Parkinson's Foundation

Awareness is our #KeyToPD
Parkinson's Awareness Month 2019
Every April, the Parkinson’s Foundation engages the Parkinson’s community near and far to raise awareness about both Parkinson’s and the Foundation.

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

**2019 Theme: #KeyToPD**

Awareness is key as we work toward a world without Parkinson’s disease (PD).

Parkinson’s Awareness Month is an opportune time to share tips and resources that help make life better for people with Parkinson’s. Every day people in our PD community face obstacles — some anticipated, others new.

This month, the Parkinson’s Foundation wants to know your key to living well with PD. Whether you are living with PD, are a caregiver or a healthcare professional, tell us your tip. From managing freezing to sleeping and bathroom tips — no topic is off limits. Our hope is that others can replicate your tips and make their life just a little easier. Share your #KeyToPD.

**How to Get Involved!**

**Social Media**

- **Share your #KeyToPD.** Show and tell us how a tool or technique can make a task easier for a person affected by PD. Get creative! From brushing your teeth in the morning to an app that helps you track your sleep pattern at night, we’re looking for tips on all aspects of our daily routine!
- **Post to Twitter, Facebook and Instagram using the hashtag #KeyToPD.** All month long, post photos, videos, facts, stories and resources on social media to raise awareness about PD and the Parkinson’s foundation, using our campaign hashtag #KeyToPD. See Parkinson.org for the latest resources and blog content to share, or re-post content from Parkinson’s Foundation handles!
- **Refer to the Social Media Guide on page 6 of this kit.**

**Parkinson.org**

- **Submit your #KeyToPD.** Visit Parkinson.org/Awareness to share your tip or tool that helps people affected by Parkinson’s disease live better.
- **Submit a “My PD Story” or encourage someone you know to tell his/her story.** “My PD” stories powerfully illustrate what it’s like to live with Parkinson’s and how our programs and resources provide hope and support. Visit Parkinson.org/MyPDStory to share a story.
- **Unlock your customized #KeyToPD.** Visit Parkinson.org/Keys for an assortment of resources tailored to your needs.
Around Your Community

- **Petition your mayor or governor to declare April Parkinson’s Awareness Month.** Use the Sample Proclamation tool and insert your local information in the placeholders to customize it for your town or state. Go online to find out how to contact your mayor or governor’s office, and/or call or email to inquire where to submit the proclamation. After you’ve submitted the proclamation, follow up by email or phone to ensure it was received.

- **Submit a Letter to the Editor to your local paper.** Customize the Letter to the Editor template and submit it to a local paper. The purpose of this short letter is to encourage members of your community to raise awareness about PD in April for Parkinson’s Awareness Month. Your letter might mention specific events taking place around the community.

Local Events

- **Attend a programmatic or fundraising event.** Head to Parkinson.org/Events to find local educational and awareness raising gatherings near you. Expand your PD network by socializing with other families and professionals in your area.

- **Host a Do-It-Yourself (DIY) fundraiser in honor of Parkinson’s Awareness Month.** Host an event — from a brunch to a hike — where all proceeds help make life better for people with Parkinson’s. Visit Parkinson.org/Champions for step-by-step support.
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 or state serves the purpose of increasing awareness about Parkinson’s disease and the continued need for research, education, and community support services. When submitting your request, be sure to provide your name and contact information so they can reach out to you with any additional 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, 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 $25 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 of __________, do hereby proclaim the month of April in twenty-nineteen 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 of to be affixed and have made this proclamation public.

_______________________________
Mayor/Governor/Governing Body

Attest:

_______________________________
Sample Letter to the Editor

Subject: Honoring Parkinson’s Awareness Month

[Insert date]

[Insert name of Editor & Newspaper Address]

Dear [Name of Editor]:

It’s estimated that 60,000 Americans are diagnosed with Parkinson’s disease (PD) each year and one million Americans are currently living with this neurodegenerative disease. Commonly known for its movement or motor-related symptoms, people with PD are often more impacted by non-motor symptoms like apathy, depression, sleep behavior disorders, loss of sense of smell and cognitive impairment.

April is Parkinson’s Awareness Month, and I, along with [chapter, program, business, etc.] urge everyone in [city/region] to join our community as we work together to promote awareness and help fund the fight against Parkinson’s. To get involved, individuals can donate to the Parkinson’s Foundation to support research and programs, participate in an event, or share their story or others’ stories on social media. [Insert a short description of upcoming local activities and/or educational events.]

[Insert one sentence on personal or professional connection to PD.] If you or someone you know is living with PD, you are not alone. Call our toll-free Helpline, 1-800-4PD-INFO, or visit Parkinson.org. Together, we can make life better for people with Parkinson’s disease by improving care and advancing research toward a cure.

Sincerely,

[Your Name
Your Address
Your Phone Number/Email]
Parkinson’s Awareness Month presents an excellent opportunity to spread the word about Parkinson’s disease. We’re relying on your participation to make this year’s campaign the best yet!

The official campaign hashtag is #KeyToPD. Use this hashtag when posting about tips and tools that help you live better with Parkinson’s on Facebook, Twitter and Instagram. We also encourage you to use #ParkinsonsAwarenessMonth, #ParkinsonsAwareness and #Together4PD.

Sample Social Posts
Accompany the following content with images and videos for more engaging posts. For approved campaign graphics, see the folder on Egnyte.

- My #KeyToPD is: (YOUR TIP/TOOL/TECHNIQUE). What’s yours? #ParkinsonsAwarenessMonth #ParkinsonsAwareness #Together4PD
- April is Parkinson’s Awareness Month. Awareness is 🔑 to improving care and advancing research toward a cure. Follow @ParkinsonDotOrg for updates throughout the month. #KeyToPD
- What is #Parkinsons? #PD is a chronic & progressive #movementdisorder that involves the malfunction of vital nerve cells in the brain. #ParkinsonsAwareness is #KeyToPD
- You can be #KeyToPD research! Learn more about @ParkinsonDotOrg’s Genetics Initiative today: parkinson.org/PDgeneration
- Awareness is my #KeyToPD. Did you know that 3 out of 4 people with Parkinson’s don’t get their medications on time in the hospital? @ParkinsonsDotOrg provides Aware in Care kits to help people with PD advocate for their best care during a hospital stay. Order yours for free today: www.AwareInCare.org
- Being in touch with @ParkinsonDotOrg is 🔑 to living well with Parkinson’s. Call 1-800-4PD-INFO (1-800-473-4636) or email helpline@parkinson.org for current disease information and emotional support #KeyToPD
- Getting involved is #KeyToPD Awareness. Take action during #ParkinsonsAwarenessMonth. Register for Moving Day [CITY], taking place on [DATE]. [insert registration link]
- Your donation is #KeyToPD. There are many ways you can support the fight against Parkinson’s. Whatever form your gift takes, you can be confident that it goes toward providing crucial resources for those affected by this disease. #ParkinsonsAwarenessMonth #Together4PD

Facebook Frame
We’ve developed a frame you can add to your Facebook profile photo throughout April promoting the foundation and Parkinson’s Awareness Month. Search Frames on Facebook using the keyword Parkinson’s.