



**BALANCE  
AWARENESS  
WEEK**

SEPT 14-20, 2025

1

## PARTNER TOOLKIT

### TABLE OF CONTENTS

- P.1 Follow and share VeDA's social media posts.
- P.2 Post about vestibular disorders on your social media pages and tag VeDA
- P.3 Take photos with Fiona Flamingo to post on social media, and tag VeDA
- P.4 Include Balance Awareness Week information in your newsletter
- P.5-6 Send a press release to local media and promote your collaboration with VeDA during Balance Awareness Week
- P.7 Host a local event



### NEED HELP?

Feel free to contact [info@vestibular.org](mailto:info@vestibular.org) with any questions, feedback, or just to update us. We'd love to hear from you!

### FOLLOW AND SHARE VEDA'S POSTS

Click below to follow VeDA's social media accounts where you will find shareable posts that raise awareness of vestibular disorders and VeDA's resources.



[Facebook](#)



[Instagram](#)



[X \(Twitter\)](#)



[LinkedIn](#)

Download the  
[BAW Logo](#)

There is also a  
co-brandable logo  
[here.](#)

## SOCIAL MEDIA SAMPLE POSTS

### X (TWITTER) POST | SAMPLE LANGUAGE

Help make vestibular visible during #BalanceAwarenessWeek. Learn about the life-altering impacts of dizziness and imbalance and get help at vestibular.org.

### FACEBOOK, INSTAGRAM, LINKEDIN POST | SAMPLE LANGUAGE

#BalanceAwarenessWeek is an annual weeklong campaign to broaden the awareness and understanding of balance-related vestibular conditions. {Your Organization's Name} is partnering with the Vestibular Disorder Association (VeDA) to help reduce the time it takes for patients with dizziness and imbalance to get an accurate diagnosis and effective treatment. [Insert 1-2 sentences about your organization.] Please, will you help us make vestibular visible by sharing this post, with a few words about how a vestibular disorder has impacted you or someone you love? Thank you!

## SOCIAL MEDIA POSTS | GRAPHICS



Use [these](#) ready-to-post images alongside your Facebook, Instagram, LinkedIn, and/or X (Twitter) to make your message pop, or click [here](#) to customize these images using Canva.

## FIONA FLAMINGO PHOTO CONTEST

Download the Fiona Flamingo Image at the bottom of this page and print to take photos with it. **Share your photos publicly on social media, tagging VeDA using the hashtag [#BalanceAwarenessWeek](#).**

See examples from previous years below for inspiration:



**Click [here](#) to download and print the Fiona Flamingo image**

# NEWSLETTER SAMPLE LANGUAGE & GRAPHICS

Click [here](#) for a ready-to-use newsletter graphic, or [here](#) customize the graphic using Canva.

## SAMPLE LANGUAGE

### Join Us for Balance Awareness Week 2025!

We're proud to partner with the Vestibular Disorders Association (VeDA) for Balance Awareness Week, happening September 14-20, 2025—a global campaign dedicated to shining a light on invisible balance disorders that impact millions.

Vestibular disorders affect the inner ear and brain, leading to chronic symptoms like dizziness, vertigo, and imbalance. Because these symptoms are often invisible, people living with vestibular conditions may go misunderstood, misdiagnosed, or unsupported for years.

At [Your Organization's Name], we're joining forces with VeDA to change that.

Together, we're working to:

- Shorten the time to diagnosis,
- Improve access to effective treatment, and
- Raise public awareness and empathy for those affected.

[Your Organization's Name] is committed to [insert 1-2 brief sentences about your mission, values, or programs—e.g., supporting neurological health, advancing equitable care, or empowering patient communities].

Help us make vestibular disorders visible. Visit [vestibular.org/BAW](https://vestibular.org/BAW) to learn how you can get involved and support this vital cause.

## PRESS RELEASE | SAMPLE LANGUAGE

### FOR IMMEDIATE RELEASE

[City, State] - [Date] - [Your Organization's Name] is proud to partner with the Vestibular Disorders Association (VeDA) for Balance Awareness Week, taking place September 14-20, 2025. This national campaign raises awareness about vestibular disorders—chronic conditions that impact the body's balance system—and aims to bring visibility to these often misunderstood and invisible illnesses.

Vestibular disorders affect the inner ear and brain, causing symptoms such as dizziness, vertigo, imbalance, and spatial disorientation. These symptoms are frequently invisible to others, making it harder for those affected to receive proper understanding, diagnosis, and treatment. The resulting isolation and misdiagnosis can delay care and worsen outcomes.

Balance Awareness Week is a global initiative led by VeDA to educate the public, share patient experiences, and promote compassionate care. Through this campaign, [Your Organization's Name] seeks to:

- Increase public awareness of vestibular disorders and their daily impact;
- Promote understanding of symptoms that are often dismissed or misdiagnosed;
- Support patients through educational resources and connections to care;
- Foster empathy by amplifying the voices of those living with invisible illness.

"Balance disorders can profoundly affect a person's quality of life, yet they remain largely misunderstood," said [Spokesperson's Name], [Title] at [Your Organization's Name]. "Our partnership with VeDA for Balance Awareness Week is a meaningful step toward increasing awareness and supporting those impacted."

To learn more about Balance Awareness Week and how to get involved, visit [vestibular.org/BAW](https://vestibular.org/BAW).

### About [Your Organization's Name]

[Your Organization's Name] is a [brief description of your organization, mission, and programs. Example: "nonprofit organization dedicated to advancing equitable neurological care through education, research, and community support."]

### About VeDA

The Vestibular Disorders Association (VeDA) is the leading international organization providing education, support, and advocacy for people affected by vestibular (inner ear and brain) disorders. VeDA connects patients to trustworthy health information and specialists while working to raise awareness through advocacy and storytelling.

### Media Contact:

[Your Name]

[Your Title]

[Your Organization's Name]

[Email Address]

[Phone Number]

[Website URL]

## LOCAL EVENT GUIDE

**Step 1: Pick a date** during Balance Awareness Week (September 14<sup>th</sup> - 20<sup>th</sup> )

### **Step 2: Choose a Location**

Ideas: Public Park, Physical Therapy or Doctor's Office, Community Centers, Reserve a space

Issues to consider when choosing a location:

Do you need a permit or insurance?

Is there adequate parking, and will attendees need instructions on where to park?

Do you need to reserve the venue in advance?

### **Step 3: Market your event**

- Social media (consider creating a Facebook Event)
- Email campaign
- Personal invites to colleagues, friends, family, and close constituents

### **Step 4: Sport your flamingos!**

- Purchase BAW t-shirts from VeDA's online store at [vestibular.org/merch](https://vestibular.org/merch) (and encourage your attendees to do so as well).
- There are LOTS of flamingo-themed things you can find to spruce up your event and get people's attention - clothes, hats, capes, tutus, etc. The more outrageous your outfit, the more people will ask you, "What's this about?" Which gives you the opportunity to educate them about the challenges of living with a vestibular disorder.
- Set up a photo booth area for Fiona Flaming Photo Contest entries (see page 3).

**Step 5: Thank your attendees for coming**, and let them know how much you appreciate their support during your vestibular journey. You can tag them on social media, but a personal note card or email is also appreciated