

#UNITE FOR

PARKINSONS

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

**TUESDAY
11 APRIL
2017**

Brought to you by



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

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**“WHATEVER YOUR
CONNECTION,
WHEREVER
YOU ARE,
UNITE FOR
PARKINSON’S”**

ABOUT THE GUIDE

This guide is all about how to get involved in World Parkinson's Day on 11 April 2017.

The theme for the day is unite for Parkinson's.

2017 is 200 years since Parkinson's was recognised as a health condition, so this World Parkinson's Day provides a great opportunity to unite the global Parkinson's community.

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
- + Position World Parkinson's Day as a platform to grow an active global Parkinson's community
- + Get everyone using the campaign hashtag #UniteForParkinsons on social media

KEY MESSAGES

01 200 YEARS

It has been 200 years since Parkinson's was identified - and 200 years of Parkinson's is too long. We are using the anniversary as an opportunity to unite the international Parkinson's community for the first time.

02 UNITE

Parkinson's organisations and supporters around the world are coming together to raise awareness about Parkinson's on a bigger scale than ever before.

03 WORLD PARKINSON'S DAY

This World Parkinson's Day, join the global Parkinson's community and unite for Parkinson's.

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

HOW TO GET INVOLVED ONLINE

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.

#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.

Please do not translate the hashtag into any other languages – it will have the biggest impact if we all use the same one.



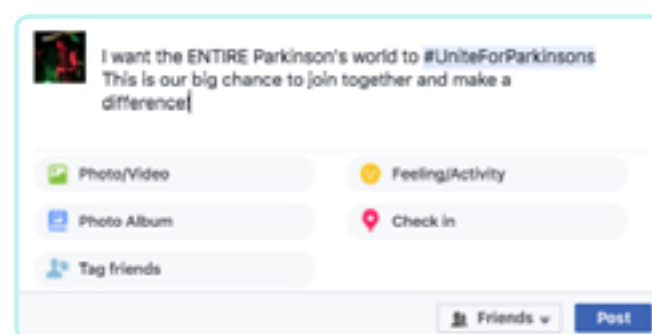
EXAMPLE POSTS USING #UNITEFORPARKINSONS

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



- + I #UniteForParkinsons because I want my Dad to walk me down the aisle
- + #UniteForParkinsons because I don't want to worry about my future
- + I #UniteForParkinsons because I don't want to give up dancing

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



- + We #UniteForParkinsons because 200 years is too long without a cure
- + 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 AND VIDEOS

You can also use the hashtag with your photos and videos 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

Short video clips could include:

- + a person/people talking about Parkinson's and asking others to unite for Parkinson's
- + a person/people holding a message board with #UniteForParkinsons



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.

PRINTABLE IMAGE

[DOWNLOAD HERE](#) 



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

MEDIA

If you want to tell your local and national press about World Parkinson's Day and how the global community is uniting for Parkinson's, there will be key messages available from March 2017 at www.worldparkinsonsday.com

You can also use these key messages for your own blog posts or newsletters.

If you need information sooner, 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 www.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.

2017 marks 200 years since the essay was published. This provides the perfect opportunity for the international Parkinson's community – including people affected, healthcare professionals and Parkinson's organisations around the world – to join together to raise awareness about the condition and that 200 years is too long without a cure.

On 11 April 2017 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 awareness of Parkinson's and the global Parkinson's community. 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 2017. 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.

It is important to make our first campaign a success – and we are hoping to have at least 50 countries take part in #UniteForParkinsons. Will you help us reach this target? By using the campaign hashtag, logo and messages, you will be raising awareness wherever you are in 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.

People affected by Parkinson's and Parkinson's organisations from around the world have also been involved. We have had vital input and support from people and organisations in Denmark, Finland, Greece, India, Ireland, Luxemburg, Malta, New Zealand, Norway, Spain, Sweden, Switzerland, the UK and the US.

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 2017, so please let us know by emailing worldpdday@epda.eu.com

#UniteForParkinsons has been designed to complement your awareness-raising activities and/or fundraising events. There are many ways you can use #UniteForParkinsons to support your own planned activities. For example:

- 'Join our Unity Walk and #UniteForParkinsons'
- 'Come to our quiz on 11 April. Raise money and #UniteForParkinsons'
- 'Come to our meeting/event on 11 April. Raise awareness and #UniteForParkinsons'
- On event posters: After your event information, please include the 'Unite For Parkinson's' message and/or logo at the bottom.

You can also add the #UniteForParkinsons logo and a link to worldparkinsonsday.com on your website, blog, social media post, newsletters and emails.

FREQUENTLY ASKED QUESTIONS

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 9) to create badges/stickers/other merchandise – use them at events or add them to your own materials.
- Putting a poster in your window.

6. WILL THERE BE INTERNATIONAL PARTNERSHIPS IN FUTURE?

We hope so. This campaign is the first stage towards bringing the global Parkinson's community together through collaboration. We will use what we have learned from this first campaign to look at ways we can continue to work together for future World Parkinson's Days and consider other opportunities that may arise.

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

Parkinson's UK and the EPDA both offer comprehensive information about Parkinson's.

8. 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
2017 A BIG SUCCESS.**

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

**IF YOU HAVE ANY QUESTIONS
IN THE MEANTIME, OR WANT
TO TELL US ABOUT YOUR PLANS,
EMAIL WORLD PDDAY@EPDA.EU.COM**

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