

AMBASSADOR TOOLKIT

BALANCE AWARENESS WEEK 2020

Balance Awareness Week

is the annual public service campaign presented by the Vestibular Disorders Association (VeDA) to broaden the public's understanding of balance-related vestibular disorders and symptoms.

Ambassadors play a vital role in helping raise awareness by:

1. Encouraging your support group members to share VeDA's social media posts and using the hashtag **#BALANCEAWARENESSWEEK**
2. Taking a picture with **FIONA FLAMINGO** and posting it on social media. *Have fun with it!*
3. Registering for VeDA's first annual **VIRTUAL VESTIBULAR CONFERENCE**, Sept. 14-18, 2020.
4. Asking friends, family and support group members to make a **DONATION** to support VeDA's patient education programs and advocacy efforts.
5. Sending a **LETTER TO THE EDITOR** (see next page) to your local newspaper.

This year's theme, "Uncovering the Mystery," addresses the challenges many vestibular patients face; so many people go for so long trying to figure out what is going on with them that they have to become sleuths to advocate for their own healthcare.

QUESTIONS/COMMENTS? Contact Peter Szymczak, VeDA Communications Manager at peter.szymczak@vestibular.org.

VEDA



Click Here to Download
the Balance Awareness
Week Logo



SAMPLE SOCIAL MEDIA POST

The mystery of vestibular disorders isn't a problem to solve, but a reality to experience. Get the facts during #BALANCEAWARENESSWEEK and learn more at LifeRebalanced.org. [Insert a brief description of how you are participating in Balance Awareness Week.]

LIFE REBALANCED

Letter to the Editor

SAMPLE LANGUAGE

Dear Editor,

Imagine life without balance.

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.

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, the Vestibular Disorders Association, pioneered Balance Awareness Week in 1997. Each year we come together to uncover the mysteries of 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 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.

We hope people from all ages will join VeDA this September for Balance Awareness Week, and together we can pave the way toward restoring a life rebalanced.

Thank you for printing my letter.

[Insert your signature.]

ABOUT VeDA: VeDA is the leading international organization for information about vestibular (inner ear and brain) disorders. VeDA supports people with vestibular disorders by connecting them to health care specialists and support networks, and promotes awareness for vestibular disorders.

Website: vestibular.org

Facebook: facebook.com/vestibulardisorders

Instagram: instagram.com/vestibularveda



**BALANCE
AWARENESS
WEEK**
SEPT 13-19, 2020



**VIRTUAL
VESTIBULAR
CONFERENCE**
SEPT 14-18, 2020

WEAR IT & RAISE AWARENESS!

BALANCE AWARENESS WEEK 2020



Show the World You Support VeDA!

VeDA is selling a variety of Balance Awareness Week apparel and merchandise! Each design is featured on a crew-neck tee, V-neck tee, and hoodie, in a variety of colors. Also on offer are a tote bag and coffee mug.

Visit the online store to see all of the colors and styles available >>
<https://teespring.com/stores/balance-awareness-week-2020>





VIRTUAL VESTIBULAR CONFERENCE

SEPTEMBER 14-18, 2020

Due to the destabilizing effect COVID-19 has had on the world, VeDA will host its first Virtual Vestibular Conference in conjunction with this year's Balance Awareness Week.

This online conference will bring together vestibular experts and people with vestibular dysfunction from around the world to explore the mystery of the vestibular patient experience.

Each day there will be a presentation by a healthcare provider with a question-and-answer period, followed by a patient panel.

TOPICS INCLUDE:

- Navigating the healthcare system
- Psychological impacts of vestibular disorders
- Does Vestibular Rehabilitation Therapy Work?
- What is Persistent Postural Perceptual Dizziness (PPPD)?
- Integrating Complementary & Alternative Treatments in Recovery

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REGISTER TODAY AT
[VESTIBULAR.ORG/BAW2020](https://vestibular.org/baw2020)