

NONPROFIT PARTNER TOOLKIT

BALANCE AWARENESS WEEK 2021

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.

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. We don't often think about our balance—until we lose it.

Nonprofit partners play a vital role in helping raise awareness by:

1. Sharing 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. Watch the "Life Rebalanced Chronicles" docuseries and share, share, share!
4. Sending the press release (see next page) about Balance Awareness Week to your local media outlets.
5. Create a peer-to-peer fundraising page and ask your friends and family to support vestibular awareness.

Please copy and post the sample social media message, and download the branded logo to promote [Balance Awareness Week](#) with your supporters, stakeholders, and employees.

QUESTIONS/COMMENTS?

Contact Shannon Yentzer, VeDA Communications Manager at communications@vestibular.org.

BALANCE AWARENESS WEEK

SEPT 19-25, 2021

VEDA



[Click Here to Download the Balance Awareness Week Logo](#)



SAMPLE SOCIAL MEDIA POST

Balance is easily taken for granted, but when the fragile organs of the inner ear are damaged by illness or injury, anyone can lose the ability to balance. During Balance Awareness Week, meet 9 vestibular warriors and follow their journey to find a Life Rebalanced.

Get the facts during #BALANCEAWARENESSWEEK and learn more at LifeRebalanced.org. [Insert a brief description of how your organization is participating in Balance Awareness Week.]

LIFE REBALANCED



Press Release

MEDIA CONTACT: Cynthia Ryan, Executive Director, Vestibular Disorders Association (VeDA), 503-294-9085, Cynthia.ryan@vestibular.org, liferebalanced.org

PORTLAND, Ore. (Aug. 1, 2021)

IMAGINE LIVING LIFE WITHOUT BALANCE

While most people may not be familiar with the word “vestibular”—a system in your inner ear that sends signals to your brain to tell you where you are in space—many of us have likely experienced the awkward, sometimes even scary feeling, when we momentarily lose our balance.



*Kimberly Warner,
Director of Life
Rebalanced
Chronicles*

Whether it comes on gradually over time or all of a sudden, bouts of dizziness, vertigo, and nausea can make many of life’s routine tasks virtually intolerable. Everyday life—from getting around your house to grocery shopping—becomes a progressively challenging obstacle course to navigate.

September 19-25, 2021 is [Balance Awareness Week](#), an annual campaign presented by VeDA, the Vestibular Disorders Association, to broaden the awareness and understanding of vestibular conditions.

LIFE REBALANCED CHRONICLES

The highlight of this year’s Balance Awareness Week is the premiere of the [Life Rebalanced Chronicles](#) docuseries. Presented over six-episodes, this project features nine incredible vestibular warriors and their inspiring personal journeys, which will resonate with anyone who is navigating a challenge in their life. Each episode focuses on a part of the human experience impacted by living with a chronic illness: body, mind, spirit, relationships, self, and life.

You’ll laugh, you’ll cry, you’ll want to share these touching videos, which highlight the highs and lows that span the spectrum of the vestibular patient experience.



The Inspiring Cast of Life Rebalanced Chronicles

“When I developed MdDS and vestibular migraine, my life turned upside down and my sense of self dissipated as my career, dreams, friendships and confidence crumbled,” says docuseries filmmaker Kimberly Warner. “Returning to filmmaking and telling stories of those with chronic conditions has helped me rediscover my sense of purpose. Not only have I discovered our shared experiences and found solidarity, but I see how important these messages are for everyone who is navigating a challenge in their life, not just those with chronic illness. This series is about something bigger than a diagnosis; it’s about human perseverance and healing—even when there isn’t always a cure.”

[Insert a brief description of how your organization is participating in Balance Awareness Week.]

Life Rebalanced Chronicles will premiere exclusively on The Disorder Channel (available through Amazon Fire and Roku) starting August 10th with new episodes airing weekly. After a one week debut window, episodes will be released weekly through VeDA and Unfixed channels.

ABOUT VeDA: VeDA is the only international organization for information about all 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

Instagram: twitter.com/vestibularveda



**BALANCE
AWARENESS
WEEK**
SEPT 19-25, 2021

WEAR IT & RAISE AWARENESS!

BALANCE AWARENESS WEEK
SEPTEMBER 19-25, 2021



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 >>
vedas-store-6.creator-spring.com





LIFE REBALANCED CHRONICLES

PREMIERES AUGUST 17, 2021

Nine incredible vestibular warriors share their stories in a new docuseries, directed by Portland, Oregon filmmaker and vestibular patient Kimberly Warner. Life Rebalanced Chronicles features six episodes, which will be aired weekly starting August 17, 2021, the lead up to [Balance Awareness Week](#). Each episode is focused on a part of the human experience impacted by living with vestibular dysfunction--body, mind, spirit, relationships, self, and Life.

Balance is easily taken for granted. However, when the fragile vestibular organs of the inner ear and brain are damaged by illness or injury, anyone can lose the ability to balance. Vestibular dysfunction affects people physically, mentally, and emotionally. Simple tasks, such as shopping and doing laundry, become obstacles to overcome. People afflicted by vestibular impairment are forced to adapt to a "new normal," and in doing so, often discover a life rebalanced.

[Life Rebalanced Chronicles](#) documents the stories of nine vestibular warriors. None of them expected to be knocked down by a vestibular disorder. All of them have looked fear, anxiety, and loneliness in the face and said, "You will not define me." Theirs is a message of hope to millions of people who struggle with invisible chronic illness - you are seen, you are heard, you are valued.

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Life Rebalanced
C H R O N I C L E S

FIND OUT MORE AND WATCH A SNEAK PREVIEW AT
[VESTIBULAR.ORG/LRC](https://www.vestibular.org/lrc)