

#UNITE FOR

PARKINSONS

**A GUIDE
FOR WORLD
PARKINSON'S
DAY**

**WEDNESDAY
11 APRIL 2018**

Brought to you by



**PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.**

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ABOUT THE GUIDE

This guide is all about how to get involved in World Parkinson's Day on 11 April 2018.

The theme of the day is Unite for Parkinson's, and Parkinson's organisations and supporters around the world are coming together on a bigger scale than ever to mark the day.

By uniting for Parkinson's, we can spread the same message on one day all over the world, and going forward we can make World Parkinson's Day a global platform to encourage a bigger focus on Parkinson's.

WHY UNITE FOR PARKINSON'S?

By joining together we can:

- + Raise more international awareness of Parkinson's than ever before
- + Get everyone watching and sharing the campaign video and hashtag #UniteforParkinsons on social media
- + Position World Parkinson's Day as a platform to grow an active global Parkinson's community

KEY MESSAGES

01 WORLD

Parkinson's doesn't care who you are or where you come from. Today, approximately 10 million people around the world will be living with this incurable condition. This World Parkinson's Day, please #UniteforParkinsons, watch our video, and share it.

02 PARKINSON'S

Parkinson's organisations and supporters around the world are coming together on a bigger scale than ever to show what Parkinson's truly is. This World Parkinson's Day, #UniteforParkinsons by watching and sharing the video.

03 DAY

This World Parkinson's Day, join the global Parkinson's community and #UniteforParkinsons.

**“ SPREAD
THE WORD
SHARE
YOUR
STORIES
UNITE FOR
PARKINSON’S ”**

HOW TO GET INVOLVED

The main way you can show your support and be part of the international unity on World Parkinson's Day is to use the hashtag and share your video.

#UniteForParkinsons

VIDEO

People with Parkinson's have created a video to show how Parkinson's affects them every single day. On World Parkinson's Day, help show the world what Parkinson's truly is, by watching and sharing the #UniteforParkinsons [video](#) on social media.

Everyone's Parkinson's story is different. This World Parkinson's Day, tell your story and upload your own video to social media using the hashtag #UniteforParkinsons.

HASHTAG

- + On World Parkinson's Day, use the hashtag #UniteForParkinsons wherever you can on your social media channels.
- + Encourage your followers to get involved too.



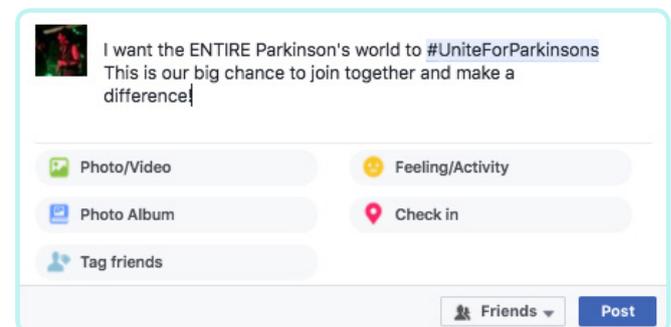
EXAMPLE POSTS USING #UNITEFORPARKINSONS

People affected by Parkinson's can share messages that are personal to them:



- + I #UniteforParkinsons today, because Parkinson's is my tomorrow.
- + This World Parkinson's Day, join the global Parkinson's community and #UniteforParkinsons.

Parkinson's organisations, health and social care professionals, researchers, decision makers and companies can share their messages too:



- + Let's shine a spotlight on Parkinson's together #UniteForParkinsons
- + This World Parkinson's Day, we will #UniteForParkinsons – will you?

IMAGE AND ANIMATION (.MP4)

- + Choose from the still image or moving animation and post this on your social media channels.
- + Download the image/animation to your computer, then upload it to your Facebook or Twitter account.



Downloads

Still image

[DOWNLOAD HERE](#) 

Moving animation

[DOWNLOAD HERE](#) 

PHOTOS

You can also use the hashtag with your photos as a way to share your message.

Photos could include:

- + people standing in a row holding hands to show unity
- + a person/people holding a message board with #UniteForParkinsons
- + a selfie



TWIBBON

A Twibbon is a temporary overlay to your existing profile picture.

- + Upload the Twibbon to your profile pictures on Twitter and Facebook to show your support.
- + Visit twibbon.com/support/unite-for-parkinsons and follow the instructions.



**“REMEMBER TO USE
#UNITEFORPARKINSONS
WHEN YOU POST”**

HOW TO GET INVOLVED OFFLINE

You can also use the image offline if you are holding an event - for example on bags, badges, t-shirts, stickers and posters.

EXAMPLE OF MERCHANDISING



Any print or production costs need to be covered by each individual or organisation.

MEDIA

If you want to tell your local press about World Parkinson's Day and how the global community is uniting for Parkinson's, please email worldpdday@epda.eu.com

Parkinson's Life

A voice for the international Parkinson's community

We are proud to have Parkinson's Life as our official #UniteForParkinsons media partner. Make sure you visit parkinsonslife.eu in the lead up to 11 April to get inspired and stay up to date with all the latest campaign news.

FREQUENTLY ASKED QUESTIONS

1. WHAT IS WORLD PARKINSON'S DAY?

World Parkinson's Day is held on 11 April every year. It marks the birthday of Dr James Parkinson, who is most famous for publishing 'An Essay on the Shaking Palsy' in 1817 and establishing Parkinson's as an internationally recognised medical condition. On 11 April 2018 we are asking everyone, no matter where they are around the world, to unite and raise awareness about Parkinson's on a bigger scale than ever before.

2. WHAT IS THE OVERALL AIM OF THE #UNITEFORPARKINSONS CAMPAIGN?

The main aim of the #UniteForParkinsons campaign is to raise global awareness of Parkinson's as a condition. It is the first stage in a longer-term plan – we want to position World Parkinson's Day as a platform to grow an active Parkinson's community beyond 2018. With a bigger community we can encourage a bigger focus on Parkinson's and the need for more collaborative research and development around the world. If you want to do more in your area, contact your local Parkinson's organisation.

3. WHO IS BEHIND THE 'UNITE FOR PARKINSON'S' CAMPAIGN?

Parkinson's UK and the European Parkinson's Disease Association (EPDA) have been working together to develop the #UniteForParkinsons concept and this guide.

For this year's campaign, they have teamed up with Parkinson's organisations in Africa, Australia, India and the US, including the Michael J Fox Foundation and the World Parkinson Coalition to help spread the word about the campaign.

You will notice that the guide and visuals are not aligned to the Parkinson's UK or EPDA brand identities. This is deliberate: #UniteForParkinsons is for everyone affected by Parkinson's around the world.

4. I HAVE ALREADY MADE PLANS FOR ACTIVITY ON WORLD PARKINSON'S DAY. CAN I STILL GET INVOLVED?

Of course! We would love to hear what you have planned for World Parkinson's Day 2018, so please let us know by emailing worldpdday@epda.eu.com

5. I DON'T USE SOCIAL MEDIA, WHAT ELSE CAN I DO TO HELP?

We understand that not everyone is on social media. However, we chose this as our main way to communicate because it reaches people internationally very quickly, easily and cheaply. However, there are many other simple 'offline' ways to support the campaign. For example:

- Taking part in an event to raise awareness and/or fundraise for your local organisation using the #UniteForParkinsons campaign materials.
- Writing an article for a local/national magazine or contacting your local/national newspaper – see page 9 for information about key media messages.
- Using the printable image (page 8) to create badges/stickers/other merchandise – use them at events or add them to your own materials.
- Putting a poster in your window.

6. WHERE CAN I FIND OUT MORE ABOUT PARKINSON'S?

Parkinson's UK and the **EPDA** both offer comprehensive information about Parkinson's, get in touch if you need any help.

7. HOW DO I SHARE MY WORLD PARKINSON'S DAY PLANS WITH THE #UNITEFORPARKINSONS TEAM?

You can send your plans to worldpdday@epda.eu.com – this email address has been set up specifically for this campaign and the EPDA will monitor it on behalf of the team at Parkinson's UK as well. Your data will not be shared, but we might put you in touch with other people within the EPDA and Parkinson's UK where appropriate.

THANK YOU

**FOR GETTING INVOLVED
AND MAKING WORLD
PARKINSON'S DAY
2018 A BIG SUCCESS.**

**ON THE DAY, VISIT
UNITEFORPARKINSONS.ORG
TO SEE HOW EVERYONE
ELSE IS GETTING INVOLVED
AROUND THE WORLD.**

**IF YOU HAVE ANY QUESTIONS OR
WANT TO TELL US ABOUT YOUR PLANS,
EMAIL WORLDPPDAY@EPDA.EU.COM**



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