



BALANCE AWARENESS WEEK  
to **DEFEAT** *DIZZINESS*

# Partnership Package

*"Tools for a successful Balance  
Awareness Week Campaign"*



Dear Partner,

On behalf of VEDA, I would like to personally thank you for being a part of our annual Balance Awareness Week campaign. In its 17<sup>th</sup> year, VEDA is relying on our partners like you to help us educate, advocate and elevate awareness for those who suffer from vestibular disorders.

Listed below are items that can help promote Balance Awareness Week.

- Include a story in your newsletter and/or e-newsletter (before, during or after)
- Distribute "Save-the-Date" postcards
- Distribute "Facts, Figures and Trivia"
- Hang posters/fliers (to be distributed in July)
- Place our banner ad on your website with a link. Send VEDA your banner ad and we will do the same.
- Post happenings, facts and highlights on your Facebook page. Feel free to use the Top 10 Things You Did Not Know About the Balance (vestibular) System
- Tweet about your Balance Awareness event
- Create a Personal Campaign Page for your company and help VEDA reach its fundraising goal of \$40,000. Donations are used for patient education and support
- Partner with a patient and create a press release to distribute to your local media – exposure for both your business and for VEDA

Please do not hesitate to contact me at [tony.staser@vestibular.org](mailto:tony.staser@vestibular.org) or 503-294-9085 for assistance.

On behalf of all those we serve, thank you for your support.

With Gratitude,

Tony Staser, Development Director



# **Insertion into a NEWSLETTER and/or E-NEWSLETTER**

## **Sample 1**

ABC Clinic / Hospital is proud to support the Vestibular Disorder Association's (VEDA) Balance Awareness Week to Defeat Dizziness which takes place from September 16 – 22. The vestibular system is complicated and few know the toll that a vestibular disorder can take on a person suffering as well as their support network.

As a part of this campaign, ABC Clinic / Hospital will participate in a number of ways.

- We will be distributing information to our patients and staff.
- Posters/Fliers will be placed around the building
- We will host a balance screening clinic on <date>
- We will host a brown bag lunch with speaker – Dr. Smith
- We will post a different trivia question on our Facebook page. Those who respond will be put into a drawing for a free lunch.
- Have information posted on our Web site for our staff and patients to obtain additional information

We are participating in this campaign because it is important for everyone to know:

- "Dizzy" is a term used to describe a person who is suffering from a vestibular disorder.
- Dizzy people are commonly accused of "faking" their symptoms
- Due to the complexities of diagnosing, many patients are referred to psychiatrist or psychologist
- Many patients experience excessive clumsiness and frequent falls, difficulty moving in the dark, reading and concentrating
- 35.4% of US adults aged 40 years and older (109 million Americans) experience vestibular dysfunction at some point in their lives.



# Insertion into a NEWSLETTER and/or E-NEWSLETTER

## SAMPLE 2

ABC Clinic / Hospital is proud to support the Vestibular Disorder Association's (VEDA) Balance Awareness Week to Defeat Dizziness which takes place from September 16 – 22. The vestibular system is complicated which makes it difficult for patients and their loved ones to understand symptoms, diagnosis and treatments.

ABC Hospital is proud to have Dr. Smith on staff as our leading expert in the field.  
(Highlight a story about a doctor, physical therapist or clinician)

**Did you know that ABC Hospital offers the following services for vestibular patients?**

- Testing 1
- Testing 2
- Testing 3
- Treatment 1
- Treatment 2
- Treatment 3



## Post or Distribute this Save-the-Date (request the jpg to be sent)



The graphic is a rectangular poster with a light blue border. At the top left, there are four circular icons in a row, each containing a stylized figure in a different pose, with the letters 'VEDA' partially visible. To the right of these icons, the text 'BALANCE AWARENESS WEEK' is in a bold, sans-serif font, followed by 'to DEFEAT DIZZINESS' in a larger, bold, sans-serif font. Below this, the date 'September 16-22, 2013' is written in a smaller, italicized font. In the center, there is a photograph of a person's legs and feet standing on a large, white, spherical object. To the right of the photo, the text 'VISIT VESTIBULAR.ORG TO FIND OUT HOW YOU CAN HELP!' is written in a bold, sans-serif font. Below this, a small paragraph of text states: 'Vestibular disorders are typically under diagnosed and under treated. An estimated 35% of US adults aged 40 years and older experience vestibular dysfunction at some point in their lives.' To the right of this text is the VEDA logo, which consists of a stylized figure inside a circle, followed by the text 'VESTIBULAR' in a bold, sans-serif font and 'DISORDERS ASSOCIATION' in a smaller, sans-serif font. Below the logo, the text 'Save-the-Date' is written in a large, italicized, serif font. At the bottom, there is a dark blue horizontal bar containing the text 'VEDA | P.O. BOX 13305 | PORTLAND, OR 97217 | (800) 837-8427 | INFO@VESTIBULAR.ORG' in a white, sans-serif font.

**BALANCE AWARENESS WEEK**  
**to DEFEAT DIZZINESS**

*September 16-22, 2013*

**VISIT VESTIBULAR.ORG TO FIND OUT HOW YOU CAN HELP!**

Vestibular disorders are typically under diagnosed and under treated. An estimated **35%** of US adults aged 40 years and older experience vestibular dysfunction at some point in their lives.

**VESTIBULAR**  
DISORDERS ASSOCIATION

*Save-the-Date*

VEDA | P.O. BOX 13305 | PORTLAND, OR 97217 | (800) 837-8427 | INFO@VESTIBULAR.ORG

### Ways to distribute:

- Attach to employees paystubs
- Include in your monthly newsletter
- Post on your website or intranet



# Facts, Figures & Trivia

(attached as a separate pdf)

## How many people have vestibular disorders?

Adult vestibular disorders are typically under diagnosed and undertreated. An estimated **35.4% of US adults aged 40 years and older (109 million Americans)** experience vestibular dysfunction at some point in their lives; a percentage of this group go on to develop a chronic vestibular disorder.

## What are typical symptoms and signs of a vestibular disorder?

The primary symptoms of a vestibular disorder include dizziness, vertigo, and disequilibrium.

**Dizziness** is a sensation of lightheadedness, faintness, or unsteadiness. **Vertigo** is the perception of movement of the self or surrounding objects and has a rotational, spinning component. Dizziness can be a symptom of many diseases and disorders, but frequent episodes of vertigo —whether lasting only for a few seconds or days on end—are a primary sign of vestibular dysfunction.

**Disequilibrium** simply means unsteadiness and imbalance that is often accompanied by spatial disorientation. A person with a vestibular disorder may frequently stumble and have difficulty walking straight or turning a corner.

Other possible symptoms and signs of a vestibular disorder may include:

- ❖ Visual-spatial problems
- ❖ Hearing loss and/or tinnitus (i.e. ringing in the ears)
- ❖ Excessive clumsiness, including frequent falls and problems with eye-hand and eye-foot coordination
- ❖ Difficulty moving in the dark
- ❖ Difficulty reading and concentrating
- ❖ Increased levels of anxiety

## How does imbalance affect quality of life?

An estimated 33% of all adults with chronic imbalance experience problems performing basic activities of daily living such as bathing, dressing, and eating.

Children with vestibular disorders can face impairments of motor development and balance and learning challenges at school.

## How do vestibular disorders impact health care systems?

In the US, medical care for patients with chronic balance disorders exceeds \$1 billion per year.

## Trivia

- ❖ Vincent Van Gogh's painting "Starry Night" is reportedly a representation of the dizziness he experienced due to Ménière's disease.
- ❖ Pop star Janet Jackson suffers from Migraine Associated Vertigo (MAV).
- ❖ William Shatner was struck with Tinnitus as a result of a special effects blast during the filming of "Star Trek."

**To learn more about vestibular disorders, visit [vestibular.org](http://vestibular.org) or call (800) 837-8428.**



## **Post this banner ad on your**

- Website,
- Facebook page
  - Intranet
- In your newsletter



Send an email to Tony Staser at [tony.staser@vestibular.org](mailto:tony.staser@vestibular.org)  
and a jpg will be sent.



## Facebook post for before, during and after Balance Awareness Week:

- ◆ Be sure to include "Visit [www.vestibular.org/baw](http://www.vestibular.org/baw)" at the end of each post
- ◆ The word "vestibular" refers to the inner-ear balance system. To achieve good physical balance we rely on our brain, eyes, inner-ear, and muscular-skeletal system to work in harmony. Healthy people usually take balance for granted until it is impaired.
- ◆ Over 35% of US adults aged 40 years and older (69 million Americans) have had vestibular dysfunction at some point in their lives.
- ◆ Balance problems can occur from inner-ear disease, a virus, a traumatic brain injury, poisoning by certain antibiotics (ototoxicity), autoimmune causes, migraines, and aging.
- ◆ People with vestibular disorders can have any or all of the following symptoms: vertigo (spinning sensation), dizziness, fatigue, jumping vision, unsteadiness, "brain fog", nausea/vomiting, hearing loss, and ringing in the ears (tinnitus).
- ◆ People with vestibular disorders can suffer cognitive impacts, such as poor concentration, memory, and word recall; difficulty reading while tracking printed text; and impaired mental stamina.
- ◆ Some low-impact exercise routines can help improve balance, such as Tai Chi or use of the Wii video game console in conjunction with the Wii Balance Board.
- ◆ Balance disorders are an invisible chronic illness – invisible because they can't be seen by the casual observer and chronic because they may or may not get better. Because others can't "see" the outward signs they may assume the patient is overreacting or faking their symptoms.
- ◆ Some of the early research on the vestibular system came from NASA's study on returning astronauts in the space program.
- ◆ Post image of BAW poster with, "Got Balance?"
- ◆ Post link to "Ways to participate in BAW" page on website with, "What are you doing for Balance Awareness Week? Visit our website for some ideas for activities you can participate in to raise awareness about vestibular disorders."
- ◆ Post a "Thank you" on your Facebook page or Website after Balance Awareness Week





# Create a Personal Campaign Page for your organization and help VEDA raise \$40,000.

## De-Feet Dizziness

It's time to step out to "de-feet" dizziness and support Vestibular Disorders Association! As part of Balance Awareness Week, September 16-22nd, 2013, I invite you to help me raise funds to support this great organization.



When I was 13, my oval and round windows of the inner ear of both ears ruptured on a commercial airline flight. I was later diagnosed with perilymph fistulas and endolymphatic hydrops. This caused constant dizziness, nausea, visual disturbances, ringing in the ears, pain, headaches, and a sense of pressure in the ears. As a 13 year-old, the illness was devastating. I could no longer be physically active and dance ballet. I couldn't focus on my school work and dropped out of school. I felt like I was falling off the piano bench during piano lessons and struggled to practice. I lost most of my friends because they didn't understand that I couldn't be the same person I was before the incident. Obtaining a diagnosis and treatment for a vestibular disorder was very difficult. There was a general lack of education among physicians and medical staff

about the vestibular system and the effects on an individual's ability to function. Some doctors have even laughed at me and told me that my diagnosis was "controversial." Fortunately with the help of VEDA, I found a doctor who could help me. Thanks to the work of the late Dr. F. Owen Black, I recovered to an extent where I could adapt and regain my life. It took multiple surgeries, countless

rounds of vestibular rehab, nausea medications, and watching my diet carefully to overcome the dizziness. Yes, I have graduated with a master's degree, worked full time, and live independently, but I am still dizzy 24/7. It ebbs and flows like the tides--most days it is tolerable and I barely even notice it. Sometimes it rages like the high seas. Much research, education, and advocacy is needed still for people with vestibular disorders. I still encounter physicians who tell me that what I have "doesn't exist" despite the countless research articles that state otherwise. VEDA is working to change this perception and support patients, professionals, and researchers in finding a cure. Please join me in defeating dizziness!

[Donate Now](#)

[Create your own fundraising page](#)

Goal \$ 1,000.00



0% towards  
our goal  
\$ 0.00 raised

HONOR ROLL



[\[Stop\]](#)

Visit:

<https://vestibular.org/personal-campaign-pages>

(A step-by-step manual can be downloaded from  
[www.vestibular.org](http://www.vestibular.org))

**Send a press release** to your local media contacts. Personalize the press release with a story about your facilities, a patient or a physician.

**FOR IMMEDIATE RELEASE**

June 1, 2013

Contact: Tony Staser  
Phone No: (503) 294-9085

**VESTIBULAR DISORDERS ASSOCIATION SEEKS TO "DEFEAT  
DIZZINESS" DURING BALANCE AWARENESS WEEK**

PORTLAND, OR – The Vestibular Disorders Association (VEDA) celebrates its 17<sup>th</sup> annual *Balance Awareness Week* from September 16 – 22 by launching a campaign to "Defeat Dizziness" through public education and advocacy.

The goal of Balance Awareness Week is to "defeat dizziness" by helping people recognize the symptoms of a vestibular disorder, and urging them to seek help from a professional vestibular specialist. In addition, VEDA encourages the friends, family and coworkers of those suffering from a vestibular disorder to learn more about how balance dysfunction can impact their loved one's ability to perform common day-to-day activities.

Illness, injury, and even aging can damage the fragile vestibular organs, and with them, the ability to balance. As many as 35% of adults aged 40 years or older in the United States—approximately 69 million Americans—have experienced some form of vestibular dysfunction.

Receiving effective treatment is frequently complicated by the length of time it takes to diagnose a vestibular disorder, which can be a year or more in many cases. Most vestibular patients visit 4-5 doctors before receiving an accurate diagnosis.

In addition to affecting balance, vestibular disorders often produce disabling symptoms that include vertigo, dizziness, hearing and vision problems, and difficulty concentrating. These life-altering symptoms can deeply inhibit a person's ability to perform basic day-to-day tasks, and are compounded by their invisibility to others, making it difficult to understand that a person with vestibular dysfunction is profoundly struggling to remain oriented and functional.

VEDA invites everyone to participate in Balance Awareness Week – go to [vestibular.org/BAW](http://vestibular.org/BAW) to learn more about how you can help.

*About VEDA: For over 25 years, the Vestibular Disorders Association has provided objective information, advocacy, and a caring support network to people with vestibular disorders and the health professionals who treat them. For more information, visit [www.vestibular.org](http://www.vestibular.org) or call (800) 837-8428.*

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