



Unite for Parkinson's 2018 – share your story

Requested actions for #UniteForParkinsons supporters

- To share your personal story/experience by creating a short video on your smartphone (see detailed brief below). The deadline for videos to be submitted for inclusion in the official #UniteForParkinsons film is **Wednesday 28 February**.
- To review existing promotional and case study video content you (or your friends/networks) already have access to to see if there is footage that can be used for the official film/wider campaign.
- Please be aware that the videos do not have to be in English! We will be happy to receive videos in any language; but we kindly ask you to provide us with a transcript, so that we can arrange for English subtitles. Moreover, we kindly ask you to shoot the videos horizontally and with a clear audio.

IMPORTANT NOTE: videos may make up part of the campaign's digital advertising plans, be shared through social media, or appear on the campaign website and supporting websites on World Parkinson's Day 11 April 2018, plus surrounding days. It is therefore important that participants understand this is a global campaign and we can't control where their video will appear online.

Brief for participants/people with Parkinson's making their own videos

We want participants to be real and honest, perhaps uncovering uncomfortable truths about what living with Parkinson's means for them. A wide collection of stories will paint the full picture of Parkinson's, and so if people are authentic and brave then the #UniteForParkinsons campaign will be brave too.

We want people to talk about how they are feeling right now. This puts all the stories in the present tense, which will bring everyone together on the day itself (11 April).

We are not looking for [artistic storytelling](#). We would rather people just [picked up a phone and talk](#). A loved one, charity worker or [even a healthcare professional](#) could film the participant share their experiences. They just need to ask the individual brave questions.

[Here are some videos](#) that we like. Please **DO NOT SHARE** any wider – we don't currently have permission from all participants.

Please see the next page for instructions on how to make your #UniteForParkinsons video.



Instructions to make a short video for #UniteForParkinsons

What is #UniteforParkinsons?

#UniteForParkinsons is a global campaign that aims to raise awareness of Parkinson's and grow an active global Parkinson's community. Last year, people from 90 countries used the #UniteForParkinsons hashtag, and in 2018 we want to make an even bigger noise. With a bigger and more active community, we can encourage a bigger focus on Parkinson's and the need for more collaborative research around the world. So help us on 11 April 2018 – World Parkinson's Day – to show the world what living with Parkinson's truly means.

What are you asking me to do?

People need to see your symptoms. Hear your voice. Appreciate your challenges and feel your successes. They need to know how Parkinson's affects you every single day. But to do this, we need you to tell your story.

Send us something to share with the world. How is Parkinson's affecting your life? Be honest. Be brave. Be real.

We will then use the power of your stories to raise awareness and show the world what living with Parkinson's truly means.

What should I share, and how?

Tells us what you feel most strongly about – right now in 2018. What's the most important thing people need to know about you... and your Parkinson's? To do this we're asking you to record a short video.

Video is best as it will help people understand who you are. You can always ask someone to help you record it. Simple smartphones are absolutely fine. We do not need a 'professional' film made.

What can I talk about?

Anything! Pick what's most important to you right now. Your unique experience of living with Parkinson's is what's important.

Here are some ideas:

- How has Parkinson's affected you most?
- How do your symptoms get in the way of you living life?
- What's been the biggest hurdle you've overcome (or are trying to overcome)?
- How do other people treat you?
- Has anything unusual or funny happened to you because of Parkinson's?
- How has Parkinson's driven you to achieve more in your life?
- What is your message to anyone watching your video?

How do I send my story?

Upload your video to wettransfer.com or youtube.com (you need to set up an account for this if you do not already have one). Email the video link to worldpdday@epda.eu.com so we know your story is there for us to use.

Thank you!