



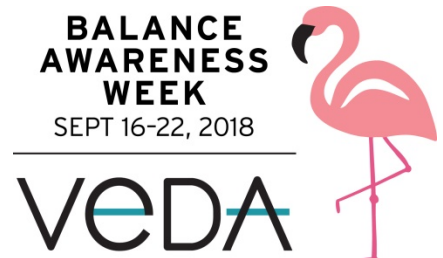
## PROFESSIONAL MEMBER COMMUNICATION TOOLKIT

THANK YOU FOR PARTICIPATING IN  
BALANCE AWARENESS WEEK (BAW)!

Now it is time for your office to take its next steps:

1. **Schedule** your balance event and let us share it with patients.
2. **Hang up** your BAW poster!
3. **Email** patients, friends, family, and staff to tell them about your balance event, and invite them to participate in BAW.
4. **Post** on your social media (Facebook, Twitter, etc.) about your event
5. Take a **picture** with Fiona Flamingo.
6. **Share** VeDA's social media posts about BAW.

Below are some templates you can use to promote BAW and your event. *Personalize, personalize, personalize!* Tell everyone why you became a vestibular specialist and how much this disorder has impacted your patients. And don't forget, everyone likes pictures too!



**NEED HELP?** Feel free to contact Michelle Eyres, Development Manager, with any questions, problems, or just to update us on your event. We'd love to hear from you! 800.837.8428 | [michelle.eyres@vestibular.org](mailto:michelle.eyres@vestibular.org)

[»»DOWNLOAD BAW LOGO AND PROFESSIONAL MEMBER BADGE](#)

### EMAIL | SAMPLE LANGUAGE

As a vestibular healthcare professional, I play a vital role in my vestibular patients' journey back to balance; from helping them arrive at an accurate diagnosis to supporting them as they take steps forward in their recovery. During VeDA's Balance Awareness Week, I am organizing an event to bring awareness to balance.

[INSERT CLINIC NAME] is holding a/an \_\_\_\_\_ [event] on \_\_\_\_\_ [date]. Our practice has also set a fundraising goal of \$\_\_\_\_\_ to be donated to VeDA. You can help us reach our goal by making a donation at [INSERT PCP URL].

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We will post updates on \_\_\_\_\_ *[list your social media platforms]*.

*Thank you!*

## FACEBOOK POST | SAMPLE LANGUAGE

**Balance Awareness Week** is the Vestibular Disorder Association's (VeDA) annual weeklong campaign to broaden the awareness and understanding of balance-related vestibular conditions. As a vestibular healthcare provider, I see the profound impacts these disorders have on my patients. During Balance Awareness week **[INSERT CLINIC NAME]** is holding a/an \_\_\_\_\_ *[event]* on \_\_\_\_\_ *[date]*. Our practice has also set a fundraising goal of \$\_\_\_\_\_ to be donated to VeDA. You can contribute on our campaign at **[INSERT PCP URL]**.

## TWITTER POST | SAMPLE LANGUAGE

**#BalanceAwarenessWeek** is @vestibularveda 's call to all vestibular patients and healthcare providers to bring awareness to vestibular disorders. **[INSERT CLINIC NAME]** is holding \_\_\_\_\_ *[event]* on \_\_\_\_\_ *[date]*.

## LETTER TO THE EDITOR | SAMPLE LANGUAGE

Dear Editor,

*[Insert a brief description of your vestibular practice.]*

IMAGINE LIVING LIFE WITHOUT BALANCE.

No really. 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

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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 pioneered Balance Awareness Week way back in 1997; to come together each year and shine a light on these otherwise 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 patients, 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. Join us this September for Balance Awareness Week, and together we can pave the way toward restoring a life rebalanced.

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