

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.



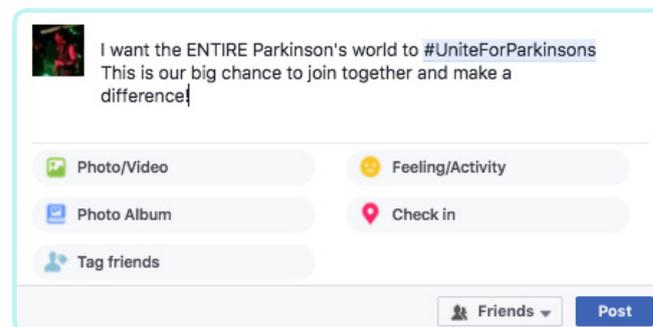
EXAMPLE POSTS USING #UNITEFORPARKINSONS

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.

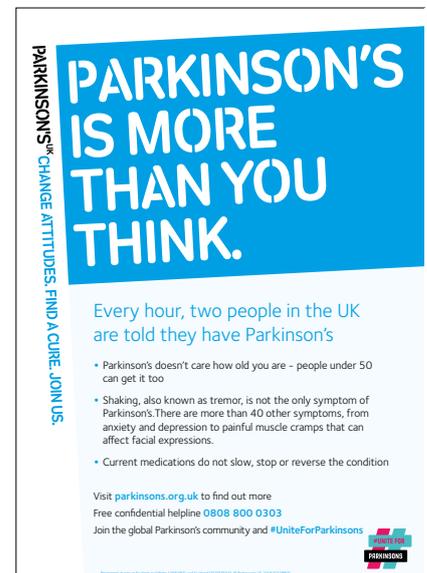


**“REMEMBER TO USE
#UNITEFORPARKINSONS
WHEN YOU POST”**

MERCHANDISE AND EVENTS

There's plenty more to get involved in - we have created a series of items to mark World Parkinson's Day that can be ordered [here](#) so that you can make the perfect kit to create your local event. Whether you want to throw a fundraising event in your community or just getting together with your friends and family, please help us raise awareness of Parkinson's and the work of the charity.

EXAMPLE OF MERCHANDISING AVAILABLE



EVENT YOU CAN ORGANISE

- + Organize an event to raise awareness using the #UniteForParkinsons campaign materials
- + Organize a coffee and cake: Raise some dough through a cake sale or coffee morning
- + Organize a visit to your local school, library to help increase the understanding of Parkinson's
- + Collect some spare change or coffee morning

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 PR@parkinsons.org.uk

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.

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 2018, so please let us know by emailing Marketing@parkinsons.org.uk

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.

Please check page 3 for more ideas.

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

Parkinson's UK offers comprehensive information about Parkinson's, get in touch if you need any help.

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 MARKETING@PARKINSONS.ORG.UK**



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