



LIFE REBALANCED

PATIENT COMMUNICATION TOOLKIT

THANK YOU FOR CREATING A PEER-2-PEER
FUNDRAISING PAGE FOR
BALANCE AWARENESS WEEK (BAW)!

Now it is time for you to take your next steps:

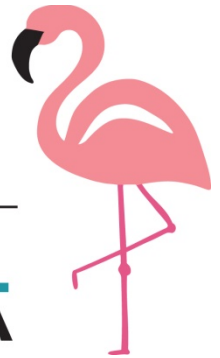
1. **Email** friends, family, and co-workers to tell them why raising awareness is important to YOU.
2. **Post** on your social media pages (Facebook, Twitter, etc.) why you are participating and support BAW
3. Take a **picture** with Fiona Flamingo.
4. **Make and post** a short video which finishes the sentence "I am participating in Balance Awareness Week because . . ."

Below are some templates you can use to share your story with friends and family. *Personalize, personalize, PERSONALIZE!* Tell **your** story so everyone understands how much this disorder has impacted **you**. They probably know less than you think. And don't forget, everyone likes pictures too!

NEED HELP? Feel free to contact Michelle Eyres, Development Manager, with any questions, problems, or just to update us on your progress. We'd love to hear from you! 800.837.8428 or michelle.eyres@vestibular.org

[>> Download VeDA's BAW logo](#)

**BALANCE
AWARENESS
WEEK**
SEPT 16-22, 2018



VESTIBULAR DISORDERS ASSOCIATION



EMAIL | SAMPLE LANGUAGE

Hi!

I am emailing you about my vestibular disorder and the Vestibular Disorders Association (VeDA). What, you might be asking, is a “vestibular”? Well

The word “vestibular” means *relating to your inner ear, brain, and sense of balance*. You might have experienced the awkward, sometimes even scary feeling, when you momentarily lose your balance. Maybe it’s taking a wrong step or getting motion sickness aboard a jostling boat or that nauseating, head-spinning sensation after one too many alcoholic beverages. Eventually your balance comes back and life moves on.

This is not the case for the over 69 million Americans (and me!) who suffer from the mostly invisible and frequently debilitating symptoms of chronic imbalance associated with a vestibular disorder. >> [\[INSERT YOUR PERSONAL STORY AND PHOTO HERE\]](#)

Whether it comes on gradually over time or all of a sudden, bouts of dizziness, vertigo, and nausea can make many of life’s more routine tasks virtually intolerable. Just try getting a good night’s sleep with a high-pitched ringing in your ear. Or try to focus on something as everything around you appears to be spinning. For those living with a vestibular condition, everyday life becomes a progressively challenging obstacle course to navigate.

[\[INSERT LINK TO YOUR P2P\]](#)

That’s why VeDA pioneered Balance Awareness Week back in 1997; to come together each year and shine a light on these otherwise invisible balance disorders. If the general public is more aware, then it can better understand and be empathetic to those who need support the most—our family, friends, co-workers, and neighbors. While many of these balance disorders are incurable, faster and more accurate diagnosis, along with effective coping strategies, can greatly improve quality of life. Join us this September for Balance Awareness Week, and together we can pave the way toward restoring a life rebalanced.

Thanks.

VESTIBULAR DISORDERS ASSOCIATION



LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

Balance Awareness Week is the Vestibular Disorder Association's (VeDA) annual weeklong campaign to broaden the awareness and understanding of balance-related vestibular conditions.

While most people may not be familiar with the word "vestibular"—relating to your inner ear, brain, and sense of balance—many of us have likely experienced the awkward, sometimes even scary feeling, when we momentarily lose our balance. Maybe it's taking a wrong step or getting motion sickness aboard a jostling boat or that nauseating, head-spinning sensation after one too many alcoholic beverages. Eventually our balance comes back and life moves on.

This is not the case for the over 69 million Americans who suffer from the mostly invisible and frequently debilitating symptoms of chronic imbalance associated with a vestibular disorder. **[Insert your personal vestibular diagnosis story here. Be brief. What is most moving to your reader is how the disorder has impacted your life.]**

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In September, VeDA is calling for the vestibular community far-and-wide to come together and amplify a collective rally cry for public support. The goal is to make "*vestibular*" a household name, so patients can be more rapidly diagnosed, effectively treated, and gain the empathetic care they need from friends, family, and co-workers. And by working together, we can advance the funding, research, and policy making needed to positively impact the lives of thousands living life without balance.

Thank you for printing my letter and bringing light to this condition.

VESTIBULAR DISORDERS ASSOCIATION