

# SUPPORT GROUP LEADER 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.

Support Group Leaders 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 support group members, 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, group members, friends, and family.

### QUESTIONS/COMMENTS?

Contact Shannon Yentzer, VeDA Communications Manager at [communications@vestibular.org](mailto: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](http://LifeRebalanced.org). [Insert a brief description of how your organization is 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"--elating 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. This year they are launching the Life Rebalanced Chronicles, which documents the stories of nine vestibular warriors. None of them expected to be knocked down by a vestibular disorder. All of them looked fear, anxiety, and loneliness in the face and said, "You will not define me." Their message is one of hope for everyone who struggles with invisible chronic illness and others who are navigating life's challenges.

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.

Thank you for printing my letter.

*[Insert your signature and information about your support group.]*

**ABOUT VeDA:** VeDA is the lonely 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](http://vestibular.org)

Facebook: [facebook.com/vestibulardisorders](https://www.facebook.com/vestibulardisorders)

Instagram: [instagram.com/vestibularveda](https://www.instagram.com/vestibularveda)



# 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](https://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.

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.



**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://vestibular.org/lrc)