



Parkinson's Foundation

Parkinson's Awareness Month

#Take6forPD 2023

TAKE 6



FOR 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 Kindred St. Germain, Senior Marketing Coordinator, at kstgermain@parkinson.org.

2023 Theme: #Take6forPD

The theme for 2023 Parkinson's Awareness Month is #Take6forPD, in light of our new incidence study which indicates that a person receives a Parkinson's disease (PD) diagnosis every six minutes. The goal of this campaign is to raise awareness for the growing number of people living with Parkinson's by encouraging the PD community to #Take6 (minutes) to take action.



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 three checklists with actions people can take (in 6 minutes or less) to raise awareness for Parkinson's.

How to Get Involved!

We know our combined outreach will help us reach more people while raising awareness of Parkinson's disease. Here are some ways you can help support Parkinson's Awareness Month. **Click on the links below to access instructions and sample materials.**

1. Submit a [Proclamation](#)
2. Submit a [Letter to the Editor](#)
3. Write a [My PD Story](#)
4. Post on [social media](#)

Submit a Proclamation

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.

2023 CITY/STATE PROCLAMATION TEMPLATE

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/Tribal of _____, do hereby proclaim the month of April in twenty twenty-three 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:

Submit a Letter to the Editor

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.

SAMPLE LETTER TO THE EDITOR

Subject: Take 6 Minutes to Help Create a World without Parkinson's

[Insert date]

[Insert name of Editor]

[Newspaper Address]

Dear [Name of Editor]:

A new [Parkinson's Foundation](#)-backed study revealed that nearly 90,000 people are diagnosed with Parkinson's disease (PD) in the U.S. each year, representing a 50% increase from the previous estimate. 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. Currently, one million people in the U.S. are living with PD, and the number 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 create a future world without PD. Every six minutes, someone is diagnosed with PD, and we are encouraging everyone to #Take6forPD – the time it takes to make a morning cup of coffee – to raise awareness whether it be through supporting research, helping the Foundation improve care or by sharing educational resources, all to make life better for people with PD and their loved ones.

[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 create a future world without PD by improving care and advancing research toward a cure.

Sincerely,

[Your Name]

[Your Address]

[Your Email]

Your Phone Number]

Have media questions? Contact Marissa Cruz, Public Relations Manager, at mcruz@parkinson.org.

Write 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 in 6 minutes to raise awareness for Parkinson’s disease. Have you participated in PD GENERation and want to share your experience? Are you active in your local Parkinson’s Foundation chapter? Did you learn information from attending an online event? Visit [Parkinson.org/MyStory](https://www.parkinson.org/MyStory) to submit your story.

Social Media Guide

Our goal is to spread Parkinson’s awareness as far as possible — sharing our resources with your networks is a great way to do this!

The official campaign hashtag is #Take6forPD. Use this hashtag when posting about ways for your followers to spread awareness or learn more about Parkinson’s disease in six minutes or less. Whenever it makes sense, use visiting [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) as a call to action — this is where many of the campaign’s resources will be hosted. We also encourage you to use #ParkinsonsAwarenessMonth, #ParkinsonsAwareness and #Together4PD.

SAMPLE SOCIAL MEDIA POSTS

General Awareness

- April is #ParkinsonsAwarenessMonth, and a recently published study backed by @ParkinsonDotOrg announced that someone is diagnosed with Parkinson’s disease every 6 minutes in the U.S. 📺 Join me and #Take6forPD by taking 6 minutes this month to learn more and raise awareness about Parkinson’s.

Visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness) and spread the word by sharing this post!



- A recently published study backed by @ParkinsonDotOrg found that a person receives a Parkinson’s diagnosis every 6 minutes in the United States. Join me and #Take6forPD to raise awareness of Parkinson’s disease: [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)
- Did you know that an estimated 1.2 million people in the U.S. will be living with Parkinson's disease by 2030? Help raise awareness for Parkinson’s this month by sharing this post! #Take6forPD and visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness).



World Parkinson’s Day

- Today is World Parkinson’s Day 🌍 By the year 2030, an estimated 1.2 million people in the U.S. will be living with Parkinson’s disease. #Take6forPD and help me spread awareness and resources for everyone living with PD by sharing this post 📣 @ParkinsonDotOrg [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)
- The Parkinson’s Foundation aims to make life better for people with Parkinson’s disease by improving care and advancing research toward a cure 🏠 Today, for #WorldParkinsonsDay 🌍, join me in supporting @ParkinsonDotOrg’s mission! Spread awareness by sharing this post or visiting [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)



Tools for Parkinson's Awareness Month

- #Take6forPD to advance Parkinson's research! For #ParkinsonsAwarenessMonth, explore this research checklist from @ParkinsonDotOrg to track your progress while raising awareness for PD research in 6 minutes or less. [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)
- € #Take6ForPD to improve access to Parkinson's care! Today for #ParkinsonsAwarenessMonth, download the checklist from @ParkinsonDotOrg with ways to raise awareness for PD care in 6 minutes or less ⌚ [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)
- € #Take6forPD this #ParkinsonsAwarenessMonth to help empower and educate the PD community. Help us raise awareness for Parkinson's education by downloading the checklist from @ParkinsonDotOrg with ways to make a difference in 6 minutes or less ⌚
- Every 6 minutes, someone will be diagnosed with Parkinson's disease in the U.S. This April for #ParkinsonsAwarenessMonth, #Take6forPD with @ParkinsonDotOrg and explore all the ways you can make a difference for the PD community in 6 minutes or less: [Parkinson.org/Awareness](https://www.parkinson.org/Awareness)



Donate

- Help @ParkinsonDotOrg create a world where no one lives with Parkinson's disease. Today for Parkinson's Awareness Month, #Take6forPD and join me in donating to the Parkinson's Foundation at [Parkinson.org/Donate](https://www.parkinson.org/Donate).
- An estimated 1.2 million people in the U.S. will be living with Parkinson's disease by the year 2030. Join me and @ParkinsonDotOrg to #Take6forPD this #ParkinsonsAwarenessMonth by donating in support of the Parkinson's community at [Parkinson.org/Donate](https://www.parkinson.org/Donate)

Get Involved

- Today for #ParkinsonsAwarenessMonth, join me to #Take6forPD by registering for Moving Day [your city]. [Local Moving Day Site].
- Are you looking for ways to support the Parkinson's community for #ParkinsonsAwarenessMonth? Let's volunteer together! #Take6forPD and explore @ParkinsonDotOrg volunteer opportunities at [Parkinson.org/Volunteer](https://www.parkinson.org/Volunteer).
- Today for Parkinson's Awareness Month, #Take6forPD and submit your PD story at [Parkinson.org/MyStory](https://www.parkinson.org/MyStory). What can you share with others that will help them keep moving forward? Sharing your story helps @ParkinsonDotOrg spread Parkinson's awareness. #ParkinsonsAwarenessMonth
- One of the easiest ways to spread PD awareness for #ParkinsonsAwarenessMonth is to follow and interact with the Parkinson's Foundation social media pages. Join me and #Take6forPD by following @ParkinsonDotOrg on Facebook, Instagram, Twitter, YouTube and TikTok!

SOCIAL MEDIA GRAPHICS

Download our social media graphics at [Parkinson.org/AwarenessToolkit](https://www.parkinson.org/AwarenessToolkit).

Facebook Cover Photo

Someone new is diagnosed with Parkinson's disease every 6 minutes in the U.S.

For Parkinson's Awareness Month, **#Take6ForPD**
Parkinson.org/Awareness



Additional Social Media Graphics

I #Take6ForPD to

ADVANCE PARKINSON'S RESEARCH

Parkinson.org/Awareness




I #Take6ForPD to

IMPROVE PARKINSON'S CARE



Parkinson.org/Awareness




I #Take6ForPD to

EDUCATE ABOUT PARKINSON'S

Parkinson.org/Awareness

April is **PARKINSON'S AWARENESS MONTH**

#Take6ForPD




Parkinson's Prevalence by State



People with PD

- < 5.0K
- 5.0K - 10.0K
- 10.0K - 15.0K
- 15.0K - 20.0K
- > 20.0K

Parkinson.org/Awareness





For Parkinson's Awareness Month, **#Take6ForPD**

Visit Parkinson.org/Awareness




It's Parkinson's Awareness Month!

#Take6ForPD

#Take6ForPD

During Parkinson's Awareness Month

Parkinson.org/Awareness



Parkinson's disease is the **second most common** neurodegenerative disease in the U.S.

Parkinson.org/Awareness