



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.



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 three checklists with actions people can take (in 6 minutes or less) to raise awareness for Parkinson's. These three checklists align with the strategic priorities of the Foundation, and they include actions like registering for PD GENERation: Mapping the Future of Parkinson's Disease, calling the Helpline or sharing our new incidence infographic.

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. Distribute a [Press Release](#)
3. Submit a [Letter to the Editor](#)
4. Recruit at least one [My PD Story](#)
5. Schedule [Social Media Posts](#)
6. [Email](#) your networks
7. [Communicate](#) with the Communications Team

Suggested Timeline

Week of February 27	<ul style="list-style-type: none"> • Submit Proclamation
Week of March 6	<ul style="list-style-type: none"> • 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 20	<ul style="list-style-type: none"> • Submit a My PD Story or ask someone you know to submit • Pre-schedule #Take6forPD 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 27	<ul style="list-style-type: none"> • Distribute press release to local media
Throughout the month of April	<ul style="list-style-type: none"> • 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 #Take6forPD • 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

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.

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:

Distribute a Press Release

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:

- 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.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Name

Title

Email

Phone

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

CITY, State (Month XX, 2023) – [Insert name of Governor/Mayor/Governing Body] has designated April as Parkinson's Awareness Month in [insert City/County/State]. According to a recent Parkinson's Foundation-backed study, nearly 90,000 people in the U.S. will be newly diagnosed with Parkinson's disease (PD) this year alone, 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 \$425 million in Parkinson's disease research and clinical care," said John L. Lehr, president and CEO of the Parkinson's Foundation. "Now more than ever, 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."

Every six minutes, someone in the U.S. is diagnosed with PD. Efforts to raise awareness and funds during this month are part of a nationwide movement led by the Foundation to make life better for people with PD. This year, the Foundation is encouraging everyone to take six minutes – the time it takes to make a morning cup of coffee – to raise awareness to help create a world without the disease, whether it be through research, care or education.

“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](https://www.parkinson.org/Awareness), call the Parkinson’s Foundation Helpline at 1-800-4PD-INFO (1-800-473-4636) or join the Foundation’s online community, [PD Conversations](#), a place to ask questions and connect 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 \$425 million in Parkinson’s research and clinical care. Connect with us on [Parkinson.org](https://www.parkinson.org), [Facebook](#), [Twitter](#), [Instagram](#) or call 1-800-4PD-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 U.S. 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 90,000 new cases are diagnosed each year in the U.S. alone.

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.

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 in 6 minutes 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/MyPDStory](https://www.parkinson.org/MyPDStory) to submit their story.

Social Media Guide

Below you will find sample social media posts that can be posted as-is or adapted to fit your chapter’s needs. Feel free to swap out calls to action to point to unique chapter opportunities. We’ve included text, graphics, a Facebook cover photo and practical tips and tricks. 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. As always, feel free to repost and interact with the national page’s posts as well.

SAMPLE SOCIAL MEDIA POSTS

General Awareness

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



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

- We’re working hard to raise awareness about Parkinson’s disease throughout Parkinson’s Awareness Month, but we can reach so many more people with your help! 🧡 #Take6forPD and get involved in 6 minutes or less by sharing this post or visiting [Parkinson.org/Awareness](https://www.parkinson.org/Awareness).
- A recently published Parkinson’s Foundation-backed study found that a person receives a Parkinson’s diagnosis every 6 minutes in the United States. Join us 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. Spreading our resources helps the Parkinson’s community live well with PD. #Take6forPD and visit [Parkinson.org/Awareness](https://www.parkinson.org/Awareness).

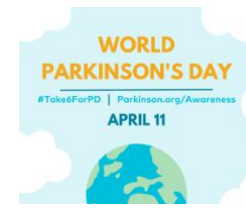


World Parkinson’s Day

- 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 us spread awareness and our resources for everyone living with PD by sharing this post 🧡 [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 📄 In everything we do, we build on the energy, experience and passion of our global Parkinson's community. Today, for #WorldParkinsonsDay 🌍, join our mission and spread awareness by sharing this post or visiting Parkinson.org/Awareness



Tools for PAM

- #Take6forPD to advance Parkinson's research! For #ParkinsonsAwarenessMonth, explore our research checklist to track your progress while raising awareness for PD research in 6 minutes or less. Parkinson.org/Awareness
- € #Take6ForPD to improve access to Parkinson's care! Today for #ParkinsonsAwarenessMonth, download our checklist with ways to raise awareness for PD care in 6 minutes or less ⌚ Parkinson.org/Awareness
- € #Take6forPD for #ParkinsonsAwarenessMonth to help empower and educate the PD community. Help us raise awareness for Parkinson's education by downloading our checklist with ways to make a difference in 6 minutes or less ⌚
- We're working hard to raise awareness about Parkinson's disease this #ParkinsonsAwarenessMonth and year-round, but we can reach so many more people with your help. Check out at our quick guide with a few ways you can help the PD community in 6 minutes or less. #Take6forPD and help create a world without Parkinson's.
- Every 6 minutes, someone will be diagnosed with Parkinson's disease in the U.S. This April for #ParkinsonsAwarenessMonth, #Take6forPD and explore all the ways you can make a difference for the PD community in 6 minutes or less: Parkinson.org/Awareness

Ways to #Take6ForPD

Research Focused

- #Take6forPD today by enrolling in our global genetics study, PD GENERation 🦋 Anyone with a confirmed Parkinson's diagnosis can receive free genetic testing for several genes relevant to PD. Help us map the #FutureOfPD and register at Parkinson.org/PDGENERation. #ParkinsonsAwarenessMonth
- Our Neuro Talk video series breaks down what you need to know about Parkinson's research AND each video is under 6 minutes! #Take6forPD today and check out a Neuro Talk video at Parkinson.org/NeuroTalk. #ParkinsonsAwarenessMonth
- Our Parkinson's Virtual Biotech drives research through funding the development of new therapies aimed to treat, and ultimately cure, Parkinson's disease. #Take6forPD for #ParkinsonsAwarenessMonth and donate to the fund: Parkinson.org/advancing-research/venture-philanthropy-fund
- There is still a lot we do not know about Parkinson's disease, which is why the Parkinson's Foundation drives a multi-disciplinary research strategy to close the gaps in knowledge about Parkinson's – from its basic biology to its impact on the brain and its effects on people 📄 Get involved and #Take6forPD today by joining one of our research studies: Parkinson.org/advancing-research/join-study

Care Focused

- Today, for Parkinson's Awareness Month, #Take6forPD and save our toll-free Helpline number into your phone contacts ⭐ 1-800-4PD-INFO (473-4636) ⭐

The Helpline is open Monday through Friday from 9 a.m. to 7 p.m. ET. Our PD specialists can answer your PD questions, provide current disease information and offer local referrals. 🤝 📞

- Research shows that seeing a Parkinson's specialist leads to better outcomes for individuals living with PD. #Take6forPD during #ParkinsonsAwarenessMonth and find expert care in your area by visiting Parkinson.org/InYourArea.
- Research has found that 3 out of 4 people with Parkinson's disease do not receive medications on time when staying in the hospital. When this occurs, 2 out of 3 people will experience

unnecessary complications. Today, for Parkinson's Awareness Month, #Take6forPD and order a free Hospital Care Kit to be better-equipped to advocate for your best care during planned or unplanned hospital stays 🏥 Parkinson.org/resources-support/hospital-care-kits

- Raise awareness for PD care for #ParkinsonsAwarenessMonth and help us ensure every person with Parkinson's disease has access to high-quality disease information. #Take6forPD and visit our online PD Library, where you can deep dive into Parkinson's topics that matter most to you. Explore our books, podcast episodes, fact sheets, videos and more — all available at Parkinson.org/PDLibrary. Share this post to spread the word!
- The Parkinson's Foundation is dedicated to increasing access to PD information by providing virtual education and wellness programs through PD Health @ Home. #Take6forPD and register for an at-home event like Mindfulness Mondays, Wellness Wednesdays or Fitness Fridays by visiting Parkinson.org/PDHealth. #ParkinsonsAwarenessMonth

Education Focused

- Help us raise awareness for Parkinson's disease and #Take6forPD by signing up for our email list. This will help you stay connected to our resources and current disease information, all aimed at making life better for people with Parkinson's disease: Parkinson.org/Email. #ParkinsonsAwarenessMonth
- #Take6forPD today for #ParkinsonsAwarenessMonth and sign up for one of our free, online education courses that offer the latest information and resources for people living with Parkinson's disease and their care partners: Parkinson.org/resources-support/online-education
- Today, for Parkinson's Awareness Month, #Take6forPD and register for one of our educational events. Our events are intended to help you find the support, education and community you need — either in-person or online! Parkinson.org/Events #ParkinsonsAwarenessMonth
- Did you know that the Parkinson's Foundation has a podcast? Host Dan Keller, PhD, interviews Parkinson's experts to highlight the treatments and techniques that can help you live a better life now, as well as the research that can bring a better tomorrow. #Take6forPD and subscribe or listen by visiting Parkinson.org/Podcast 🎧 #ParkinsonsAwarenessMonth
- Parkinson's Foundation Expert Briefing webinars offer first-hand access to the latest Parkinson's disease research and updates from experts in the field. Designed with the Parkinson's community in mind, each webinar offers an opportunity to learn more about managing PD symptoms, progression, treatments and more. Today for #ParkinsonsAwarenessMonth, #Take6ForPD and sign up for a webinar: Parkinson.org/ExpertBriefings.
- Today for #ParkinsonsAwarenessMonth, #Take6forPD by starting your own Facebook Fundraiser for the Parkinson's community! Share with your friends to reach your goal 💙 Learn more by visiting Facebook.com/parkinsonsdotorg/fundraisers

Donate

- Help us create a world where no one lives with Parkinson's disease. Today for Parkinson's Awareness Month, #Take6forPD and donate at Parkinson.org/Donate.
- An estimated 1.2 million people in the U.S. will be living with Parkinson's disease by the year 2030. #Take6forPD this #ParkinsonsAwarenessMonth and donate in support of the Parkinson's community at Parkinson.org/Donate.
- Every 6 minutes, someone is diagnosed with Parkinson's disease in the U.S. 📅 Today for #ParkinsonsAwarenessMonth, can you donate \$6 to help us make life better for people with PD while advancing research toward a cure? #Together4PD #Take6forPD Parkinson.org/Donate
- The Parkinson's Foundation strives to make life better for people with Parkinson's disease while advancing research toward a cure. Be a part of our mission for #ParkinsonsAwarenessMonth and #Take6forPD by donating at Parkinson.org/Donate.

Your gift makes a difference:



- \$35 provides six people with free educational materials about Parkinson's.
- \$75 can provide 4 free life-saving Aware in Care kits.
- \$150 provides two exercise classes for 30 people with Parkinson's.
- \$500 can help our free Helpline answer 20 calls.

- \$1,000 helps provide grants and funding to researchers.

Get Involved

- Today for #ParkinsonsAwarenessMonth, #Take6forPD and register for Moving Day [your city]. Find your walk at MovingDayWalk.org.
- Are you looking for ways to support the Parkinson's community for #ParkinsonsAwarenessMonth? #Take6forPD and explore the Parkinson Foundation volunteer opportunities at Parkinson.org/Volunteer. [If you have local volunteer needs, highlight those here instead!]
- Today for Parkinson's Awareness Month, #Take6forPD and submit your PD story at Parkinson.org/MyStory. What can you share with others that will help them keep moving forward? Sharing your story helps us spread Parkinson's awareness. #ParkinsonsAwarenessMonth
- One of the easiest ways to spread PD awareness for #ParkinsonsAwarenessMonth is to follow, interact with and share our social media posts. #Take6forPD and follow the [chapter] here and our national social media channels @ParkinsonDotOrg on Facebook, Instagram, Twitter, YouTube and TikTok.

End of Campaign

- Parkinson's Awareness Month is coming to a close, but the work we do at the Parkinson's Foundation makes life better for people with Parkinson's disease year-round  You can support our mission and #Take6forPD by donating at Parkinson.org/Donate
- Thank you to everyone who helped us #Take6forPD and spread Parkinson's awareness this month  Even though #Parkinson'sAwarenessMonth is now over, we're still here for the Parkinson's community all year round. Check out [chapter site] for opportunities to get connected.

Extra Tips

- ★ 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.
- ★ Pay close attention to your comment sections and Facebook messages throughout April (and always) to make sure you are answering questions or pointing people to helpful resources. When in doubt, plug the Helpline!
- ★ Tag other chapter pages in your posts.
- ★ Repost content from the national pages or from other chapter pages.
- ★ 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 to best reach our global audience. Notify Grace Basler at gbasler@parkinson.org if you post something that you would like shared.

SOCIAL MEDIA GRAPHICS

All graphics are under: [Public Info > Communications > Parkinson's Awareness Month 2023](#)

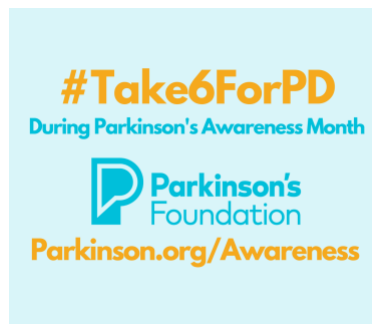
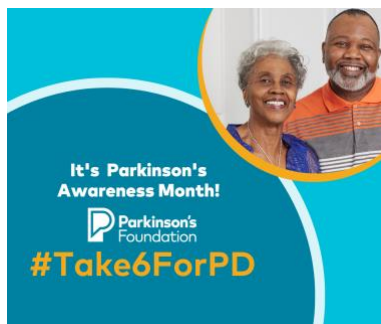
Facebook Cover Photo



Additional Social Media Graphics



Pro Tip: Graphics can be found in the [Public Info folder on Egnyte](#).
Public Info > Communications > Parkinson's Awareness Month 2023



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

#Take6forPD with the new Parkinson's Foundation campaign for Parkinson's Awareness Month

Did you know that 90,000 people each year are diagnosed with Parkinson's disease (PD)? That's one person every 6 minutes. April is Parkinson's Awareness Month. The Parkinson's Foundation wants everyone to take 6 minutes this month to raise awareness to help create a world without PD.

We've created a webpage with checklists that contain a few ideas to get you started. The checklists focus on actions you can take in 6 minutes to improve Parkinson's research, care and education.

To check out the #Take6forPD campaign and see how you can participate, visit [Parkinson.org/Awareness](https://parkinson.org/Awareness).

Communicate with the Communications Team

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