, so place your order early.

Enter the T-Shirt Design Contest

• Are you interested in designing the t-shirt? Typically, we begin accepting new designs in November. Check our website at www.pdf.org/parkinson_tshirt_contest for updated deadlines and design guidelines.
PDF Quilter Linda Habenstreit (featured on page 13) worked with the Greenspring Retirement Community in Springfield, VA, to display a block of the Parkinson’s Quilt for over two weeks! Nearby, she displayed materials about the quilt and Parkinson’s disease.

Victoria Strome, P.T.A., who cares for many people with Parkinson’s in her work as a physical therapy assistant, worked to bring the Parkinson’s Quilt to Richard Raub Rehabilitation Center in Stuart, FL, for one week to raise awareness for PD. Not only that, she and her co-workers all ordered and wore the PD Awareness T-Shirt!

Be Creative

Look around. Where are people most likely to see a PD Awareness poster or the Parkinson’s Quilt? The sky is the limit based on your community and your connections! Here are a few ideas:

- Local library
- Workplace
- Support group meeting area
- PD proclamation signing (see page 18)
- Community events
- Churches
- Community centers
- Schools
- Hospitals or medical practices
- Local businesses, including gyms, coffee shops or restaurants
3. Involve Public Officials

Support from a mayor or governor can increase awareness about Parkinson’s and the need for better treatments and a cure.

What You Can Do

Ask for public recognition of Parkinson’s through a proclamation (see page 34). This is a government document that officially recognizes April as Parkinson’s Awareness Month in your community.

Plan

Allow plenty of lead-time. Getting a proclamation approved and signed can be a lengthy process.

Collaborate

Coordinate with others in the community. Has your state or community had a proclamation signed in past years? Who is handling it this year? You are more likely to get a public official’s involvement if you invite other local support groups, Parkinson’s organizations and individuals to join you in submitting the request. To work together with other advocates, contact the Parkinson’s Action Network (PAN) at (800) 850-4726 or www.parkinsonsaction.org.

Send a Request

Find contact information for officials by using the telephone directory or searching online. Send one request using a formal letter, including signatures of your collaborators. Choose one person to sign it. Make it easy for your official by enclosing a copy of the proclamation.

If you are also requesting that the public official publicly sign the proclamation at an event, include this request, as well as any potential dates, times, locations and the names of any other invited public sponsors, a general description of the audience and the role you would like the person to play. Similar to media work, plan to make frequent follow-up calls.

Get Press

Publicize your efforts! (see tips for media outreach on page 13).
4. Dare to Go Digital by Sharing Awareness Online

Are you on Facebook, Twitter, Instagram or Pinterest? You never know which one of your online followers or friends is also dedicated to the fight against Parkinson’s.

Here are just a few ways to share your awareness message.

**What You Can Do**

**Option #1: Tell It**
Do your friends and family know why this cause is so important to you? Do they know how many people live with PD? Tell them, even if it’s just a short status update that says, “Parkinson’s is important to me because my Dad lived with it for 20 years. Get involved at [www.pdf.org](http://www.pdf.org).”

**Option #2: Show It**
It is true that a picture is worth a thousand words! Share photos, such as members of your family wearing the PD awareness t-shirt or simply change your profile photo during April. Feature PDF’s awareness graphics on your website or blog. Do you see an inspiring graphic on PDF’s page? Just click ‘share!’

**Option #3: Connect with Others Committed to the Cause**
Get ideas and inspiration from other people! We are amazed and inspired each day by the creativity of the community. See their work by joining PDF’s online channels (see page 21).

**How to Tell It**

- Do you have a blog? Use this month to blog about Parkinson’s Awareness.
- Send a simple email letting folks know that it’s Parkinson’s Awareness Month.
- Send personalized awareness eCards – designed by members of the PDF Creativity and Parkinson’s Project – by visiting [http://support.pdf.org/ecards](http://support.pdf.org/ecards).
- Help us trend on Twitter! Follow us @PDFparkinson. Join us on James Parkinson’s birthday on April 11 by tweeting: “Pls RT April is Parkinson Awareness Month I’m making a difference & you can too. Visit [www.pdf.org/parkinson_awareness](http://www.pdf.org/parkinson_awareness) today! #pdmonth” Use hashtags: #PDmonth, #Parkinsons, #ParkinsonsAwareness #fightparkinsons
- Submit details about your awareness event at [www.pdf.org/event_calendar](http://www.pdf.org/event_calendar) so we can share it on PDF’s website!
- If you’re comfortable using video, develop a YouTube video about your awareness efforts and let us know about it at [www.pdf.org/youtube](http://www.pdf.org/youtube).
How to Show it

• Use our free images, including Facebook-sized profile images, at www.pdf.org/april. Share them on your page via a status update, “I am changing my profile picture this April for Parkinson’s Awareness Month. Join the fight against Parkinson’s by changing your picture at www.pdf.org/april.”

• Don’t forget, sometimes the most powerful images are your own. Share photos from everyday life – whether it’s you with a loved one with PD, or your family fighting Parkinson’s together.

• Tear out the handheld ‘Make a Difference’ sign in the back of this kit (see page 29) or download one at www.pdf.org/difference. Fill in the blank and then take a photo! Post it on Facebook and tag us at www.pdf.org/facebook or email the photo to info@pdf.org with a 100-word description and we can post it for you! Others will be inspired by seeing what YOU are doing to make a difference.

How or why do you make a difference?
Charles Kinney of Richland, IN, makes a difference in the fight against Parkinson’s by exercising.

How or why do you make a difference?
Terri Weymouth of Carmel, IN, says “I Fight Like a Girl.” I work out 3-4 times a week with Rock Steady Boxing in Indianapolis, IN.”
How or why do you make a difference?

Pam M. of Flower Mound, TX, said, "I make a difference by giving PD the Boot! I’ve had PD for 12 years, since I was 38 years old. Two years ago, I decided to try working out with a boot camp to get into better shape. I was concerned I wouldn’t be able to push myself because of the PD. But within 18 months, not only had I lost 30 lbs and 28 inches, but I had improved my nutrition routine, increased my strength, found I was sleeping and focusing better, and improved my overall outlook on life! Thanks to Get You In Shape Boot Camp, I’m giving PD the BOOT! I hope I inspire others with PD to do the same!"

How or why do you make a difference?

Elizabeth Peterson of Evansville, IN, makes a difference by supporting PDF!

Make your own sign, included on page 29 in this toolkit.
SUPPORT

Donate, host a fundraising event or attend one in your community.

Awareness Advice from the Pros

Pro Tip: “After my best friend was diagnosed with Parkinson’s at age 33, I knew I had to do something to raise funds to help end Parkinson’s. With the PD Smokeout (a barbecue competition), we are not only raising funds, we are also spreading awareness in our community and shedding light on what Parkinson’s really is and how devastating it can be. You can do it too, by taking your passion and putting it to use for PD.”

PDF Champion Robert Morphew of Evansville, IN, knows you can have fun raising funds, so he uses his passion and business expertise for the cause.
1. Find Your Fun with Fundraising

For many people, “fundraising” sounds intimidating. Yet, there are simple ways to bring your community together in a positive way to benefit Parkinson’s research.

And remember, every single donation makes a difference. In fact, last year supporters of PDF raised nearly $200,000, but most of the gifts making up this total were $25 and under.

What You Can Do

What are you passionate about? Sports? Art? Food? Take that passion and turn it into a PD fundraiser.

In recent years, PDF Champions have hosted pizza parties, sold potholders, played softball tournaments, run multi-day four-wheeling adventures and even climbed Mount Kilimanjaro! Here are some tips to help you get started, most of which come from PDF Champions themselves.

Most importantly, do not feel limited by this list. If you have an idea, go with it!

Option #1: Get Back to Basics

• Put together a community fundraising walk.
• Have a neighborhood lemonade stand or a bake sale.
• Host a Helping Hours with PDF! These signature events invite guests to enjoy a post-work cocktail with a small donation to PDF (ranging anywhere from $10 to $125). Contact our team for help finding a venue with happy hour specials and businesses that can donate raffle prizes.

The Parkinson’s Support Group of the Mid-Hudson Valley, led by Chairwoman Nancy Redkey, raised more than $10,000 for PDF at their third annual “Walk Over Water” on April 28, 2013, in Poughkeepsie, NY. Nearly 400 people walked three miles, along the Walkway Over the Hudson State Historic Park. The walk also featured children’s activities along with PDF informational brochures, Parkinson’s awareness bracelets and pins. “Parkinson’s doesn’t just pick a family perfectly suited to dealing with the disease. It knows no favorites. The rich, the poor, scientists, bus drivers; Parkinson’s can strike anyone. We all need to be involved to find a cure,” said Ms. Redkey of organizing the event.
Option #2: Get Creative

• Gather your musical friends and host a concert. Find a venue or simply use your home or a community center.
• Are you an artist or a jewelry maker? Display your artwork at a library, community center, gallery or restaurant. Sell one or two pieces for a profit or charge for admission.
• Sell pieces of pottery or even small crafts, at local art fairs.

Option #3: Challenge Your Campus

• Host a bake sale during lunch hour.
• Organize a car wash on campus.
• Does your sorority or fraternity have a service requirement? Use it to raise funds for Parkinson’s.

The following is a letter received by PDF from Sarah Free of Owensboro, KY.

PDF Champion Jessie Gunter of Blacksburg, VA, was 22 when she took on the Marine Corps Marathon in 2012, in honor of her father who lives with young onset PD. She said, “Hard work and commitment are two qualities I most admire in my dad. Training for a marathon helped me to reflect on those values he helped instill in me. I did this to honor my dad and bring hope to my family and other people who are touched by Parkinson’s. I want to raise awareness and contribute to the research effort so that others may not have to live with this disease in the future.”

PDF Champion David Eger, Ph.D., of White Plains, NY, and friends have now helped to organize 11 Annual Music for Parkinson’s Research Concerts in Rye, NY. Dr. Eger and his group, use a nearby school auditorium to host the event. For a donation, guests enjoy an afternoon of chamber music. Funds are also raised through raffle items from nearby local businesses whose names are printed on each flyer/invitation for the event.
Option #4: Get Sporty

• Run a race, whether it is a 5K or a marathon (if you run for PDF, contact us for a racing jersey!).
• Organize a golf outing.
• Are you adventurous? Climb a mountain, swim across a lake, or cycle a certain distance. In the meantime, keep your supporters apprised of your progress.

Option #5: Use Business to Benefit the Cause

• Shop PDF’s Online Store at www.pdf.org/shop.
• Dress Casual at Work! Employees can dress down or wear jeans in exchange for a $5.00 donation to PDF. PDF will provide “Join the Parkinson’s Fight” stickers to all employees who participate.
• Do you own your own business? Find a way to give a portion of the proceeds to a Parkinson’s organization (if you do this for PDF, please let us know in advance).

The Port Jervis High School, NY, and Delaware Valley High School, PA, varsity softball teams squared off in a non-league game in Port Jervis, NY on April 9, 2013, and raised more than $2,200 for PDF. The cause hits close to home for both teams’ head coaches. Port Jervis’ Coach John Faggione’s late father lived with Parkinson’s for more than 15 years. Meanwhile, his longtime friendly rival Angelo Matz, head coach of the Delaware Valley Warriors, was touched by Parkinson’s through his late mother-in-law who lived with the disease. “I think it’s important for our players to understand the value of doing community events like this to give back,” said Mr. Faggione.

PDF Champion Stacey Catapano used her makeup palette to make a difference for people living with Parkinson’s like her own father. She hosted a “Grand Opening Cocktail Party” on September 20, 2012, at her Brooklyn Makeup Studio in Midwood, NY.

She said, “Watching my father lose his mobility and cope with Parkinson’s as it progresses, has completely changed the way my family sees things and our understanding of the disease. There is no cure for Parkinson’s. The least I can do to help my father and others who are affected by Parkinson’s is to raise money to help find a cure.”

A portion of all sales of beauty services and products made that day benefitted PDF. Makeup artists also offered free makeovers and gifts with purchases. The party featured food, cocktails and dessert and a raffle of beauty products.
Your ultimate goal is to raise funds for research, so keep in mind the things you will need to ask for donations (see below). But also remember that asking for support does not always involve money. Your network of friends and family may prefer to “give” in their own unique way.

- Share your story. Why Parkinson’s? How has the disease affected your life? Let supporters know your personal reasons for fundraising through a webpage, social media or a letter, so they understand why the cause is so important (see our sample on page 35).

- Show potential donors that you are working with a reputable charity. Be sure to share information about PDF (either a general brochure or our website) and let supporters know our status as a 501(c)(3) charitable organization.

- Inquire about gifts-in-kind such as space to hold your event or items from local businesses that can be used as raffle items. This type of support can drastically cut costs, which will allow you to raise more funds.

- Seek support from PDF or the organization you are supporting. If you sign up as a PDF Champion, our team can promote your event on our website and social media channels and can even help you to get media coverage. We can also provide signage, t-shirts and wristbands (limited quantities) for your event.

- Ask for support online. Some friends may not have financial resources, but may be willing to help by simply sharing information about your event on social media. Post an image or link to your event, and ask your followers to repost.
Plan

Once you pick your fundraiser, keep these important items in mind.

**The Basics:** Who/what/when/where/how will your event take place?

**Fundraising:** Set a goal. Set up a personalized webpage (available through PDF and other organizations) or have official donation envelopes on hand. Note that your donors may expect tax-deductible letters and proof of our 501(c)(3) status.

**Budgeting:** Estimate any potential costs to hold your event, such as venue, printing costs, food and beverages.

**Promotion:** Think through your promotional strategy, whether simply word of mouth, posting an event on social media, flyers, invitations, posters, etc. Ask businesses for donations in return for publicity. Ask a local paper to attend *(see page 13)* and ensure friends and family take photos.

**Event Day:** Will you need volunteers to help planning or setting up? Do you need supplies or a registration area?

**Post Event:** Say thank you! Update supporters on the success of your event and invite them to attend next year.

If you are fundraising for PDF and would like detailed assistance on any of these items, contact PDF Champions at info@pdf.org.
Awareness Advice from the Pros

“I used these tools to spread the word in Mississippi in my father’s (David Lawrence) memory! Please help find a cure!”

In 2013, Tanya Lawrence Lovelady ordered PDF supplies, including items for purchase and free educational materials to raise awareness in her community of Madison, MS.
I make a difference in the fight against Parkinson’s...

April is Parkinson’s Awareness Month

Join the fight at www.pdf.org
To the Editor:

This April, I urge our neighbors to take part in Parkinson’s Awareness Month. Nearly one million Americans live with Parkinson’s and many of them, [including me, my husband, etc.] are living right here in [community name].

There is currently no cure.

[Insert your personal story here.]

I invite our neighbors to show their support [by attending an event or making a donation].

For more information, please contact [insert contact information].

Sincerely,
Your Name
Sample Event Listing

Headline: [Your Group Name] Hosts [Event] for Parkinson’s Awareness at [Location] on [Day of the Week, Date]

WHAT: [Group Name] is inviting the community to attend [event] in recognition of Parkinson’s Awareness Month at [location] on [day of the week, date]. [Insert two to three more sentences describing your event].

WHO: [Insert the name and a brief description of the event organizer.]

WHY: April is Parkinson’s Awareness Month. Nearly one million people in the US currently live with Parkinson’s, including [insert your personal story of why you are organizing this event in your community]. Parkinson’s disease is a progressive neurological disorder. Although promising research is being conducted, there is currently no cure for Parkinson’s.

WHEN: [Insert the day of the week, date and time of your event.]

WHERE: [Insert the name of the location and address where your event will take place.]

TO LEARN MORE: For more information about the event, contact [your name, phone number, email address and/or website]. For more information on Parkinson’s and how you can help make a difference, contact the Parkinson’s Disease Foundation (PDF) at (800) 457-6676, info@pdf.org or www.pdf.org.
For Immediate Release
[Contact name]
[Organization name, if applicable]
[Contact phone number]
[Contact email]

[Insert Community Name, Organization] Plans Community Awareness Initiative for Parkinson’s Disease

[Date, Your City, State] – This April, millions of people around the world will recognize April as Parkinson’s Awareness Month. [Community name] residents are working hard to make their contribution on a local level. [If you are writing about an event, include the details here.]

[Group name] invites [community name] to participate in Parkinson’s Awareness Month by [attending our event on date, place, time or visiting our Awareness Display at Town Hall].

Parkinson’s disease is a movement disorder that is chronic and progressive. It affects many in our own community, such as [Individual name]. Not only that:

• Nearly one million Americans are living with Parkinson’s.
• Approximately 60,000 Americans are diagnosed with Parkinson’s disease each year, and this number does not reflect the thousands of cases that go undetected.
• Seven to 10 million people worldwide are estimated to be living with Parkinson’s disease.
• Incidence of Parkinson’s increases with age, but an estimated four percent of people with Parkinson’s are diagnosed before the age of 50.

Unfortunately, the cause of Parkinson’s is unknown and presently, there is no cure. That’s why [Group name] is rallying [community name] this April to raise awareness and funds for a cure.

As local resident [Name] said, [Insert a personal quote here telling your story as a person living with Parkinson’s, caregiver, fundraiser, etc.].

[Group name] invites all community members to join them in raising Parkinson’s awareness by [Include your call to action or Event Name].

About Parkinson’s Disease: Parkinson’s disease is a progressive neurological disorder that affects nearly one million people in the US. Although promising research is being conducted, there is currently no cure for or definitive cause of Parkinson’s disease.
Nearly one million Americans live with Parkinson’s disease, including [me; my friend; neighbor; relative etc.] living right here in [community name].

Parkinson’s disease is chronic and progressive, meaning symptoms worsen over time. There is not yet a cure. But there is hope in the promising research. And you can help.

April is Parkinson’s Awareness Month. Make a difference this April by [donating to PDF at www.pdf.org or attending [insert name of Awareness event, date and location] or by contacting the Parkinson’s Disease Foundation today at (800) 457-6676 or www.pdf.org.
Parkinson’s Awareness Month Proclamation

WHEREAS, Parkinson’s disease is a chronic, progressive, neurological disease and is the second most common neurodegenerative disease in the United States;

WHEREAS, there is inadequate data on the incidence and prevalence of Parkinson’s disease, but it is estimated to affect 500,000 to 1,500,000 people in the United States and the prevalence will more than double by 2040;

WHEREAS, Parkinson’s disease is the 14th leading cause of death in the United States according to the Centers for Disease Control and Prevention and the age-adjusted death rate increased 2.9 percent from 2010 to 2011;

WHEREAS, it is estimated that the economic burden of Parkinson’s disease is at least $14.4 billion annually, including indirect costs to patients and family members of $6.3 billion;

WHEREAS, research suggests the cause of Parkinson’s disease is a combination of genetic and environmental factors, but the exact cause and progression of the disease is still unknown;

WHEREAS, there is no objective test or biomarker for Parkinson’s disease, and the rate of misdiagnosis can be high;

WHEREAS, the symptoms of Parkinson’s disease vary from person to person and can include tremors; slowness of movement and rigidity; difficulty with balance, swallowing, chewing, and speaking; cognitive impairment and dementia; mood disorders (such as depression and anxiety); constipation; skin problems; and sleep difficulties;

WHEREAS, there is no cure, therapy, or drug to slow or halt the progression of Parkinson’s disease;

WHEREAS, local, regional, and state volunteers, researchers, and medical professionals are working to improve the quality of life of persons living with Parkinson’s disease and their families;

WHEREAS, increased education and research is needed to find more effective treatments with fewer side effects and, ultimately, a cure for Parkinson’s disease;

NOW, THEREFORE, I, _________, MAYOR/GOVERNOR of the City/State of ________, do hereby proclaim April as Parkinson’s Disease Awareness Month in ________.

Given under my hand in these free United States in the City of _____, on this day of twenty-fourteen, and to which I have caused the Seal of the City/State to be affixed and have made this proclamation public.

_______________________________
Mayor/Governor/Council

Attest:
_______________________________  _______________________________
Date

Name
Address
City, State ZIP

Dear (Contact Name),

I am writing to ask for your support of the [name of your event]. I am organizing this event in [community name] on [date of your event] to raise funds for the Parkinson’s Disease Foundation (PDF).

You can make a difference by supporting this event with the donation of [specific request for a donation or in-kind goods or service].

Did you know there are nearly one million people in the United States living with Parkinson’s? I am organizing my PDF Champions event in honor of these individuals and their loved ones who are impacted each day by Parkinson’s, including [insert your personal story of why you are fundraising for PDF].

PDF supports research and ideas to improve the lives and futures of people touched by the Parkinson’s. Since its founding in 1957, PDF has dedicated over $142 million to research, education and advocacy programs.

Every donation makes a difference in advancing PDF’s mission. Please help me reach my goal by donating today. [Include information on how you will include sponsor names on promotional materials.] PDF is a 501(c)(3) non-profit organization, and all gifts are tax deductible.

For more information about this event and how you can help, please contact me at [your phone number or email address]. For more information about PDF, visit www.pdf.org. Thank you for your time and consideration.

Sincerely,

[Your name]
Understanding Parkinson’s
Parkinson’s FAQ

1 What is Parkinson’s disease?
Parkinson’s disease (PD) is a chronic and progressive movement disorder that involves the malfunction and death of vital nerve cells in the brain, called neurons. Some of these dying neurons produce dopamine, a chemical that sends messages to the part of the brain that controls movement and coordination. As Parkinson’s progresses, the amount of dopamine produced in the brain decreases, leaving a person unable to control movement normally.

2 What are the symptoms of Parkinson’s?
The four key motor symptoms of Parkinson’s disease are tremor of the hands, arms, legs or jaw; muscle rigidity or stiffness of the limbs and trunk; slowness of movement (bradykinesia); and postural instability (impaired balance and coordination). Other common symptoms may include pain; dementia or confusion; fatigue; sleep disturbances; depression; constipation; cognitive changes; fear or anxiety; and urinary problems. All of these symptoms can vary from person to person.

3 How many people have Parkinson’s?
An estimated seven to 10 million people worldwide live with Parkinson’s disease. In the United States, as many as one million individuals live with PD, which is more than the combined number of people diagnosed with multiple sclerosis, muscular dystrophy and Lou Gehrig’s disease. Approximately 60,000 Americans are diagnosed with Parkinson’s disease each year, and this number does not reflect the thousands of cases that go undetected. Incidence of Parkinson’s increases with age, but an estimated four percent of people with PD are diagnosed before the age of 50. Statistics have shown that men are slightly more likely to have Parkinson’s disease than women.

4 What causes Parkinson’s?
As is the case with many neurological disorders, the cause of Parkinson’s disease is not known. However, scientists and researchers are working diligently to uncover the possible cause(s), including genetic and environmental factors, of Parkinson’s disease.

5 Is Parkinson’s inherited?
Although the vast majority of Parkinson’s cases are not directly inherited, researchers have discovered several genes that can cause the disease in a small number of families. Research on these rare genetic forms is contributing greatly to advancing the understanding of all forms of Parkinson’s. In large population studies, researchers have found that people with an affected first-degree relative, such as a parent or sibling, have a four to nine percent higher chance of developing PD, as compared to the general population. This means that if a person’s parent has PD, his or her chances of developing the disease are slightly higher than the risk among the general population.
6 How is Parkinson's diagnosed?
There is no standard test to conclusively show if a person has Parkinson’s disease. Because of this, it can often be difficult to diagnose. The disease should be diagnosed by a neurologist with experience and training in assessing and treating Parkinson’s, ideally a movement disorder specialist. Physicians rely on a neurological examination and the individual’s descriptions of symptoms to determine whether he or she has Parkinson’s. A neurologist may order several tests to rule out other conditions before diagnosing a person with Parkinson’s disease.

7 How do you treat Parkinson’s?
Although there is currently no cure for Parkinson’s, there are treatment options available such as medication and surgery to manage its symptoms. Levodopa is the most widely prescribed Parkinson’s medication, and people often take several other medications to manage the disease. Surgical options, such as deep brain stimulation, may help alleviate a person’s Parkinson’s symptoms if and when they stop responding favorably to medication. However, surgery is only effective for a small group of people with Parkinson’s and is only recommended if an individual meets specific criteria.

8 Can people die from Parkinson’s?
Parkinson’s disease is a progressive disorder, and although it is not considered to be a fatal disease, symptoms do worsen over time and make life difficult. People with Parkinson’s experience a significantly decreased quality of life and are often unable to perform daily movement functions, such as getting out of bed unaided and driving. Most individuals are eventually forced to stop working due to the unavoidable progression of disabling symptoms. In some cases, people have died from Parkinson’s-related complications, such as pneumonia.

9 What is the cost of Parkinson’s?
The amount of money that the United States and individuals spend each year on Parkinson’s disease is staggering. The combined direct and indirect cost of Parkinson’s disease, including treatment, social security payments and lost income from inability to work, is estimated to be nearly $25 billion per year in the United States alone. Medication costs for an individual person with Parkinson’s average $2,500 a year, and therapeutic surgery can cost up to $100,000 per individual.

10 What can be done to find a cure for Parkinson’s?
Over the last decade, the National Institutes of Health (NIH) have devoted significant resources to making substantial advances in neurosciences, in lab and animal studies as well as clinical trials. However, a potential crisis in Parkinson’s clinical research is looming because the number of people volunteering to participate in clinical trials is not keeping up with the growth of available trials. To find out about clinical trials and how to participate, please visit www.pdf.org/en/clinical_trials.
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General Information

**Parkinson’s Disease Resource List: Second Edition**
This publication highlights over 750 resources throughout the US and around the world that address the needs of a person living with Parkinson’s. It includes specific resources for early-onset Parkinson’s, the newly diagnosed, care partners and more. 114 pages.

**Facts About Parkinson’s Disease**
This tri-fold brochure explains the basic facts of Parkinson’s, ranging from statistics and diagnosis to symptoms and treatments. It also includes information on PDF’s HelpLine and tips for staying informed with online and print resources.

**Parkinson’s Disease Q & A: Sixth Edition**
This booklet answers the most frequently-asked questions about Parkinson’s disease symptoms, treatments, common problems and research. 64 pages. Available in Spanish.

**Diagnosis Parkinson’s Disease: You Are Not Alone**
Designed for the newly diagnosed, this booklet and companion DVD/video addresses questions that may arise upon diagnosis. It includes resources, medical expert testimony and the experiences of those with Parkinson’s. 30 pages.

**About Parkinson’s Disease Bookmark**
This bookmark highlights four basic facts about Parkinson’s and offers links to help one get involved, stay connected and support PDF. It is an ideal giveaway at community events.

To order copies of these FREE materials or to view our most current listing of available publications, visit [www.pdf.org/publications](http://www.pdf.org/publications) or call (800) 457-6676.
Health care professionals and support group leaders are encouraged to order multiple copies.
Clinical Research

**The PDF Newsletter: News & Review**
This quarterly publication includes updates on scientific research, treatments, and therapies, insight and practical suggestions on Parkinson’s from physicians and other health professionals, advice and inspirational stories and news from the Parkinson’s community. 12 pages.

**Getting Involved in Parkinson’s Research**
This publication answers common questions about clinical study participation and provides a comprehensive list of questions to ask the research team before agreeing to join a specific clinical study. 20 pages.

**Awareness Advice from the Pros: A Parkinson’s Awareness Toolkit by and for the Community**
This toolkit provides tips and tricks for raising awareness. It includes suggestions to reach local media, fundraise and involve public officials. 46 pages.

**Parkinson’s Advocates in Research**
This tri-fold brochure explains the work of PDF’s Parkinson’s Advocates in Research (PAIR) program, how members of the Parkinson’s community can become trained PDF Research Advocates and how health care professionals can work with them to bring better treatments at a faster pace.

**Creativity and Parkinson’s Calendar**
This 12-month calendar features the works and personal statements of 13 artists living with Parkinson’s, chosen from almost 300 artists whose works are displayed in PDF’s Creativity and Parkinson’s Project.

**Building Patient Trust**
This report summarizes the proceedings and findings of a 2007 roundtable discussion that explored barriers to clinical research: specifically how the Parkinson’s community can improve patient trust in the process. 40 pages.
### Parkinson’s Fact Sheets

PDF fact sheets are recommended for those looking for in-depth information about a specific area of Parkinson’s treatment and care. They are written by physicians and people living with Parkinson’s. *Available in Spanish.*

#### Understanding Parkinson’s

**General Information**
- Genetics and Parkinson’s Disease: What Have We Learned?
- Mid-Stage Parkinson’s Series
- Parkinson’s FAQ*
- The Placebo Effect and Parkinson’s Research
- Parkinson’s Secrets, Myths and Misconceptions
- Seeking Out a Parkinson’s Specialist
- Understanding Atypical Parkinsonism
- Understanding Brain Donation

**Motor Symptoms**
- Falls Prevention

**Nonmotor Symptoms**
- Cognitive Changes in PD*
- Combating Depression in Parkinson’s
- Dental Health and Parkinson’s Disease*
- Fatigue and Sleep Disorders
- Gambling, Sex, and ... Parkinson’s Disease?*
- Gastrointestinal and Urinary Dysfunction in PD*
- Impulse Control and PD
- Orthostatic Hypotension*
- PD: More than a Movement Disorder*
- Understanding Pain in Parkinson’s Disease*

#### Treating Parkinson's
- Deep Brain Stimulation*
- Nutrition and Parkinson’s*
- Speech Therapy in PD*
- Parkinson’s Medication Log
- Physical Therapy and PD*
- Telehealth and the Future of PD Care
- Understanding Parkinson’s Medications

#### Living with Parkinson’s
- Driving and Parkinson’s Disease*
- Going to the Hospital
- Making a Move with Parkinson’s*
- PD Advocacy: The Difference it Makes*
- Service Dogs for PD
- Starting a Support Group
- Traveling with PD*

#### Practical Matters
- Employment with PD: Working it Out*
- Parkinson’s Disease: Principles for Health Care Reform

#### Caring in Parkinson’s
- Caring for the Care Partner
- Coping Skills for Care Partners
- Helping Your Children Cope with Your PD*
- The PD Partnership: Tips for People with PD and Their Care Partners*

#### Managing Advanced Parkinson’s
- Planning for End of Life: The Role of Hospice in Parkinson’s Disease Care*
- Understanding Advanced Parkinson’s Series

#### PDF Research
- 2013 PDF Grants
- Patient Engagement in Parkinson’s Research
**Online Seminars**

*PD ExpertBriefings* are online seminars featuring advice from leaders in Parkinson’s care and research. To view upcoming or past seminars, visit [www.pdf.org/parkinsononline](http://www.pdf.org/parkinsononline).

For individuals and support groups who may not have the technology to watch online, PDF has available a limited quantity of DVDs of our *PD ExpertBriefings* series.

**The PD ExpertBriefings 2013 Series includes:**
- Coping Skills for Parkinson’s Care Partners
- Gait, Balance and Falls in Parkinson’s Disease
- Under-recognized Nonmotor Symptoms of Parkinson’s Disease
- Medical Therapies: What’s in the Parkinson’s Pipeline?
- Improving Communication in Parkinson’s Disease: One Voice, Many Listeners

**The PD ExpertBriefings 2012 Series includes:**
- A Closer Look at Anxiety and Depression in Parkinson’s Disease
- Caring for A Person with Late Stage Parkinson’s Disease
- Driving and Parkinson’s: Balancing Independence and Safety
- Impulsive and Compulsive Behaviors in Parkinson’s
- Parkinson’s Medications: Today and Tomorrow
- Understanding the Progression of Parkinson’s

**The PD ExpertBriefings 2011 Series includes:**
- What’s Missing? Communication and the PD Partnership
- Physical Therapy and Parkinson’s: What You Need to Know
- Cognition and PD: What You Have Always Wanted to Know But Were Too Afraid to Ask
- The Parkinson’s Pipeline: Treating Your Parkinson’s
- Understanding Pain in Parkinson’s
- Complementary Approaches to Parkinson’s

**The PD ExpertBriefings 2010 Series includes:**
- Parkinson’s Disease and its Treatment: Secrets, Myths and Misconceptions
- How to Take Care of the Caregiver
- Legal Issues: Planning Ahead When Living with Parkinson’s Disease
- Nutrition and Parkinson’s Disease
- What’s in the PD Pipeline?
- Fatigue, Sleep Disorders and Parkinson’s Disease

The Parkinson’s Advocates in Research Online Course explains the science of Parkinson’s and the process that brings new treatments to market.
- Part One: How Parkinson’s Research is Conducted
- Part Two: What’s in the Parkinson’s Pipeline?
- Part Three: Current Scientific Challenges in Parkinson’s Research
- Part Four: Improving the Parkinson’s Research Process
Health Professionals

Are you a health professional caring for people with Parkinson’s? PDF can provide you and your patients with the tools needed to better manage the disease.

Online Course for Nurses

PDF invites nurses to participate in a free online course, Parkinson’s Disease Across the Lifespan: A Roadmap for Nurses. Designed by nurses for nurses, the course provides the latest in current treatment and care strategies.

For more information, visit http://support.pdf.org/nursing.

The online course is made possible through a collaborative effort of PDF, the National Parkinson Foundation and the American Parkinson Disease Association.

Online Course for Physical Therapists

PDF invites physical therapists to participate in a free online course, Parkinson’s Disease: A Practical Approach to Evaluation & Treatment for the Physical Therapist. Designed by physical therapists for physical therapists, this course provides practical, evidence-based knowledge on how to effectively evaluate and treat individuals with Parkinson’s.

.8 CEUs are available.

For more information, visit http://support.pdf.org/therapy.

The online course is presented by PDF in collaboration with the American Parkinson Disease Association, American Parkinson Disease Association and Visiting Nurse Service of New York.

About PDF

PDF Annual Report

Our most recent annual report includes highlights from PDF-funded researchers and PDF’s education and advocacy efforts. This report also acknowledges our generous supporters for their dedication to PDF’s mission. 36 pages.

Fulfilling the Hope: Our Commitment to the Parkinson’s Community

This tri-fold brochure provides an overview of PDF’s mission and is ideal for those who are just learning about PDF, who would like to provide information to patients or support groups, or who are fundraising for PDF and would like information for supporters.

The PDF Story 1957-2007: Fifty Years of Leadership and Commitment to the Parkinson’s Disease Community

This report tells the story of PDF’s founding and history and provides updates on our three programmatic areas: research, education and advocacy. 50 pages.
Help the Parkinson’s cause while you shop. PDF’s store offers t-shirts, and hats for purchase, and several awareness items for free. When you buy these items, you raise awareness AND raise funds for the cause!

Fight Parkinson’s Now Wristband
Show your commitment to the Parkinson’s cause by wearing our wristbands. Made of durable stretch silicone, the bracelets come packaged in sets of 10 and are sized to fit up to an 8” wrist.

**Price:** $5.00

Awareness T-Shirt
Order a t-shirt, designed by a person living with Parkinson’s, to raise awareness of the disease. Available in sizes small, medium, large, x-large and xx-large.

**Price:** $9.95

Awareness Cap
Our adjustable, 100 percent brushed cotton cap offers an ideal way to beat the heat. It features a sturdy low profile brim, sweatband and adjustable closure. Available in green.

**Price:** $9.95

Awareness Buttons (Packs of 10)
Wear this 3-inch button to show your support of Parkinson’s Awareness Month. Hand them out at your April events, such as support group meetings, fundraisers or educational events.

**Price:** $5.00

Awareness Poster/Postcard
Make a difference by displaying this 11x16 poster at your community center, church or library.

**Price:** Free

Tree Ribbons
Make a statement on the street by displaying “April is Parkinson’s Awareness Month” tree ribbons.

**Price:** Free

Awareness Stickers (Sets of 15)
Place a sticker on each piece of mail you send during April, post on local bulletin boards or distribute to local schools and libraries.

**Price:** Free

To purchase these items or to view all available products, visit [http://support.pdf.org/publications](http://support.pdf.org/publications)

Photo credits
Page 17: T-shirt designs created by (left to right) Heather Hinrichsen, Marian Bumala, Stephanie Longo, Diane Malstrom, Jeffrey Williams, Ruth Lotzer.
Page 18 (top to bottom): Lori Katz, Maria De Leon, Patti Meese (pictured with Mayor Jim Lane of Scottsdale, AZ).
Page 26 (left to right): Port Jervis High School baseball team, Gary Chard and family, Chad Moir.
Page 38 (left to right) Patti Meese, Greg Hardoby, Judi Jecmen, Carolyn Weaver.