



**Parkinson's  
Foundation**

**Parkinson's Awareness Month 2021**

**KNOW  
MORE  
PD**



[/ParkinsonDotOrg](#)

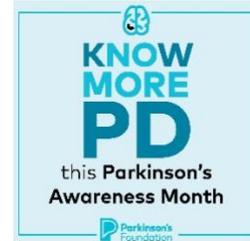
## Overview

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 your help, 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. Thank you in advance for your support and promotion of our campaign. If you have any questions, please contact Julie Kenneally, Director of Marketing, at [jkenneally@parkinson.org](mailto:jkenneally@parkinson.org).

## 2021 Theme: #KnowMorePD

The theme for 2021 Parkinson's Awareness Month is #KnowMorePD. The goal of the campaign is to raise awareness about Parkinson's disease, the Parkinson's Foundation and all of our available resources that help make lives better for people with Parkinson's. At the end of the month, people will Know More about Parkinson's disease.



## Parkinson's Awareness Quiz

The centerpiece of our Parkinson's Awareness Month promotion this year is a #KnowMorePD quiz. This 10-question quiz made up of multiple choice and true/false questions tests your knowledge of Parkinson's facts and highlights key resources and strategic priorities of the Foundation. The quiz lives online and will be linked to throughout all of our Parkinson's Awareness Month materials.

### Prizes for Taking the Quiz!

We are happy to offer some great prizes for people who take the #KnowMorePD quiz! At the end of each full week in April, Parkinson's Foundation will pull a list of everyone who has taken the quiz and choose one participant to win a \$25 Amazon gift card. That means four lucky winners total! (Note: drawings will be done April 12, April 19, April 26 and May 3).

And in addition to that, we've got one amazing Grand Prize of a [Kindle Paperwhite](#) with 32gb of storage AND loaded with all 12 of our publications now available on Kindle. We'll randomly select the final Grand Prize winner on May 3.

*Note: People are allowed to take the quiz more than once, but their name will only be entered into the contest one time for each drawing. Winners will be notified by email to the email address they use when taking the quiz. Winner of the Amazon Kindle must live within the United States.*

## 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 local events, on our website and on social media.**

### □ 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. After you've submitted the proclamation, follow up by email or phone to ensure it was received.

### □ Schedule Social Media Posts for Month

- **Post to Twitter, Facebook and Instagram using the hashtag #KnowMorePD.** 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 #KnowMorePD. See [Parkinson.org](http://Parkinson.org) for the latest resources and blog content to share, or re-post content from Parkinson's Foundation handles! You can find us on Facebook, Twitter and Instagram - @ParkinsonDotOrg. Make sure to tag us! Refer to the Social Media Guide below for posts you can use.

### □ Submit or recruit a My PD Story

- **Submit your My PD Story or encourage someone to tell his/her My PD Story.** "[My PD Stories](http://Parkinson.org/MyPDStory)" powerfully illustrate what it's like to live with Parkinson's and how our programs and resources provide hope and support. We would also appreciate any stories from diverse or underserved communities. Have you told your story yet? Share yours today at [Parkinson.org/MyPDStory](http://Parkinson.org/MyPDStory) to share. Or, if your network includes people with Parkinson's, ask others to share their stories so your community is represented.

### □ Distribute a Press Release and/or Letter to the Editor

- **Distribute a press release about Parkinson's Awareness Month.** If your mayor or governor has proclaimed April Parkinson's Awareness Month, use the press release tool to pitch the story to local media. Insert your local information in the placeholders to customize the announcement for your town or state. Distribute the full press release to local print, online and broadcast media and offer expert spokesperson – yourself, a Chapter committee member, a local medical expert, an individual with Parkinson's or a caregiver – for additional comment.

How to identify outlets and reporters:

- Search online for the top print, online and broadcast (TV and radio) outlets in your area. This is really a local story, so do not send the release to national reporters or outlets.
- Target reporters who cover health or local government, as they're most likely to be interested in your press release. Do not send to reporters who do not cover these issues. To identify the right reporters, search relevant terms like "[outlet name] + health" or "[outlet name] + government reporter" to find either a name or recent coverage written by relevant reporters. In some cases, you might consult the masthead or staff listing, or call the general contact line at the outlet to ask for the name and contact information of the right reporter. For television, send the release to the news desk.

- **Submit a Letter to the Editor to your local paper.** Customize the Letter to the Editor template and submit it to your local paper. The purpose of this short letter is to encourage members of your community to raise awareness about PD in April. You can even add specific events taking place around the community to the letter.

Have media questions? Contact Mona Clifton, Public Relations Manager, at [mclifton@parkinson.org](mailto:mclifton@parkinson.org).

### □ E-mail your Networks

- **Let everyone know about #KnowMorePD through e-mail.** This is one of the easiest ways to spread awareness for Parkinson's Awareness Month. Just copy the approved blurb into a standalone e-mail or add it to an e-mail or newsletter you're already planning on sending. Whatever works for you, this gets the message out quickly.

### □ Communicate with the Parkinson's Foundation Communications Team

- **Tell us how you're raising awareness.** We're looking for stories to feature in our e-newsletter, social media channels and blog. If you've taken any of these steps or are working to spread general PD Awareness — we want to hear about it! Contact Julie Kenneally, Director of Marketing, at [jkenneally@parkinson.org](mailto:jkenneally@parkinson.org).

## Suggested Timeline

- **Week of March 8**
  - Submit Proclamation
  - Consult Letter to the Editor Submission Guidelines
  - Update Letter to the Editor Copy with Your Information
  - Prep email or newsletter language to communicate with your network about upcoming plans
- **Week of March 15**
  - Submit a My PD Story or ask someone you know to submit
  - Pre-schedule #KnowMorePD social media content throughout April
  - Submit Letter to the Editor to local outlet(s)
  - Follow up on Proclamation submission
  - If Proclamation is accepted, update press release using the template
- **Week of March 22**
  - If Proclamation is accepted, distribute press release to local media
- **Throughout the month of April**
  - E-mail the sample blurb to your networks to let them know it's Parkinson's Awareness Month
  - Post to your social media platforms using #KnowMorePD
  - Re-post content from Parkinson's Foundation social media channels

**Pro Tip: April 11 is World Parkinson's Day. Make sure to post on Facebook this day to help spread the word!**

## 2021 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 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 \$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 of \_\_\_\_\_, do hereby proclaim the month of April in twenty twenty-one 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.

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Mayor/Governor/Governing Body

Attest:

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## Sample Press Release

### FOR IMMEDIATE RELEASE

Media Contact:  
Name, Email, Phone

**Governor/Mayor [Last Name] Proclaims April Parkinson's Awareness Month in [City/State]**

**CITY, State – Month XX, 2021 –** [Insert name of Governor/Mayor/Governing Body] has designated April as Parkinson's Awareness Month in [insert City/County/State]. Each year, 60,000 Americans are newly diagnosed with Parkinson's disease (PD) and more than one million Americans are currently living with the 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. The prevalence of the disease is expected to increase substantially in the next 20 years due to the aging population. Currently, there is no cure for Parkinson's, but there are medications and treatments to live well with PD.

"Since 1957, the Parkinson's Foundation has invested more than \$368 million in Parkinson's disease research and clinical care," said John L. Lehr, President and Chief Executive Officer of the Parkinson's Foundation. "Parkinson's Awareness Month highlights the critical need for us to continue working together to fund research, care and resources so that one day we may live in a world without Parkinson's disease."

Efforts to raise awareness and funds during this month are part of a nationwide movement led by the Parkinson's Foundation to make life better for people with Parkinson's disease by improving care and advancing research toward a cure.

"This proclamation highlights our support of the (CITY NAME) community and everyone here who has been affected by Parkinson's disease," said (LOCAL SPOKESPERSON). "Together we can help our local community by raising awareness of the tools the Parkinson's Foundation offers to empower people with PD and their loved ones."

[Insert additional information about state and community events, if applicable]

[Insert a few sentences about upcoming local Moving Day, if applicable]

To learn more about how to get involved, visit [Parkinson.org](http://Parkinson.org) or join the Parkinson's Foundation online community, a place to ask questions and connects with others living with PD at [PDConversations.org](http://PDConversations.org).

### About the Parkinson's Foundation

The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience and passion of our global Parkinson's community. For more information, visit [www.parkinson.org](http://www.parkinson.org) or call (800) 4PD-INFO (473-4636).

### About Parkinson's Disease

Affecting an estimated one million Americans and 10 million worldwide, Parkinson's disease is the second-most common neurodegenerative disease after Alzheimer's and is the 14th-leading cause of death in the United States. It is associated with a progressive loss of motor control (e.g., shaking or tremor at rest and lack of facial expression), as well as non-motor symptoms (e.g., depression and anxiety). There is no cure for Parkinson's and 60,000 new cases are diagnosed each year in the United States alone.

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## Sample Letter to the Editor

**Subject: Parkinson's Awareness Month**

[Insert date]

[Insert name of Editor & Newspaper Address]

Dear [Name of Editor]:

An estimated one million people in the U.S. live with Parkinson's disease, the second-most common neurodegenerative disease after Alzheimer's and the 14th-leading cause of death in our country. Symptoms vary, but can include tremors; difficulty with balance, swallowing, chewing and speaking; and cognitive impairment. Not to mention, [a recent survey](#) found that nearly half of people with Parkinson's noticed some negative change in their symptoms during the pandemic.

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 promote greater awareness of how Parkinson's affects those living with the disease, and their families. 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 like PD Health @ Home.]

[Insert one sentence on personal or professional connection to PD.] 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

## Sample E-Mail or Newsletter Blurb

**Join me in celebrating Parkinson's Awareness Month with the Parkinson's Foundation and their #KnowMorePD campaign**

April is Parkinson's Awareness Month, and this year (our/my) friends at the Parkinson's Foundation are promoting the #KnowMorePD campaign to spread awareness about Parkinson's disease. I'm challenging my friends and family to take the #KnowMorePD quiz and test your knowledge to see how much you know about Parkinson's disease. Each question links to important information that will help people learn how to live better with Parkinson's disease. And, if you take the quiz during April, you'll be entered to win one of four possible \$25 Amazon gift cards as well as the grand prize of a new Kindle Paperwhite, pre-loaded with all of the Parkinson's Foundation books on Kindle.

(Insert line about why Parkinson's is important to you, if desired)

To check out the #KnowMorePD campaign and take the quiz, visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness).

## Parkinson's Awareness Month Social Media Guide

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 **#KnowMorePD**. Use this hashtag when posting about tips and tools that help you prepare for a better life with Parkinson's on Facebook, Twitter and Instagram. We also encourage you to use **#ParkinsonsAwarenessMonth**, **#ParkinsonsAwareness** and **#Together4PD**.

### Sample Social Posts

#### Parkinson's Awareness Posts

- April is Parkinson's Awareness Month. Did you know 1 million American's are living with Parkinson's disease, and 60,000 people are newly diagnosed each year? Find out more about Parkinson's disease today: [Parkinson.org/Awareness](https://parkinson.org/Awareness) #KnowMorePD
- What is Parkinson's disease? It's a chronic & progressive movement disorder that involves the malfunction of vital nerve cells in the brain. The more we all know about Parkinson's, the more we can work together to beat it. Learn how you can get involved this month from @ParkinsonDotOrg at [Parkinson.org/Awareness](https://parkinson.org/Awareness)
- April is Parkinson's Awareness Month. Awareness is the first step to #KnowMorePD □ Help @ParkinsonDotOrg improve care & advance research toward a cure by following them for updates throughout the month. [Parkinson.org/Awareness](https://parkinson.org/Awareness)

#### Quiz Posts

- I'm joining @ParkinsonDotOrg for #ParkinsonsAwarenessMonth! Take the #KnowMorePD quiz today to test your knowledge of Parkinson's disease: [Parkinson.org/Awareness](https://parkinson.org/Awareness)
- It's Parkinson's Awareness Month! Today I took the #KnowMorePD quiz and tested my knowledge about Parkinson's disease. Take the quiz today and you could win an Amazon gift card or even a new Kindle! [Parkinson.org/Awareness](https://parkinson.org/Awareness)

#### Resources Posts

- Did you know that 3 out of 4 people with Parkinson's don't get their medications on time in the hospital? @ParkinsondotOrg provides Aware in Care kits to keep in your home in case you have to take a trip to the hospital. Order yours for free today: [Parkinson.org/AwareInCare](https://parkinson.org/AwareInCare) #ParkinsonAwarenessMonth #KnowMorePD
- Do you have Parkinson's disease? April is #ParkinsonsAwarenessMonth. One way you can help #beatPD is by joining PD GENERation from @ParkinsonDotOrg, which offers genetic testing and counseling at no cost to people with Parkinson's. Help us change the future of Parkinson's disease: [Parkinson.org/PDGENERation](https://parkinson.org/PDGENERation)
- Save the Parkinson's Foundation's bilingual Helpline number in your phone as a contact so that you can reach out to @ParkinsonDotOrg with your PD questions as they arise: 1-800-4PD-INFO (1-800-473-4636) #KnowMorePD

We'll be on the lookout to elevate some of your best local content on the national social media networks during Parkinson's Awareness Month in order to best reach our global audience. Notify Melanie Schaffel at [mschaffel@parkinson.org](mailto:mschaffel@parkinson.org) if you post something that you'd like shared.

## Parkinson's Awareness Month Social Media Graphics

All graphics can be found under: <https://parkinson.egnyte.com/fl/YbNm1qwDcf>.

Facebook Cover Photo



Social Media Graphics

