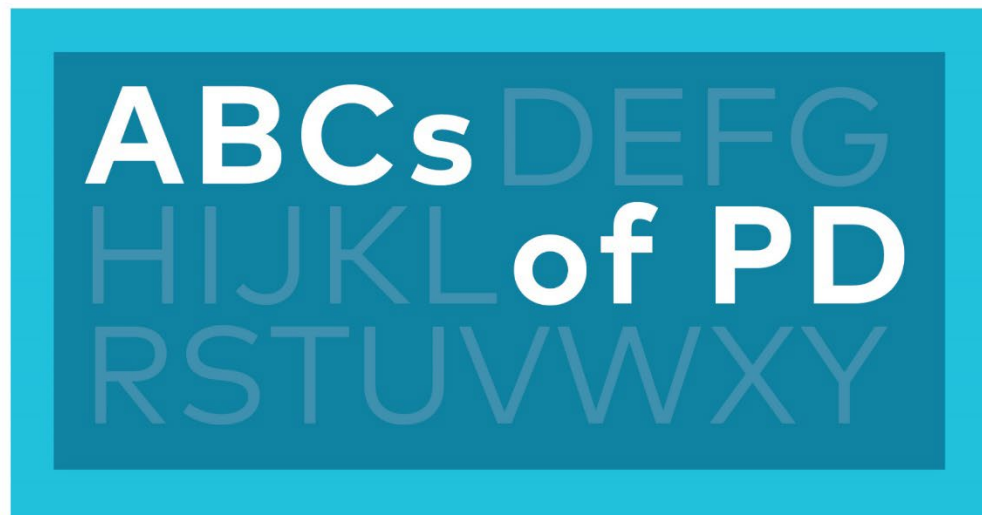




**Parkinson's Awareness Month
2024
#ABCsOfPD**



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.

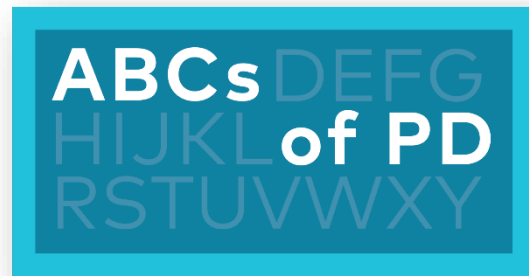
This guide provides simple instructions and tools to help you activate your community to support the campaign and how you can participate. If you have any questions, please contact Julie Seireg, Sr. Director of Marketing, at jseireg@parkinson.org.

2024 Theme: #ABCsOfPD

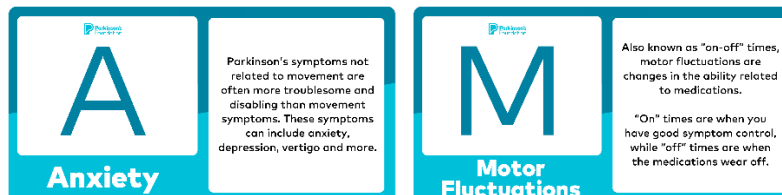
The theme for 2023 Parkinson's Awareness Month is #ABCsOfPD.

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. Schedule [Social Media Posts](#)
5. [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 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](https://parkinson.org/Awareness).

Social Media Guide

It's important for all chapters 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 for chapters to schedule their posts. If you have any questions, please email Grace Basler at gbasler@parkinson.org.

Download all graphics [here](#).

At the beginning of April, please set chapter Facebook **cover photos** to the [following](#):

Suggested Date	Graphic	Sample Caption
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It's officially Parkinson's Awareness Month!

April 1

April 3

For today's #ABCsOfPD highlight, we're focusing on B for balance.

April 6

E is for early signs of Parkinson's disease!

[Parkinson.org/HospitalSafetyGuide](https://www.parkinson.org/HospitalSafetyGuide) to empower yourself with hospital safety resources.

[Comment:

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.

To learn more about managing employment with Parkinson's disease, visit:
[Parkinson.org/library/fact-sheets/employment](https://www.parkinson.org/library/fact-sheets/employment)

[Comment:

“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.

Learn ways to minimize off episodes in this short podcast episode:
[Parkinson.org/library/podcast/148](https://parkinson.org/library/podcast/148)

[Comment:

Today for the #ABCsOfPD, we're highlighting Parkinsonism, which is the collection of signs and movement symptoms associated with several conditions, including PD.

For Parkinson's Awareness Month, learn more at: [Parkinson.org/understanding-parkinsons/what-is-parkinsons/types-parkinsonisms](https://parkinson.org/understanding-parkinsons/what-is-parkinsons/types-parkinsonisms)

[Comment:

April 23

Today for Parkinson's Awareness Month, we're highlighting S for stages. #ABCsOfPD

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 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](https://www.parkinson.org/Stages)

[Comment:

April 26

V stands for vertigo in the #ABCsOfPD.

April 29

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.

For Parkinson's Awareness Month, find more information on YOPD at: Parkinson.org/YOPD

[Comment:

Parkinson's disease impacts people in different ways. What are YOUR #ABCsOfPD? Comment below or share with your network and tag us!

[Comment: