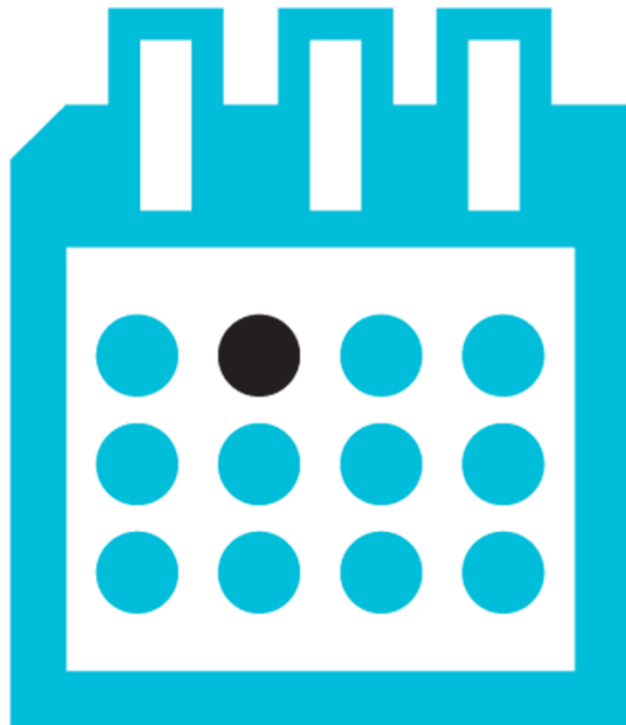




Parkinson's Awareness Month
#Plan4PD 2020



Every April for Parkinson’s Awareness Month, 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!

2020 Theme: #Plan4PD

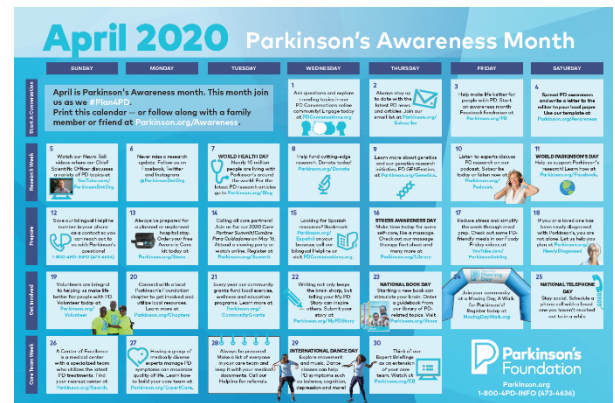
If this last month has taught us anything, it is how important it can be to have thoughtful plans in place. While we cannot always anticipate things beyond our control, we can better manage life’s fluctuations through preparation and community support.

Every day with Parkinson’s disease can feel different from days prior and the ones that lie ahead. Having a plan (or many adjustable plans) in place can better prepare us for the challenges Parkinson’s may present. This month, we want to encourage people to take actionable steps to #Plan4PD and share ways that help improve their everyday lives with Parkinson’s.

How to Get Involved!

Parkinson.org

- **Print our #Plan4PD Calendar.** Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) to download our April calendar filled with tips, ideas and actionable items that can help you better #Plan4PD each day in April. Follow along with a family member or friend!
- **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](https://www.parkinson.org/MyPDStory) to share your story.



PDConversations.org

- **Join our #Plan4PD Conversation.** Connect with others within our virtual community. Ask questions that our Helpline and people affected by Parkinson’s disease from around the world can weigh in on. Hear what steps others are taking to feel more empowered. Visit [PDConversations.org](https://www.pdconversations.org) to join.

Social Media

- **Share how you #Plan4PD.** Show and tell us how you prepare for today and the years ahead with Parkinson’s. Get creative! Follow along and engage with @ParkinsonDotOrg on your social media platform of choice for practical tasks that you can take on each day throughout April that’ll set you up for success.
- **Post to Twitter, Facebook and Instagram using the hashtag #Plan4PD.** 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 #Plan4PD. See [Parkinson.org](https://www.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 4 of this kit for posts you can use.

Around Your Community

- **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.
- **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.

Attend Virtual Events

- **Plan to meet us online!** Log on to your computer to join us for exciting upcoming webinars like Answering Your PD Questions with AARP: From Newly Diagnosed to Caregiver Resources which we are hosting in partnership with AARP's Family Caregiving specialists on April 30.

Corporate Partners

- **Post with us in solidarity on World Parkinson's Day** to create a viral effect across the internet. In addition to following the social media guide on page 4, copy the text below and schedule to go live with us on April 11 to maximize our community's impact:

Today is World Parkinson's Day! Join us as we #Plan4PD today so we can live in a world without Parkinson's disease tomorrow ❤️ Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) to learn how. #Together4PD

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 **#Plan4PD**. 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

- What steps do you take to feel more at ease or empowered because you have a plan in place? Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) to download our April calendar filled with tips that'll inspire you to #Plan4PD throughout #ParkinsonAwarenessMonth 📅 ❤️
- Parkinson's Awareness Month is this April, and @ParkinsonDotOrg created this free Awareness Month calendar you can download with steps you can take to better #Plan4PD 📅 ❤️ Get your April calendar here: [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)
- [YOUR TIP/TOOL/RESOURCE] helps me #Plan4PD. What has helped you to feel more in control of your Parkinson's? #ParkinsonsAwarenessMonth #ParkinsonsAwareness #Together4PD
- April is Parkinson's Awareness Month. Awareness is the first step in my #Plan4PD 📅 to improve care and advance research toward a cure. Follow @ParkinsonDotOrg for updates and ideas to live better with Parkinson's disease throughout the month.
- 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 better #Plan4PD. Learn how you can get involved this month at [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) #ParkinsonsAwareness
- If this last month has taught us anything, it is how important it can be to have thoughtful plans in place. Stay up to date on the latest Coronavirus news as it pertains to our Parkinson's community so that we can best #Plan4PD together 📅 ❤️ [Parkinson.org/Coronavirus](https://www.parkinson.org/Coronavirus)
- Furthering Parkinson's research allows us to better #Plan4PD. Learn more about @ParkinsonDotOrg's PD GENERation: Mapping the Future of Parkinson's Disease today: [Parkinson.org/PDGENERation](https://www.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: [Parkinson.org/AwareInCare](https://www.parkinson.org/AwareInCare) #Plan4PD
- Do you have a hospital plan in place? Whether you have an unexpected fall or a scheduled surgery, you'll want to be ready. Aware in Care kits help people with PD prepare for planned or unplanned hospital stays. Order yours for free today: [Parkinson.org/AwareInCare](https://www.parkinson.org/AwareInCare) #Plan4PD
- Save the @ParkinsonDotOrg'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) #Plan4PD

- Take action during #ParkinsonsAwarenessMonth. Use the sample proclamation or letter to the editor to remind your community about the urgency to better understand Parkinson's disease.
[Parkinson.org/Awareness](https://www.parkinson.org/Awareness) #Plan4PD 📅
- Fund cutting-edge research and crucial resources for those affected by Parkinson's disease.
[Parkinson.org/Donate](https://www.parkinson.org/Donate) #Plan4PD #ParkinsonsAwarenessMonth #Together4PD
- What helped you feel more in control after receiving your diagnosis? What kind of things do you wish you had known before? Share your story in the comments to raise #ParkinsonsAwareness for those who have been recently diagnosed and help others #Plan4PD 📅 ❤️
- What makes you feel prepared to take on the world – or even just one task on today's itinerary? Some attribute diet, exercise or their support system to more moments of feeling "on". Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) for your #Plan4PD inspiration.
- How can you better #Plan4PD from home? Download exercise tips from our Fitness Counts book to learn about home modifications, care partner training and ways to stay strong.:
<https://www.parkinson.org/pd-library/books/fitness-counts>
- There are many ways to #Plan4PD. No matter how Parkinson's disease affects you and your family, @ParkinsonDotOrg has books, webinars, podcasts and fact sheets that address your needs. Visit [Parkinson.org/PDLibrary](https://www.parkinson.org/PDLibrary) to explore resources that can help you today!
- Always be prepared. Make a list of everyone in your care team and keep it with your medical documents. Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) for more tips to better #Plan4PD
- Join @ParkinsonDotOrg virtually for the 2020 Care Partner Summit | Cumbre Para Cuidadores, Planning for the Unpredictable Path of Parkinson's Caregiving on May 16. The bilingual summit will feature sessions created to help care partners around the world create a plan to best manage unexpected bumps along the unpredictable path of Parkinson's caregiving. Register at [Parkinson.org/Summit](https://www.parkinson.org/Summit) or forward this information to a caregiver in your life #Plan4PD
- Deciding where to begin after receiving a Parkinson's diagnosis can be overwhelming, which is why @ParkinsonDotOrg and @AARP are committed to providing you with the best educational tools to help guide your journey. Tune in April 30 for plans that you can start enacting today #Plan4PD
<https://www.parkinson.org/events/2020/Parkinsons-Foundation-AARP-Webinar-Series>

2020 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 2020 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: 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.

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.]

[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]