



Parkinson's Foundation

Parkinson's Awareness Month

2025

Meet PAM



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.

2025 Theme: Meet PAM

The theme for 2025 Parkinson's Awareness Month is Meet PAM.

*This April, meet PAM, your guide to **Parkinson's Awareness Month**. PAM is here to help raise awareness by addressing key Parkinson's disease (PD) topics.*

This theme allows us to answer the frequently asked questions and top topics on Parkinson's disease as well as promote our available resources.



Each week of Parkinson's Awareness Month, PAM will share videos, tips and resources to coincide with a weekly theme.

- Week 1: What should everyone know about Parkinson's disease?
- Week 2: Could it be Parkinson's? What are the early signs?
- Week 3: How do you manage PD symptoms?
- Week 4: What can I expect as PD progresses?
- Week 5: What is happening with research?

Parkinson's Awareness Month Sponsor

Our friends at Mitsubishi Tanabe Pharma America have graciously sponsored the Parkinson's Foundation's social media advertising for the 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

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 the weekly videos featuring PAM, as well as links to corresponding resources so people can learn more about each topic.

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.

2025 CITY/STATE PROCLAMATION TEMPLATE

2025 **CITY/STATE/TRIBAL** PROCLAMATION Parkinson's Awareness Month

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-five 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 showcase the diversity of Parkinson’s disease. Do you know someone with a unique story to tell? They can visit [Parkinson.org/PDStory](https://www.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, meet PAM – your guide to Parkinson’s

This April, the Parkinson’s Foundation wants you to meet PAM, your guide to **P**arkinson’s **A**wareness **M**onth. PAM is here to help raise awareness by addressing key Parkinson’s disease (PD) topics. Each week, PAM will share essential tips and resources to give people helpful information on PD.



The Parkinson’s Foundation is highlighting different topics every week, so make sure you keep checking back for new resources and information from PAM. Watch for videos on social media or follow along on our website.


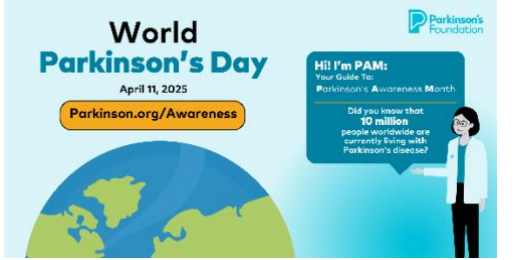
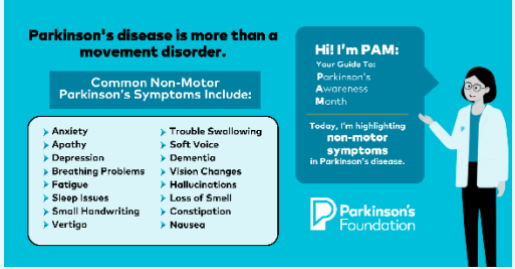
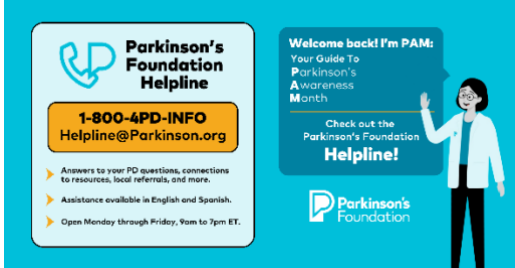
We could use your help! Help us spread the word about PAM so we can reach as many people as possible with important Parkinson’s disease information. Visit Parkinson.org/Awareness for ways to get involved with Parkinson’s Awareness Month.



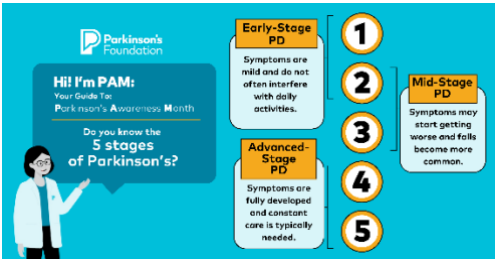


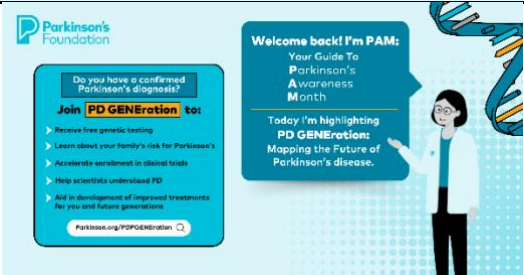
Social Media Guide

All Graphics can be downloaded [here](#). Password: MeetPAM2025

Make sure to [tag the Parkinson’s Foundation](#) when posting! This makes it easier for us to see and interact with your posts. The following are sized for Facebook, LinkedIn, and X.

<p>Week 1 (4/1 – 4/5)</p>	<p>It’s officially April, which means it’s time to meet PAM: Your Guide to Parkinson’s Awareness Month! 🙌</p> <p>Stay tuned with @ParkinsonDotOrg throughout April and beyond as PAM acts as your go-to-guide for Parkinson’s questions, resources and more. Start learning about the disease affecting more than 10 million people worldwide by visiting: Parkinson.org/Awareness</p>	
<p>Week 1 4/1 – 4/5)</p>	<p>Did you know that someone new is diagnosed with Parkinson’s disease in the U.S. every six minutes? 🕒</p> <p>Today for Parkinson’s Awareness Month, learn 5 things everyone should know about PD from @ParkinsonDotOrg. Find more information from the Parkinson’s</p>	 <ul style="list-style-type: none"> 1 10 million people worldwide are living with Parkinson’s disease. 2 Symptoms can be managed through treatments like medication, lifestyle changes or surgery. 3 Parkinson’s impacts each individual differently. 4 Scientists believe Parkinson’s is caused by a combination of genetic and environmental factors. 5 Parkinson’s disease includes both movement and non-movement symptoms.

	<p>Foundation at Parkinson.org/Awareness!</p>	
<p>Week 2 (4/6 – 4/12)</p>	<p>Which of these early signs of Parkinson’s disease surprises you the most? 🤔</p> <p>For Parkinson’s Awareness Month, learn more from @ParkinsonDotOrg by visiting Parkinson.org/Awareness.</p>	
<p>Friday, April 11</p>	<p>Today is World Parkinson’s Day! 🌍 More than 10 million people worldwide are living with Parkinson’s disease.</p> <p>@ParkinsonDotOrg is dedicated to making life better for people with Parkinson’s disease by improving care and advancing research toward a cure.</p> <p>Join the Parkinson’s community today in spreading PD awareness by sharing this post and visiting Parkinson.org/Awareness!</p>	
<p>Week 3 (4/13 – 4/19)</p>	<p>While often overlooked, non-motor symptoms in Parkinson’s disease are common and can even be more troublesome and disabling than motor symptoms.</p> <p>For Parkinson’s Awareness Month, learn from @ParkinsonDotOrg about managing symptoms like sleeping troubles, mental health challenges and hallucinations: Parkinson.org/Awareness</p>	
<p>Week 3 (4/13 – 4/19)</p>	<p>Have you heard of this valuable Parkinson’s disease resource? The Parkinson’s Foundation Helpline is ready to answer your Parkinson’s questions, connect you to local resources, offer current disease information and more. (All at no cost to you!)</p> <p>For Parkinson’s Awareness Month, save the @ParkinsonDotOrg Helpline to your contacts: 1-800-4PD-INFO (1-</p>	

	<p>800-473-4636) Helpline@Parkinson.org</p> <p>Learn more: Parkinson.org/Awareness</p>	
<p>Week 3 (4/13 – 4/19)</p>	<p>Studies have found that exercise and physical activity can not only maintain and improve mobility, flexibility and balance but also ease non-motor Parkinson’s symptoms such as depression or constipation.</p> <p> Today for Parkinson’s Awareness Month, learn more from @ParkinsonDotOrg about how exercise benefits people with Parkinson’s disease: Parkinson.org/Awareness</p>	
<p>Week 4 (4/20 – 4/26)</p>	<p>While Parkinson’s disease symptoms and progression are unique to each person, knowing the typical stages of PD can help you cope with changes as they occur.</p> <p>Today for Parkinson’s Awareness Month, learn about the stages of Parkinson’s from @ParkinsonDotOrg: Parkinson.org/Awareness</p>	
<p>Week 4 (4/20 – 4/26)</p>	<p>As Parkinson’s disease progresses, making adjustments throughout the home can help with fall prevention and mobility.</p> <p>Today for Parkinson’s Awareness Month, check out these tips from @ParkinsonDotOrg on home safety.</p> <p>Learn more: Parkinson.org/Awareness</p>	
<p>Week 5 (4/27 – 4/30)</p>	<p>Individuals with a confirmed diagnosis of Parkinson’s disease are invited to join @ParkinsonDotOrg’s groundbreaking genetics study, PD GENERation: Mapping the Future of Parkinson’s Disease. PD GENERation offers genetic testing & counseling for people with PD at no cost. </p>	

Today for Parkinson's Awareness Month, learn more and register: Parkinson.org/PDGENERation

We've also put together six graphics that are sized for Instagram and Facebook Stories:

Graphic 1 (Top Left): Search bar: Parkinson.org/Awareness. Text: Hi! I'm PAM: Your Guide To: Parkinson's Awareness Month. Parkinson's Foundation logo.

Graphic 2 (Top Middle): Parkinson's Foundation logo. Text: World Parkinson's Day, April 11, 2025. Parkinson.org/Awareness. Text: Did you know that 10 million people worldwide are currently living with Parkinson's disease? World map icon.

Graphic 3 (Top Right): Search bar: Parkinson.org/Awareness. Text: Hi! I'm PAM: Your Guide To: Parkinson's Awareness Month. Text: Did you know? Research shows exercise can improve both movement and non-movement Parkinson's symptoms. Dumbbell icon with heart.

Graphic 4 (Bottom Left): Parkinson's Foundation Helpline logo. Text: 1-800-4PD-INFO, Helpline@Parkinson.org. Text: Answers to your PD questions, connections to resources, local referrals, and more. Assistance available in English and Spanish. Open Monday through Friday, 9am to 7pm ET. Text: Welcome back! I'm PAM: Your Guide To Parkinson's Awareness Month. Check out the Parkinson's Foundation Helpline! Parkinson's Foundation logo.

Graphic 5 (Bottom Middle): Text: Parkinson's Disease Home Safety Checklist. List: Remove clutter to decrease risk of tripping and falls, such as rugs. Adjust bed height to allow feet to touch floor when seated at bedside. Install grab bars near the toilet, tub and shower. Don't rely on towel racks or faucets. Add a sturdy bench with back support to the tub or shower for safety. Create good lighting throughout the home to minimize dark or shadowy areas. Grab items on high shelves with a long-handled reacher. Text: Hi! I'm PAM: Your Guide To: Parkinson's Awareness Month. Today, I'm sharing tips for keeping people with PD safe at home. Parkinson's Foundation logo.

Graphic 6 (Bottom Right): Text: Hi! I'm PAM: Your Guide To: Parkinson's Awareness Month. Here are 5 things everyone should know about Parkinson's. Parkinson's Foundation logo. List: 1. 10 million people worldwide are living with Parkinson's disease. 2. Symptoms can be managed through treatments like medication, lifestyle changes or surgery. 3. Parkinson's impacts each individual differently. 4. Scientists believe Parkinson's is caused by a combination of genetic and environmental factors. 5. Parkinson's disease includes both movement and non-movement symptoms. Search bar: 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 Julie Seireg, Senior Director of Marketing, at jseireg@parkinson.org.