



**BALANCE
AWARENESS
WEEK**
SEPT 15-21, 2019

SUPPORT GROUP LEADER TOOLKIT

YOU CAN MAKE “VESTIBULAR” VISIBLE

Here's how:

1. **Encourage your support group members to share** VeDA's social media posts.
2. **Post** about your vestibular support group on your social media pages.
3. Take a **picture** of your support group with Fiona Flamingo, post it on social media and tag VeDA.
4. Encourage your support group members to purchase a Balance Awareness Week t-shirt.
5. Host a local **event** (ask us about handouts and infographics you can use).
6. Ask friends, family and support group members to make a **donation** to support VeDA's patient education programs and advocacy efforts.

Below are some templates you can use to promote Balance Awareness Week (BAW).

Personalize, personalize, personalize! Tell everyone why you give your time and talents to VeDA and how much this disorder has impacted you. And don't forget, everyone likes pictures!

NEED HELP? Feel free to contact Michelle Eyres, Development Manager, with any questions, feedback, or just to update us. We'd love to hear from you!

800.837.8428 | michelle.eyres@vestibular.org

>>Download the [Support Group Leader Badge](#) and [BAW Logo](#).

VEDA



**BALANCE
AWARENESS
WEEK**
SEPT 15-21, 2019

FACEBOOK POST | SAMPLE LANGUAGE

#BalanceAwarenessWeek is the Vestibular Disorder Association's (VeDA) annual weeklong campaign to broaden the awareness and understanding of balance-related vestibular conditions. As a supporter of vestibular patients, I see the profound impacts these disorders have on people. **[Insert 1-2 sentences about why this is important to you.]** Please, will you help me make vestibular visible by sharing this post and making a donation to VeDA, whose patient education and advocacy programs have had life-changing impacts on millions of people with dizziness and imbalance. Thank you!

{Insert BAW donate URL}

TWITTER POST | SAMPLE LANGUAGE

Help make vestibular visible during **#BalanceAwarenessWeek**. Learn about the life-altering impacts of dizziness and imbalance and get help at <https://vestibular.org>.

LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

IMAGINE LIVING LIFE WITHOUT BALANCE.

No really. Close your eyes and stand on one foot. It's hard right? Now imagine having that same disorienting feeling on two feet, and with your eyes open. Balance is something most of us take for granted. It's automatically hardwired into our bodies at birth, evolving and adapting as we grow and age. While basic balance is innate, some are able to perfect or even master balance through exercise and practice. But we don't often think about our balance—until of course, we lose it.

While most people may not be familiar with the word “vestibular”—relating to your inner ear, brain, and sense of balance—many 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.

VESTIBULAR DISORDERS ASSOCIATION

VEDA



**BALANCE
AWARENESS
WEEK**
SEPT 15-21, 2019

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. 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.

That's why VeDA pioneered Balance Awareness Week way back in 1997; to come together each year and shine a light on these otherwise invisible balance disorders. If we're all more aware, then we can better understand and be empathetic to those who need our support the most—our patients, 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.

[Insert a brief description of your support group. Local media likes local stories, so remember to point out that this is happening in and benefiting your community.]

Thank you for printing my letter.

VESTIBULAR DISORDERS ASSOCIATION