

NONPROFIT PARTNER 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.

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. Registering for VeDA's first annual **VIRTUAL VESTIBULAR CONFERENCE**, Sept. 14-18, 2020.
4. Sending the press release (see next page) about Balance Awareness Week **AMBASSADOR LAURA CALA** to your local media outlets.

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.

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 your organization is participating in Balance Awareness Week.]

LIFE REBALANCED

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

DANCING HER WAY BACK TO BALANCE

PORTLAND, Ore. (Aug. 1, 2020) – Competitive cheerleader Laura Cala mysteriously lost her balance one day six years ago. She has been searching for answers ever since.



Laura Cala, 2020 Balance Awareness Week Ambassador

“I woke up one morning and felt like I was spinning – except I was laying down,” Laura remembers.

As a dancer and instructor, Cala was accustomed to feeling completely in control on her feet. But suddenly she found herself afraid to even stand up.

“I felt I was always going to fall over. I got tired often and felt nauseated. I stopped driving,” she says.

Cala was in her early 30s when she was diagnosed with vestibular migraine, but she’d been experiencing symptoms since her teens. People of all ages, from toddlers to senior citizens, can be debilitated by vestibular, or inner ear, dysfunction.

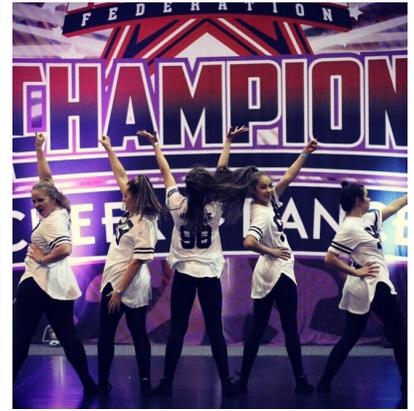
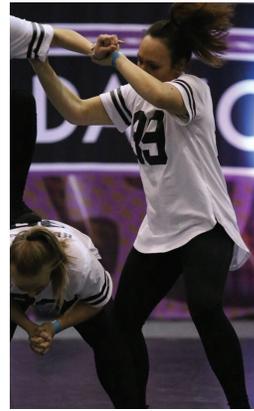
An accountant by profession in Perth, Australia, Cala searched for answers online about her vestibular migraine and discovered VeDA, the Vestibular Disorders Association, based in Portland, Oregon.

“VeDA connected me with other people who had what I had,” Cala says.

Today, Cala is a board member of Migraine Australia Ltd. and ambassador of the 2020 Balance Awareness Week, an annual awareness campaign presented by VeDA.

“I’m excited about sharing the information VeDA has put together for this year’s Balance Awareness Week and the first Virtual Vestibular Conference. VeDA gave me the

BALANCE AWARENESS WEEK
SEPT 13-19, 2020



Laura and her teammates at the Cheer & Dance Championships – the last time she competed.

confidence to embrace my vestibular journey. Vestibular migraine is something you have to fight through.”

In addition to serving as lead ambassador, Cala is convening vestibular patients for VeDA’s first annual Virtual Vestibular Conference, Sept. 14-18, 2020.

“I encourage all Vesties to ‘Uncover the Vestibular Mystery,’ the theme of this year’s awareness campaign. Ask yourself, ‘Why am I dizzy? Why do I get headaches? What are my triggers?’ VeDA is here to help you uncover the mystery of your symptoms and find solutions.”

September 13-19, 2020 is Balance Awareness Week, an annual campaign presented by VeDA, the Vestibular Disorders Association, to broaden the awareness and understanding of balance-related vestibular conditions. [\[Insert a brief description of how your organization is participating in Balance Awareness Week.\]](#)

By working together, we can advance the funding, research, and policymaking needed to positively impact the lives of millions living life without balance.

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

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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**BALANCE
AWARENESS
WEEK**

SEPT 13-19, 2020



**VIRTUAL
VESTIBULAR
CONFERENCE**

SEPT 14-18, 2020

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