Parkinson's Awareness Month 2022
#FutureOfPD

FUTURE OF 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 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 Kenneally, Director of Marketing, at jkenneally@parkinson.org.

Our efforts this year are supported by a generous sponsorship from Sunovion to increase our reach and spread awareness about Parkinson’s disease.

Thank you in advance for helping the Parkinson’s Foundation make this year’s Parkinson’s Awareness Month the best yet! Please share with us any outreach you do, we’d love to see what our partners and friends are doing.

If you have any questions or to share activity, please contact Julie Kenneally, Director of Marketing, at jkenneally@parkinson.org or 305-537-9958.

2022 Theme: #FutureOfPD

The theme for 2022 Parkinson’s Awareness Month is #FutureOfPD. The goal of the campaign is to raise awareness about Parkinson’s disease, the Parkinson’s Foundation and encourage people to take action to impact the Future of PD. Whether that means learning how to navigate your own future with Parkinson’s or helping us create a world without PD, together we can make a difference.

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 break down three steps people can take to impact the Future of PD that are tied to strategic priorities of the Foundation. First, by participating in PD GENERation: Mapping the Future of Parkinson’s disease. Second, by building a care team to find expert care in their area. Finally, calling the Helpline to help navigate their PD future.

How to Get Involved!

The sections below outline how you can activate your community to support the campaign and spread the word. Use this handy checklist to keep track. These instructions include opportunities around the community so that everyone can participate at 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 #FutureOfPD. 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 #FutureOfPD. 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 below for posts you can use.
• **Be social.** Tag your local Chapter pages, sponsors, partners or local businesses and encourage them to post content, too. Consult the Social Media Guide below for ready-to-use posts and sample content.

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<thead>
<tr>
<th>Pro Tip: Graphics can be downloaded directly here for higher-quality images:</th>
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<tr>
<td>Link: <a href="https://parkinson.egnyte.com/f/ab95x6l066">https://parkinson.egnyte.com/f/ab95x6l066</a></td>
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<td>Password: AwarenessMonthPF2022</td>
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- **Recruit at least one My PD Story**
  - **Encourage someone to tell his/her 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 impact the Future of Parkinson’s disease. Have they participated in PD GENERation and want to share their experience? Do they go to a boxing class every week to stay strong and fit? We would also appreciate any stories from diverse communities. They can visit [Parkinson.org/MyPDStory](https://parkinson.org/MyPDStory) to submit their story.

- **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 spokespeople – 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:
  o 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.
  o 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 Marissa Cruz, Public Relations Manager, at [mcruz@parkinson.org](mailto:mcruz@parkinson.org).

- **E-mail your Networks**
  - **Let everyone know about #FutureOfPD 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 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 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 Kenneally, Director of Marketing, at [jkenneally@parkinson.org](mailto:jkenneally@parkinson.org).
Suggested Timeline

- **Week of March 7**
  - Submit Proclamation
  - Consult Letter to the Editor Submission Guidelines
  - Update Letter to the Editor Copy
  - Prep email or newsletter language to communicate with your network about upcoming plans

- **Week of March 21**
  - Submit a My PD Story or ask someone you know to submit
  - Pre-schedule #FutureOfPD 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 28**
  - 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 #FutureOfPD
  - Re-post content from Parkinson's Foundation social media channels
  - Publicize on social media and in e-communications any local media hits, including press release coverage and letter to the editor placements.

| Pro Tip: April 11 is World Parkinson's Day. Direct people to donate to Parkinson's Foundation Facebook Fundraiser - @ParkinsonDotOrg. |

- **Week of April 11**
  - Send us photos and any video footage from your community.

- **Week of May 2**
  - Thank your network for participating in Parkinson's Awareness Month and include examples of engagement (photos, media clips, summary of events or stories, etc.)
2022 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 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, 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-two 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:

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

CITY, State (Month XX, 2022) — [Insert name of Governor/Mayor/Governing Body] has designated April as Parkinson’s Awareness Month in [insert City/County/State]. Each year, 60,000 people in the U.S. are newly diagnosed with Parkinson’s disease (PD) and more than one million 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 number of individuals living with PD is expected to rise to 1.2 million by 2030. Currently, there is no cure for PD, but there are medications and treatments to live well with the disease.

“Since 1957, the Parkinson’s Foundation has invested more than $400 million in Parkinson’s disease research and clinical care,” said John L. Lehr, President and CEO 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 PD by encouraging everyone to take action to impact the future trajectory of the disease. Whether it be learning how to navigate one’s own future with PD or helping the community create a world without PD, the movement aims to make a difference in the future of research, care and lives.

“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/Awareness, call the free Helpline at (800) 4PD-INFO (473-4636) or join the Parkinson’s Foundation online community, PD Conversations, a place to ask questions and connects with others living with PD.

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. Since 1957, the Parkinson’s Foundation has invested more than $400 million in Parkinson’s research and clinical care. Connect with us on Parkinson.org, Facebook, Twitter, Instagram 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: Rewriting the #FutureofPD this 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. Commonly known for its movement or motor-related symptoms, people with PD are often more impacted by non-motor symptoms like apathy, depression, and sleep behavior disorders. As for the #FutureofPD, the number of people living with the disease is expected to rise to 1.2 million by 2030.

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 to change the course of the #FutureofPD by promoting 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 a local event, or share their stories 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 rewrite the #FutureofPD by improving care and advancing research toward a cure.

Sincerely,

[Your Name]
[Your Address]
[Your Email]
[Your Phone Number]
Sample E-Mail or Newsletter Blurb

Join the Parkinson’s Foundation’s #FutureOfPD campaign for Parkinson’s Awareness Month

April is Parkinson’s Awareness Month. This year, we’re joining with the Parkinson’s Foundation to encourage everyone to take actions to impact the future of Parkinson’s disease (PD). Whether that means learning how to navigate your own future with Parkinson’s or helping us create a world without PD, together we can make a difference. We’ve created a webpage with a few ideas to get you started focused on some key areas: Future of Parkinson’s Research, Future of Parkinson’s Care, and Navigating Your PD Future.

To check out the #FutureOfPD campaign, visit 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 #FutureofPD. 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

- Whether you’re navigating your own future with Parkinson’s or helping us create a world without it, TOGETHER, we can make a difference 💙❤️ Visit Parkinson.org/Awareness to spread Parkinson’s awareness as we define the #FutureOfPD
- Together, we can change the course of the #FutureOfPD ⚠️❤️ Visit Parkinson.org/Awareness to learn how you can help raise awareness this Parkinson's Awareness Month.
- @ParkinsonDotOrg is here to help you navigate your Parkinson’s journey today while defining the #FutureOfPD through advanced research and increased awareness: Parkinson.org/Awareness
- Through advanced research and increased awareness, we can alter the #FutureOfPD. Get involved this Parkinson’s Awareness Month to make a difference: Parkinson.org/Awareness
- Alter the #FutureOfPD ⚠️❤️ Share facts and stories throughout April and tag @ParkinsonDotOrg to elevate the conversation this Parkinson’s Awareness Month: Parkinson.org/Awareness
- April is Parkinson’s Awareness Month. Awareness of PD today helps us rewrite the #FutureOfPD tomorrow 🔙❤️ Help @ParkinsonDotOrg improve care & advance research toward a cure by following them for updates throughout the month. Parkinson.org/Awareness
- The #FutureOfPD will be one without it as long as we work #Together4PD. Join us in raising awareness this Parkinson’s Awareness Month. See how you can take action today: Parkinson.org/Awareness #Together4PD
- Take action to impact the #FutureOfPD: Parkinson.org/Awareness
- The awareness we raise today can erase the #FutureOfPD tomorrow. Get involved: Parkinson.org/Awareness

Donate

- Fund cutting-edge research and crucial resources for those affected by Parkinson’s disease through the Parkinson’s Foundation. Parkinson.org/Donate #FutureOfPD #ParkinsonsAwarenessMonth #Together4PD @parkinsondotorg
- Your donations to the Parkinson’s Foundation support families navigating their own futures with Parkinson’s disease today while creating a world without PD tomorrow. Together we can make a difference: Parkinson.org/Donate #FutureOfPD @ParkinsonDotOrg
Questions

- A fact about Parkinson’s disease that may surprise you: [INSERT A FACT THAT YOU THINK PEOPLE SHOULD KNOW ABOUT PD]. What else should people learn today so that there is no #FutureOfPD tomorrow?
- What do you wish people knew more about when it comes to Parkinson’s disease? Share facts and stories throughout Parkinson’s Awareness Month to raise awareness and alter the #FutureOfPD
- What resources or advice helped you after receiving your diagnosis? Share your tips in the comment section below to raise Parkinson’s Awareness for those who have been recently diagnosed and navigating their own #FutureOfPD 💚
- What do you wish you had known about Parkinson’s disease sooner? Share your story in the comments to raise Parkinson’s Awareness for those who have been recently diagnosed navigating their #FutureOfPD 💚

Statistics

- What is Parkinson’s disease? It’s a chronic & progressive movement disorder that involves the malfunction of vital nerve cells in the brain. Help us redefine the #FutureOfPD by getting involved this Parkinson’s Awareness Month today: Parkinson.org/Awareness
- Nearly one million people in the U.S. are living with Parkinson’s disease, which is more than the combined number of people diagnosed with multiple sclerosis, muscular dystrophy and Lou Gehrig’s disease (or Amyotrophic Lateral Sclerosis). As for the #FutureOfPD, this is expected to rise to 1.2 million by 2030. Learn how you can get involved today: Parkinson.org/Awareness
- Approximately 60,000 Americans are diagnosed with Parkinson’s each year. Know the signs so that you can detect PD early to best navigate you or your loved one’s #FutureOfPD Parkinson.org/Awareness
- Incidence of Parkinson’s disease increases with age, but an estimated 4 percent of people with PD are diagnosed before age 50. Help those currently living with Young Onset Parkinson’s disease (YOPD) and the #FutureOfPD by getting involved this Parkinson’s Awareness Month today: Parkinson.org/Awareness
- Research from the Parkinson’s Outcomes Project found that people with Parkinson’s who engaged in at least 2.5 hours of exercise a week had a better quality of life than those who didn’t exercise at all or started exercising later. Awareness helps more people take control of their #FutureOfPD. Visit Parkinson.org/Awareness to help spread the word this Parkinson’s Awareness Month!

Resources

- No matter how Parkinson’s affects you and your family, the Parkinson’s Foundation has books, webinars, podcasts and fact sheets that address your needs. Visit Parkinson.org/PDLibrary to explore resources that can help take actions that’ll impact the #FutureOfPD today so there’s no more Parkinson’s disease tomorrow!
- The #FutureOfPD relies on the Parkinson’s research we’re funding today. Learn about @ParkinsonDotOrg’s PD GENEration: Mapping the Future of Parkinson’s Disease today: Parkinson.org/PDGENEration
- PD GENEration provides free genetic counseling empowering participants to know more about their own #FutureOfPD while concurrently helping researchers on a larger scale. Learn about @ParkinsonDotOrg’s PD GENEration: Mapping the Future of Parkinson’s Disease: Parkinson.org/PDGENEration
- 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 help people with PD prepare for planned or unplanned hospital stays. Order yours for free today to better plan for your #FutureOfPD: Parkinson.org/AwareInCare #KnowMorePD
- 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 Parkinson’s questions: 1-800-4PD-INFO (1-800-473-4636) #FutureOfPD

Bonus Tip The tag (@ParkinsonDotOrg) should not just be copied and pasted in your post. Use it to identify our account to successfully create the hyperlink that connects folks back to our page.
Parkinson’s Awareness Month Social Media Graphics

All graphics are under:

**Link:** [https://parkinson.egnyte.com/fl/ab95x6t066](https://parkinson.egnyte.com/fl/ab95x6t066)

**Password:** AwarenessMonthPF2022

Facebook Cover Photo

Social Media Graphics