

PURPLE DAY

CAMPAIGN MATERIALS AND RESOURCES

IN YOUR COMMUNITY

EVENT IDEAS

Use these ideas to join others across the country in conducting activities to raise Epilepsy awareness.

Event Ideas

- Organize a "Purple Day" or event at your school, local mall, library, community center, local business, or manufacturing plant.
- Launch a drive to distribute *Seizure First Aid* posters and brochures to schools, community centers, libraries, grocery stores, and physician offices.
- Contact a local merchant or restaurant to provide a discount to those wearing purple.
- Hold a "*Purple Power*" breakfast or luncheon with those living with epilepsy to speak and share their story with others.
- Work with the governor and/or mayor's office to issue a proclamation officially designating your community's participation in *Purple Day*.
- Distribute Epilepsy Pins (**email info@epilepsyoutreach.org for more information**) at your presentation or other community health-related events and activities.
- Use the FACES, Friends Accepting Classmates with Seizures and Epilepsy: *A Speaker's Kit* to give a presentation at your event. (**email info@epilepsyoutreach.org for more information**)
- Organize a *Purple Day* team to participate in a local walk, run, or sports tournament. Of course, have your team wear purple!
- Ask your local library to set up a special Epilepsy exhibit or organize a special reading center focused on Epilepsy and the brain.
- Partner with local large businesses and corporations in your community or state to promote epilepsy awareness and seizure first aid in the workplace.

Media Outreach Ideas

To generate added awareness of The American Epilepsy Outreach Foundation and their partnership with *Purple Day* in your community, it's important to let your print and broadcast media know about your event or activity. Here are just a few ways you can spread the word among your local media:

- Send Epilepsy Outreach Pins (**email info@epilepsyoutreach.org for more information**) with a note about your event and *Purple Day* to local newscasters; encourage them to wear purple clothing and the Epilepsy Outreach Lapel Pin during the week of your event to show their support for Epilepsy awareness.
- Contact a local talk show host or local medical news producer to have a program or segment on what *Purple Day* is doing locally; offer interviews with a group of people of varying ages that are suffering or have suffered from Epilepsy.
- Pitch your local medical producers and reporters about developing a story on epilepsy and seizures
- Write a letter to your local newspaper editor, encouraging a feature story on epilepsy and seizures.
- Ask your local cable provider or local radio station to run an existing *Epilepsy Outreach* PSA.
- Work with a local school, college or university to encourage students to wear purple and distribute information on Epilepsy (**email info@epilepsyoutreach.org for more handouts**)

Presentation Ideas

FACES: Friends Accepting Classmates with Epilepsy and Seizures toolkit—provides all you need to give a one-hour presentation on Epilepsy: a speaker's guide including instructions, overheads, handouts, and answers to likely questions; posters to advertise your event; and a compelling 4-minute video about Emmett Leyden the inspiration behind The American Epilepsy Outreach Foundation. (**email info@epilepsyoutreach.org for more information**)

Consider giving a presentation to the following groups:

- **Social Groups**
Start with groups to which you belong, such as a sorority alumnae group, women's auxiliary group, women's clubs, or a group at your place of worship.
- **Local Businesses**
Offer to organize a "brown-bag lunch" for employees where you will speak on the topic of First Aid for seizures and Epilepsy awareness.
- **Local Malls and Merchants**
Ask local malls and merchants to provide a discount for wearing purple and to provide educational materials for customers.
- **Local Hospitals, Clinics, and Health Centers**
Work with local hospitals, clinics, and health centers to add a presentation to their roster of community education classes, and to include *Epilepsy Outreach* materials as part of their community health fairs.

- **Community Centers**

Work with the person who coordinates the education classes or group meetings at your local clinic, adult education institution, civic club, or YWCA to incorporate a presentation into their current activities or as a special event.

Don't forget to share your activity ideas by emailing them to info@epilepsyoutreach.org You can also learn what different communities and partners are doing nationwide to promote *Purple Day*.

AT WORK

Select a highlighted activity to learn more about how to plan each event.

1. Wear purple on Thursday, March 26, 2009 and encourage your coworkers to do the same.
2. Organize a contest for the "best purple outfit" at your workplace.

IN THE MEDIA

1. Send **Epilepsy Pins** (email info@epilepsyoutreach.org for more information) to your local television stations and ask them to wear the pin while broadcasting on March 26th.
2. Send a press release to your local media announcing your organization's involvement in *Purple Day*.
3. Include an article in your community or workplace newsletter promoting *Purple Day*.
4. Work with a local television station to organize and promote a race or rally on March 26th.
5. Send a letter to your Governor or Mayor asking them to issue a proclamation declaring *Purple Day* in your city/state.
6. Submit calendar listings for local/community events.

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Purple Day was founded in 2008, by nine-year-old Cassidy Megan of Nova Scotia, Canada, *Purple Day* is an international grassroots effort dedicated to increasing awareness about epilepsy worldwide. The American Epilepsy Outreach Foundation is partnering with On March 26, people from around the globe are asked to wear purple and spread the word about epilepsy.