



MIND OVER MATTER

CAMPAIGN TOOLKIT

Global MND Awareness Day 2023

mnda
motor neurone disease
association

Campaign Toolkit

Global MND Awareness Day

Wednesday, 21 June 2023

BACKGROUND

We need people to know about [Motor neurone disease \(MND\)](#), to understand it and to see the devastation it wreaks on people's lives in every country around the globe. Only then can we affect the change needed and reflected in the [MND Association's Five Promises](#).

Every year on **21 June** the MND Association joins with the wider MND community around the world to mark **Global MND Awareness Day** – a date selected because it marks the summer solstice, seen by many as a turning point in the year and the start of a new season of hope. It's an opportunity to reach beyond our community to engage a wider audience and raise awareness globally.

THE GOAL

This year we're extending the reach of Global MND Awareness Day further than ever before. Transforming our community into global advocates with a simple call to action – to share or dare. With focus on the campaign's key messages, we've developed a straightforward ask that promotes User Generated Content and starts a conversation around MND.

MND OVER MATTER

Global MND Awareness Day is a day on which we can all get creative, share something thought-provoking, challenge ourselves, push boundaries and stand in solidarity with the MND Community.

This year, the MND Association invites you to tell the world your story, share your first-hand experiences – however raw, however unfiltered – and, whether you are living with or are affected by MND, help others learn and understand more about the disease. We're calling it **MND Over Matter**.

It's a day on which we honour and celebrate our remarkable community. Highlighting the boundaries they push every single day; showcasing their personal stories of courage and resilience, and inspiring others to do the same by sharing or daring.

TOOLKIT OVERVIEW

This campaign is a collaborative effort bringing together a suite of assets that will help us all raise awareness of MND, encourage conversations and action. This toolkit has been created to serve as a 'one-stop-shop' to help all stakeholders take part in Global MND Awareness Day by amplifying campaign messages and includes the following:

- How to get involved
- Campaign key messages
- Content
- MND Over Matter stories
- Key MND facts and stats
- Campaign FAQs

HOW TO GET INVOLVED

Our goal is that this is the most inclusive MND Global Awareness Day yet. It's important that our community is heard and if we all join together, we can't be ignored! That's why we need you at the heart of this year's Awareness Day.

We're asking you to **get creative in any way you can, share a few words, a video, or an image. Tell us how you're feeling, write a blog or ask a tough question.** Live stream your thoughts, discuss your fears or goals with a group, challenge a friend, or simply speak to someone.

Whatever you do, share, or dare – everyone that takes part will be doing their bit to reach beyond our community this Global MND Awareness Day, to give people hope and inspire others to take action for MND.

SHARE * *Be sure to tag your shares, posts, and contributions #MNDOverMatter*

This MND awareness day we invite our MND community to show you believe in MND Over Matter, sharing your stories and pledges of triumph in the face of MND, by finishing the sentence, ***I believe in MND over Matter...***

- *I believe in MND over Matter, so this week I'm going to push my boundaries and do something I've never done before.*
- *I believe in MND over Matter, so I gave my granddaughter away in my wheelchair*
- *I believe in MND over Matter, so I am going to finish the photo album I have been making for my grandchildren.*



- *I believe in MND over Matter*, so I am going to confront my fears and tell my friends about how MND is affecting me.
- *I believe in MND over Matter*, so last month I ran the Rob Burrow Leeds Marathon
- *I believe in MND over Matter*, so while I still have my voice, I have signed up to a stand-up comedy class.

DARE

** Be sure to tag your dares, posts, and contributions #MNDOverMatter*

MND awareness day is an opportunity for us to spread the word about MND, open a conversation, and challenge perceptions. To show they believe in MND Over Matter, dare a friend, your family, or colleagues to:

- Learn and share something about MND.
- Ask a question about MND they may have been too scared to ask.
- Do something that makes them think.
- Challenge themselves to push a personal boundary.

CAMPAIGN KEY MESSAGES

To raise awareness of MND on Global MND Awareness Day we're asking everyone who can take part to send a clear message of support to the global MND community. To ensure that message is plain English, jargon-free and consistent we have provided examples of campaign key messages you can use on, before or after 21 June.

SHORT MESSAGES

Wednesday 21 June is Global MND Awareness Day. A day on which we stand in solidarity with those living with and affected by Motor neurone disease. On the day, we're inviting you to join our 'MND Over Matter' campaign by sharing or daring, to raise awareness of and start a conversation about MND.

21 June is Global MND Awareness Day. A day on which we stand with the global MND community to celebrate strength of spirit over physical boundaries.

Today, on Global MND Awareness Day, we come together to share stories of resilience and inspire all of those living with or affected by MND.

Global MND Awareness Day is a day on which we challenge ourselves and each other, ask the difficult questions and shift perceptions about MND.

Today, on Global MND Awareness Day, what will you do for those living with and affected by MND?

LONGER MESSAGE

Each year, 21 June marks Global MND Awareness Day – a day on which we stand in solidarity with those living with and affected by Motor neurone disease. This year we invite you to share your stories or dare someone you know to ask a question, push their boundaries, show resilience, and raise awareness.

The ‘MND Over Matter’ campaign is your opportunity to start a conversation about Motor neurone disease and celebrate the astonishing strength of spirit of those living with and affected by MND.

So, on Wednesday 21 June, join the MND Association, get creative in any way you can, share a few words, a video, or an image. Tell us how you’re feeling, write a blog or ask a question. Whatever you do, whatever your MN Over Matter story or challenge, everyone can take part, and everyone has a part to play in raising awareness of MND.

CONTENT

EXAMPLE SOCIAL CONTENT

TEASERS

Living with motor neurone disease requires immense resilience and courage.

The bravery shown by individuals facing this challenge inspires us all. Let’s celebrate that indomitable spirit and throw our support behind them every step of the way.

On #GlobalMNDAwarenessDay, you can too...

Motor neurone disease poses immense challenges to those living with and affected by it. Their resilience, unwavering positivity, and attitude inspires us every day.

Their ability to find joy in the simplest moments is a powerful reminder for us all to cherish every day.

#GlobalMNDAwarenessDay

The MND community is a shining example of resilience and hope.

Those living with motor neurone disease, along with their families, continue to inspire us with their unwavering spirit, advocacy, and determination.

We’re going to celebrate them tomorrow.

#GlobalMNDAwarenessDay

SHARE

It's #GlobalMNDAwarenessDay and we're putting MND Over Matter.

Together with the @mndassoc, we're inviting those living with or affected by MND to share your experiences – however you wish – so that others may learn about #MND and its impacts.

Raise awareness today. Share your stories using #MNDOverMatter!

Today on #GlobalMNDAwarenessDay, we're inviting those living with and affected by #MND to share your stories of triumph in the face of this disease.

I believe in #MNDOverMatter...

Whether you've campaigned, fundraised, or want to provide hope to others around the world, share your experiences!

Though #MND devastates lives, and its impacts are irreversible, there are incredible people living with the disease who each day show us what the human spirit is capable of.

How are you putting #MNDOverMatter?

Show your resilience and courage, push your boundaries and inspire others this #GlobalMNDAwarenessDay

DARE

#GlobalMNDAwarenessDay is our chance to join the fight, spread the word about motor neurone disease, open a conversation and challenge perceptions.

Dare someone to ask you a question about MND.

Dare someone to share MND facts.

Dare someone to start a conversation.

#MNDOverMatter

Living with or affected by motor neurone disease? Today we ask you to ask the people you know to put MND Over Matter.

Dare them to:

Open up a conversation about MND.

Ask a question they've been scared to ask you.

Challenge their perceptions of MND.

Let's all put #MNDOverMatter this #GlobalMNDAwarenessDay

Today's the day we show everyone that we believe in #MNDOverMatter.

Dare yourself to:

Learn and share something about MND.

Ask us a question about MND.

Give up your time for those with MND.

Fight back for those affected by this disease.

Together, we can all make a difference this #GlobalMNDAwarenessDay

GENERIC AWARENESS

Ever heard of motor neurone disease (#MND)?

It's a disease that kills a third of people within a year, and more than half within two years of diagnosis.

It kills six people a day.

It has no cure.

On #GlobalMNDAwarenessDay, put #MNDOverMatter and help us raise awareness!

MND CAMPAIGNS PARLIAMENTARY EVENT

"In a world full of adversity, we must dare to dream..."

- Rob Burrow MBE

MND Association patron, @Rob7Burrow and the Burrow family, selflessly shared their MND journey with you. This has helped raise an incredible amount of awareness.

We are so grateful.

#GlobalMNDAwarenessDay #MNDOverMatter

EXAMPLE WEB / EMAIL CONTENT

Wednesday, 21 June marks Global MND Awareness Day. A day on which we want to honour and celebrate our remarkable community, highlighting the boundaries you/they push every single day, showcasing your/their stories of courage and resilience in the face of MND.

It's a day on which we invite you to tell a story, **share** first-hand experiences of MND, and inspire others. A day on which we can challenge ourselves and **dare** each other, to ask the difficult questions, start conversations, and shift perceptions about MND.

We're calling it ***MND Over Matter***

On the day, we're asking you to share a few words, a video, an image, whatever works for you – alongside our hashtag #MNDOverMatter telling our community how you're feeling and how you are fighting back against MND. Here are a couple examples:

- I believe in #MNDOverMatter, so I'm going to raise awareness of MND amongst my friends.
- I believe in #MNDOverMatter, so I'm going to campaign to give others like me, hope.

[Get more information on the Association website](#)

MND OVER MATTER STORIES

To raise awareness of MND on Global MND Awareness Day the MND Association will be sharing the stories of five people with MND who are pushing boundaries and demonstrating incredible resilience. People who in face of such a life changing diagnosis and physical limitations are inspiring other through their actions, achievements, and words.

Keep your eyes on our social channels and together, let's raise awareness of MND.

KEY MND FACTS AND STATS

Should you require more information or stats, please [contact the MND Association's communications team](#).

- MND is a fatal, rapidly progressing disease that affects the brain and spinal cord.
- MND has no cure.
- Six people per day are diagnosed with MND in the UK.
- It kills six people per day in the UK, this is just under 2,200 per year.
- It affects more than 5,000 adults in the UK at any one time.
- It attacks the nerves that control movement so muscles no longer work. MND does not usually affect the senses such as sight, hearing, touch etc.
- It can leave people locked in a failing body, unable to move, talk and eventually breathe.

- Over 80% of people with MND experience changes to their speech, which may become slurred or quieter. Some people lose their ability to speak entirely.
- MND affects people from all backgrounds.
- Around 50% of people with MND experience some form of cognitive change while living with the disease. This can affect their thinking or behaviour. This percentage rises to around 80% for people who are in the advanced stages of the disease.
- It kills a third of people within a year and more than half within two years of diagnosis.
- A person's lifetime risk of developing MND is around 1 in 300.

CAMPAIGN FAQs

1. WHAT IS THE 'MND OVER MATTER' CAMPAIGN?

- The campaign will launch on 21 June 2023 to help raise awareness of the challenges of living with MND
- The campaign will be promoted by the MND Association with the global MND community at the heart activity on the day

2. WHERE DID THE 'MND OVER MATTER' THEME ORIGINATE?

- The campaign was devised by the MND Association.

3. WHY DO WE RECOGNISE GLOBAL MND AWARENESS DAY?

- The campaign is a vital piece of our mission to raise awareness of the challenges of living with MND
- It's a day on which we celebrate the courage, spirit and resilience of all of those living with and affected by MND around the world, whoever and wherever they are.
- Global MND Awareness Day is not about celebrating Motor Neurine Disease. It is about standing in solidarity with all of those living with and affected by MND, and celebrating their indomitable spirit.