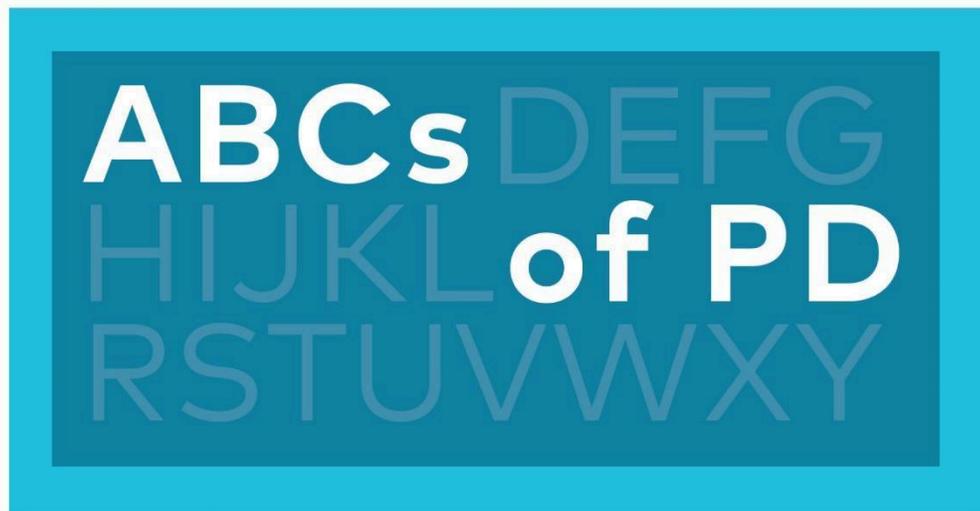




**Parkinson's Awareness Month
2024
#ABCsOfPD**



Overview

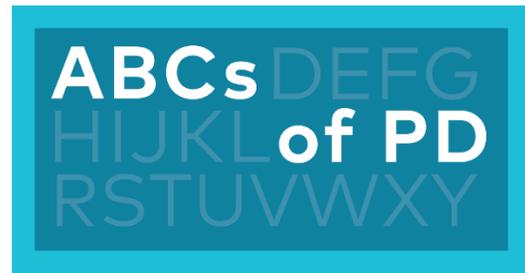
Every April, the Parkinson's Foundation engages the Parkinson's community near and far to raise awareness about both Parkinson's and the Foundation during Parkinson's Awareness Month. This year, with a larger network than ever before, our hope is to engage as many people as possible to improve the lives of people affected by Parkinson's through increased awareness.

This guide provides simple instructions and tools to help you activate your community to support the campaign and how you can participate. If you have any questions, please contact Julie Seireg, Sr. Director of Marketing, at jseireg@parkinson.org.

2024 Theme: #ABCsOfPD

The theme for 2024 Parkinson's Awareness Month is #ABCsOfPD.

This Parkinson's Awareness Month, share the ABCs of PD to spread the word about Parkinson's disease - from A to Z.



This theme allows us to increase awareness of all of the intricacies of Parkinson's disease as well as promote our available resources. With each of the 26 letters of the alphabet, we have the ability to highlight 26 different aspects of PD.

We will be sharing a different letter on social media each day of the month, from Monday to Saturday, and will be asking people to not only share our graphics with their networks, but also to share their own ABCs of PD.



Parkinson's Awareness Month Sponsor

Our friends at Mitsubishi Tanabe Pharma America have graciously sponsored our Parkinson's Awareness Month campaign to help us reach new audiences with Parkinson's disease awareness and get resources into the hands of people who need it.



Mitsubishi Tanabe Pharma America

“At Mitsubishi Tanabe Pharma America (MTPA), we're focused on understanding the everyday challenges people with Parkinson's disease (PD) and their loved ones face, including the impact of motor fluctuations. This Parkinson's Awareness Month, we're proud to partner with the Parkinson's Foundation to help raise awareness and share important resources with the PD community.”

Parkinson's Awareness Month Landing Page

The centerpiece of our Parkinson's Awareness Month promotion this year is the Parkinson's Awareness Month [landing page](#) on our website. Here we provide fun flip cards of the ABCs of PD to teach people about all the unique aspects of Parkinson's disease.

Each of these letters also corresponds to a place on our website to receive additional information about the topic in each letter. So that visitors can learn about all aspects of PD.

How to Get Involved!

The sections below outline how you can activate your community to support the campaign and spread the word. These instructions include opportunities around the community so that everyone can participate at events, on our website and on social media. **Click on the links below to access instructions and sample materials.**

1. Submit a [Proclamation Template](#)
2. Recruit at least one [My PD Story](#)
3. [Email](#) your networks
4. Fill out [ABCsOfPD worksheet](#)
5. Schedule [Social Media Posts](#)
6. [Communicate](#) with the Communications Team

Submit a Proclamation Template

Petition your mayor or governor to declare April Parkinson's Awareness Month. Insert your local information in the placeholders in the Sample Proclamation 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. You can adjust the below template to fit any required word limits. After you've submitted the proclamation, follow up by email or phone to ensure it was received.

2024 CITY/STATE PROCLAMATION TEMPLATE

A proclamation is a public statement or announcement giving notice of a government act. Receiving a proclamation from a mayor, governor, or governing body of a city, county, tribal or state serves the purpose of increasing awareness about Parkinson's disease and the continued need for research, education, and community services. When submitting your request, provide your contact information so they can reach out with any questions, invite you to an event, or send you the final proclamation.

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

WHEREAS, Parkinson's disease is estimated to affect approximately one million people in the United States and the prevalence will rise to 1.2 million by 2030;

WHEREAS, 90,000 new people are diagnosed each year in the United States with Parkinson's disease;

WHEREAS, Parkinson's disease is the 14th leading cause of death in the United States according to the Centers for Disease Control and Prevention;

WHEREAS, it is estimated that the economic burden of Parkinson's disease is at least \$52 billion annually, including direct and indirect costs, including treatment, social security payments and lost income, to patients and family members;

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 there is no cure or drug to slow or halt the progression of the disease;

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; and a variety of other non-motor symptoms;

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

WHEREAS, increased research, education, and community support services such as those provided by the Parkinson's Foundation and other organizations are needed to find more effective treatments and to provide access to quality care to those living with the disease today;

NOW, THEREFORE, I/WE, _____, Mayor/Governor/Governing Body of the City/County/State/Tribal of _____, do hereby proclaim the month of April in twenty twenty-four as
PARKINSON'S AWARENESS MONTH

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

Mayor/Governor/Governing Body
Attest:

Recruit a My PD 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. We'd love stories that highlight what people are doing to raise awareness for Parkinson's disease. Have they participated in PD GENERation and want to share their experience? Are they active in their local chapter? Did they learn information from attending an online event? They can visit [Parkinson.org/PDStory](https://www.parkinson.org/PDStory) to submit their story.

Email Your Networks

This is one of the easiest ways to spread awareness for Parkinson's Awareness Month. Just copy the approved blurb into a standalone email or add it to an email or newsletter you're already planning on sending. Whatever works for you — this gets the message out quickly.

SAMPLE EMAIL OR NEWSLETTER BLURB

This Parkinson's Awareness Month, we're joining the Parkinson's Foundation to share the ABCs of PD

It's been said that if you know one person with Parkinson's disease, you know one person with Parkinson's. Everyone's Parkinson's experience is unique. And that's why we're joining with the Parkinson's Foundation as they share the ABCs of PD this April for Parkinson's Awareness Month.

They've created the ABCs of PD featuring 26 different aspects of the disease. They're going to share each of these on social media throughout the month with links to resources to learn more.

To check out their #ABCsOfPD campaign and see how you can participate, visit Parkinson.org/Awareness.

#ABCsOfPD Worksheet

Our #ABCsOfPD Worksheet is a great way for people with Parkinson's to think creatively about Parkinson's disease impacts them. Using our full list as a guide, write down words that are the same as our list, or think of other words that matter to you. There are so many options! We'd love to see any filled-in responses shared on social media tagging us @ParkinsonDotOrg.

This is great for support groups or senior living facilities to help start a conversation about PD. You can download the worksheet from our landing page, [here](#).



Social Media Guide

It's important to help us spread the Foundation's reach during this year's Parkinson's Awareness Month! We've created sample graphics, captions, and a posting schedule to make it as easy as possible to spread the word. If you have any questions, please email Grace Basler at gbasler@parkinson.org.

View and download all graphics:

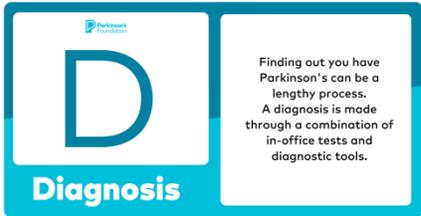
<https://parkinson.egnyte.com/fl/WuwjOnF3dw>

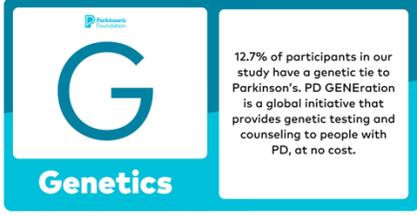
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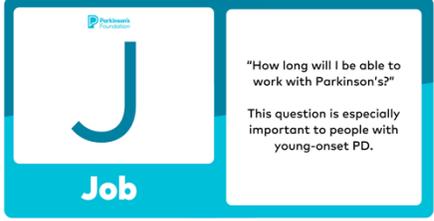
Facebook cover photo:

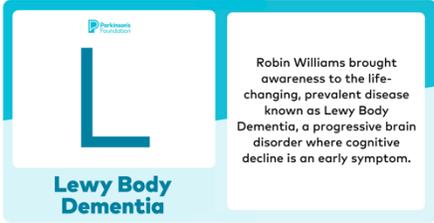


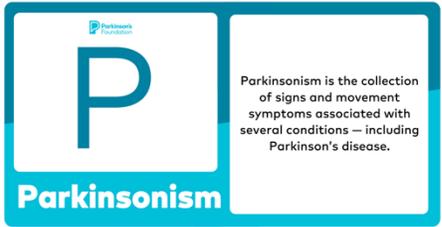
Suggested Date	Graphic	Sample Caption
April 1		<p>It's officially Parkinson's Awareness Month! </p> <p>This year, the Parkinson's Foundation is sharing the #ABCsOfPD to spread the word about Parkinson's disease - from A to Z. Follow along this month as we highlight one aspect of PD for each letter of the alphabet.</p> <p>Find resources or help spread the word about Parkinson's disease by visiting Parkinson.org/Awareness!</p>
April 2		<p>For the first day of the #ABCsOfPD, we're highlighting anxiety. Anxiety is not simply a reaction to a Parkinson's diagnosis, but is instead a part of the disease itself, caused by changes in the brain chemistry of the brain. As many as 2 out of 5 people with PD will experience a form of anxiety.</p> <p>Learn more at: Parkinson.org/Anxiety</p>

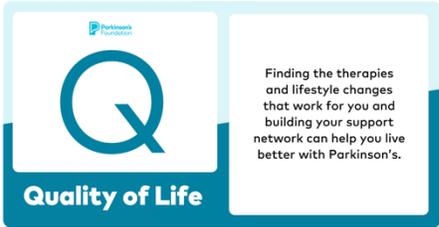
		<p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 3</p>		<p>For today's #ABCsOfPD highlight, we're focusing on B for balance. 🧑‍🦯 Difficulty balancing can be one of the most challenging Parkinson's symptoms.</p> <p>Shakiness, stiffness and slow movement can change how a person walks. The addition of postural instability increases the risk of falls. Encouragingly, exercise is proven to improve gait and balance and reduce falls.</p> <p>Learn more at: Parkinson.org/understanding-parkinsons/movement-symptoms/postural-instability</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 4</p>		<p>C is for care partner! The Parkinson's Foundation is there to support care partners who are caring for their loved ones with Parkinson's disease. #ABCsOfPD</p> <p>Find caregiving resources at: Parkinson.org/CarePartners</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 5</p>		<p>Today for Parkinson's Awareness Month, we're focusing on D for diagnosis. #ABCsOfPD.</p> <p>🧑‍⚕️ Explore how a Parkinson's diagnosis is made and what type of diagnostic tools are used at: Parkinson.org/understanding-parkinsons/getting-diagnosed</p>

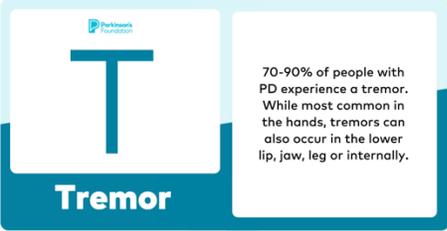
		<p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 6</p>		<p>E is for early signs of Parkinson's disease! 🧠 Know how to recognize the most common early symptoms of Parkinson's by visiting: Parkinson.org/EarlySigns</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 8</p>		<p>Today for Parkinson's Awareness Month, we're highlighting F for fitness! #ABCsOfPD</p> <p>💪 Research shows that exercise and physical activity can not only maintain and improve mobility, flexibility and balance but also ease non-motor PD symptoms. Learn more and find free, Parkinson's-friendly workout videos at: Parkinson.org/Exercise</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 9</p>		<p>Today's spotlight for the #ABCsOfPD is G for genetics! 🧬 Genetics cause about 10% to 15% of all Parkinson's.</p> <p>The Parkinson's Foundation's PD GENERation study offers genetic testing for clinically relevant Parkinson's-related genes and genetic counseling at no cost for people with Parkinson's disease. Learn more at: Parkinson.org/PDGENERation</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>

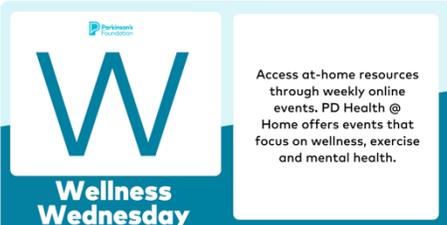
<p>April 10</p>		<p>H stands for Hospital Safety in the #ABCsOfPD! Visit Parkinson.org/HospitalSafetyGuide to empower yourself with hospital safety resources.</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 11: World Parkinson's Day</p>		<p>Today is World Parkinson's Day! 🌍 More than 10 million people worldwide are living with Parkinson's disease, and someone new is diagnosed every 6 minutes in the U.S. alone.</p> <p>The Parkinson's Foundation makes life better for people with PD by improving care and advancing research toward a cure. Explore Parkinson's disease resources at Parkinson.org. 💻</p> <p>Join us as we raise awareness for Parkinson's disease by sharing this post!</p>
<p>April 12</p>		<p>90,000 people will be diagnosed with Parkinson's disease this year in the United States alone. 🩺</p> <p>Today for the #ABCsOfPD, learn more about Incidence by visiting: Parkinson.org/Statistics</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 13</p>		<p>Today for Parkinson's Awareness Month, we're focusing on J for Job! #ABCsOfPD 🧑‍💼</p> <p>For many people, one of the first questions after a Parkinson's diagnosis is, "How long will I be able to work?" This question is especially important to those with young-onset PD, who may be far from retirement.</p>

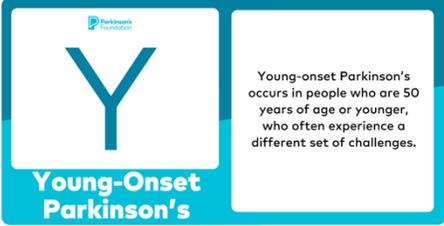
		<p>To learn more about managing employment with Parkinson's disease, visit: Parkinson.org/library/fact-sheets/employment</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 15</p>		<p>K stands for knowledge! 📖 #ABCsOfPD</p> <p>The Parkinson's Foundation is there to empower you with Parkinson's disease information and resources. Today for Parkinson's Awareness Month, deep dive into the PD topics that matter most to you at: Parkinson.org/PDLibrary</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 16</p>		<p>Today for the #ABCsOfPD, we're focusing on L for Lewy Body Dementia. 🧠 Changes in the structure and chemistry of the brain can cause memory and thinking problems in Parkinson's disease.</p> <p>Alpha-synuclein, a protein that is central to Parkinson's, forms sticky clumps, called Lewy bodies, that can disrupt normal brain functioning and lead to dementia. For Parkinson's Awareness Month, learn more at: Parkinson.org/Dementia</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 17</p>		<p>In the #ABCsOfPD, M stands for Motor Fluctuations! (Also known as on-off times)</p> <p>"Off" episodes are periods in the day when the effect of medication wears off, either suddenly or gradually, with a return of motor or non-motor symptoms.</p>

		<p>Learn ways to minimize off episodes in this short podcast episode: Parkinson.org/library/podcast/148</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 18</p>	 <p>The infographic features a large blue letter 'N' on the left. To its right, the text reads: "Neurologists (and specialized neurologists called movement disorders specialists) diagnose and treat Parkinson's." Below the 'N' is the word "Neurologist" in white text on a blue background. The Parkinson's Foundation logo is in the top left corner.</p>	<p>Today for Parkinson’s Awareness Month, we’re spotlighting N for Neurologist! 🧠🩺 #ABCsOfPD</p> <p>Building a care team that is well-versed in PD will help guide you during your Parkinson’s journey. To get connected to high-quality care near you, contact the Parkinson’s Foundation Helpline: 1-800-4PD-INFO (473-4636) Helpline@Parkinson.org</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 19</p>	 <p>The infographic features a large blue letter 'O' on the left. To its right, the text reads: "Rehabilitation therapies – occupational, physical and speech therapies – can slow disease progression, address symptoms and enhance mental health." Below the 'O' is the word "Occupational Therapy" in white text on a blue background. The Parkinson's Foundation logo is in the top left corner.</p>	<p>During Parkinson’s Awareness Month, O is for occupational therapy! #ABCsOfPD</p> <p>Occupational therapists can help people with Parkinson’s disease identify strategies that allow them to continue doing activities they find important. Learn more about the benefits of occupational therapy for PD at: Parkinson.org/OccupationalTherapy</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 20</p>	 <p>The infographic features a large blue letter 'P' on the left. To its right, the text reads: "Parkinsonism is the collection of signs and movement symptoms associated with several conditions – including Parkinson’s disease." Below the 'P' is the word "Parkinsonism" in white text on a blue background. The Parkinson's Foundation logo is in the top left corner.</p>	<p>Today for the #ABCsOfPD, we’re highlighting Parkinsonism, which is the collection of signs and movement symptoms associated with several conditions, including PD.</p> <p>For Parkinson’s Awareness Month, learn more at:</p>

		<p>Parkinson.org/understanding-parkinsons/what-is-parkinsons/types-parkinsonisms</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 21</p>	 <p>The graphic features a large blue letter 'Q' on the left. To its right, text reads: 'Finding the therapies and lifestyle changes that work for you and building your support network can help you live better with Parkinson's.' Below the 'Q' is the text 'Quality of Life'.</p>	<p>In the #ABCsOfPD, Q stands for Quality of Life. At the Parkinson’s Foundation, the goal is to make life better for those living with Parkinson’s disease by improving care and advancing research toward a cure.</p> <p>To explore resources designed to help you live well with PD, visit: Parkinson.org/living-with-parkinsons</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 22</p>	 <p>The graphic features a large blue letter 'R' on the left. To its right, text reads: 'Parkinson’s research can lead us to breakthroughs in treatment and care at any moment. Explore our currently funded research and how to join a PD study.' Below the 'R' is the text 'Research'.</p>	<p>For Parkinson’s Awareness Month, R stands for research! 🧪 #ABCsOfPD</p> <p>The Parkinson’s Foundation drives a multi-disciplinary research strategy to close the gaps in knowledge about Parkinson’s – from its basic biology to its impact on the brain and its effects on people.</p> <p>Learn more about the research being done to improve Parkinson’s treatments and find a cure at: Parkinson.org/Research</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson’s Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 23</p>		<p>Today for Parkinson’s Awareness Month, we’re highlighting S for stages. #ABCsOfPD</p> <p>Parkinson’s disease impacts people in different ways. Not everyone will experience all the symptoms of PD; even if people do, they won’t necessarily experience the</p>

		<p>symptoms in quite the same order or at the same intensity. However, knowing the typical stages of Parkinson's can help you cope with changes as they occur. Learn more at: Parkinson.org/Stages</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 24</p>		<p>Often, but not always, the first motor symptoms of Parkinson's disease, T stands for tremor in the #ABCsOfPD.</p> <p>For Parkinson's Awareness Month, learn more about managing this symptom of PD at: Parkinson.org/Tremor</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 25</p>		<p>In the #ABCsOfPD, U stands for urinary incontinence. Recent studies suggest that 30-40% of people with Parkinson's have urinary difficulties.</p> <p>For Parkinson's Awareness Month, learn more at: Parkinson.org/library/fact-sheets/urinary-problems</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 26</p>		<p>V stands for vertigo in the #ABCsOfPD. 🤯🌀 While vertigo and dizziness are common in Parkinson's disease, they are often overlooked.</p> <p>Learn more about vertigo and dizziness so you can address these issues with your care team:</p>

		<p>Parkinson.org/understanding-parkinsons/non-movement-symptoms/vertigo</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 27</p>		<p>Today for our Parkinson's Awareness Month #ABCsOfPD, we're focusing on W for wellness!</p> <p>The Parkinson's Foundation's PD Health @ Home programs, such as Wellness Wednesdays, offer events that focus on living well with PD, exercise and mental health. Learn more at: Parkinson.org/resources-support/online-education/pdhealth</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 28</p>		<p>In the #ABCsOfPD, X stands for X! (Formerly known as Twitter)</p> <p>➡️📱 For Parkinson's Awareness Month, follow the Parkinson's Foundation on all social media channels at @ParkinsonDotOrg to receive updates and resources on Parkinson's disease.</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 29</p>		<p>Y stands for young-onset Parkinson's disease in the #ABCsOfPD. Young-onset Parkinson's disease occurs in people younger than 50 years of age and affects about 4% of the one million people with PD in the United States.</p> <p>For Parkinson's Awareness Month, find more information on YOPD at: Parkinson.org/YOPD</p>

		<p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 30</p>		<p>Last but not least, Z stands for Zen in the #ABCsOfPD! A Parkinson's diagnosis, and what can feel like ever-changing symptoms as PD progresses, can bring on a flood of emotions for you and your loved ones.</p> <p>The Parkinson's Foundation is there to help you manage your mental and emotional health: Parkinson.org/MentalHealth</p> <p>[Comment: 📝 To learn more #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>
<p>April 30</p>	<p>Use link preview from sample caption.</p>	<p>As Parkinson's Awareness Month comes to a close, we want to assure you that we are here for the Parkinson's community all year long! 📅💙</p> <p>The Parkinson's Foundation is dedicated to making life better for people living with PD and those who love them. Find resources here: Parkinson.org/Resources</p>
<p>Anytime</p>		<p>Today for Parkinson's Awareness Month, we want to hear from YOU!</p> <p>Parkinson's disease impacts people in different ways. What are YOUR #ABCsOfPD? Comment below or share with your network and tag us!</p> <p>[Comment: 📝 To view the Parkinson's Foundation's #ABCsOfPD for Parkinson's Awareness Month, visit: Parkinson.org/Awareness]</p>

Extra Tips

★ Find additional, ready-to-go social media posts to share during Parkinson's Awareness Month [here](#).

★ Pay close attention to your comment sections and Facebook messages throughout April (and always) to make sure you are answering questions or pointing people to helpful resources. When in doubt, plug the Helpline! 1-800-4PD-INFO (473-4636) | Helpline@Parkinson.org

★ Tag [@ParkinsonDotOrg](#)

★ If you're looking for posts in Spanish, click [here](#), using password PFAwareness2024.

★ Notify Grace Basler at gbasler@parkinson.org if you post something that you would like shared

Communicate with the Communications Team

We're looking for stories to feature in our e-newsletter, social media channels and blog. If you've come across a great tip, know of a member in your network with advice/a story to share or are hosting a great fundraiser to spread general PD awareness — we want to hear about it! Contact Julie Seireg, Senior Director of Marketing, at jseireg@parkinson.org.