

**MND took my dream job.
But not my ambition.**

Global MND Awareness Day 2025

Community Toolkit

Global MND Awareness Day

Saturday 21 June 2025

Each year on 21 June the MND Association joins with the wider MND community around the world to mark Global MND Awareness Day – a day to honour everyone affected by motor neurone disease.

Hidden Realities

This year, we're shining a light on the hidden realities of living with MND.

MND is brutal. It robs people of their ability to move, speak, swallow and eventually breathe. There is no cure, few effective treatments and little understanding of why it happens.

They're the facts. But what about the day-to-day? The practical? The emotional?

This awareness day, we'll be sharing the challenges you told us you face and finding out what people outside our MND community really know, and understand.

And we'll ask you what you wish people knew about MND, the hidden realities you want to shine a spotlight on, to spread awareness, increase knowledge and dispel ignorance.

On Global MND Awareness Day join us. Together we'll uncover the hidden realities and shine a spotlight on what really matters.

Get Involved

There are lots of ways to get involved with the MND Association's Hidden Realities awareness raising campaign on social media.

We'll be posting on Facebook, Instagram and X.

We'll be asking the MND community to share their hidden realities of MND, the things they wish the general public knew about the disease.

Keep an eye on our social media from 13 June to see build up to 21 June, Global MND Awareness Day.

Three Simple Ways You Can Take Part

- 1. What's the one thing you wish people knew about MND?**
Add your thoughts [to our Facebook post here](#).
- 2. Starting 16 June**, share and engage with videos of Anna, Lee and Michele who have shared their realities of living with MND.
- 3. On the morning of 21 June**, add a name, photo or memory of someone special to you, to our tribute post.

Suggested Posts

We need you at the heart of Global MND Awareness Day, so here are some suggested posts you can use to make that easier. Add your own thoughts, tell your own stories, but make sure you add your voice to raise awareness.

To post right now:

One thing I wish everyone knew about motor neurone disease is [insert your answer].

The MND Association is shining a light on the hidden realities of MND.

Visit mndassociation.org/awarenessday to learn more.

Post on Saturday 21 June

Today is Global MND Awareness Day, and the MND Association are raising awareness of motor neurone disease. MND kills more than half of people within 2 years of diagnosis. 6 people are diagnosed per day, and 6 people die per day. It has no cure.

Learn more at mndassociation.org/awarenessday

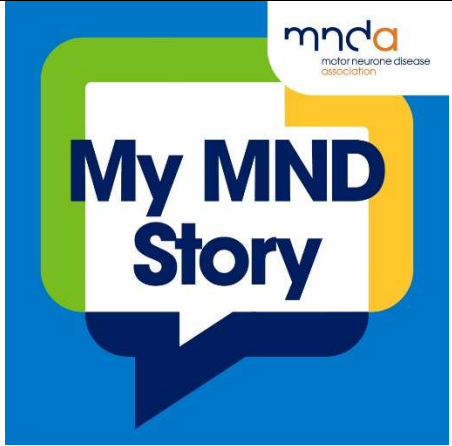
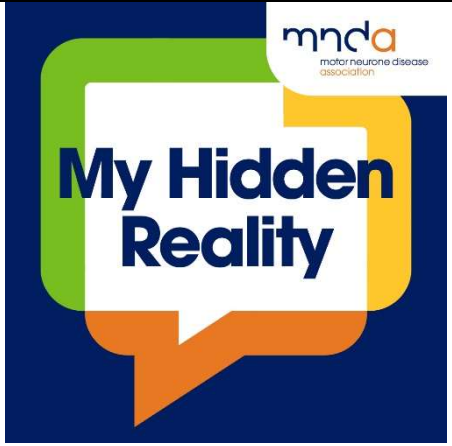

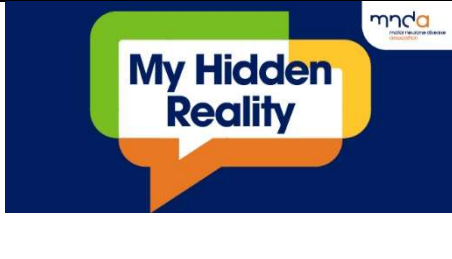
For MND Association Branches and Groups

What's one thing you wish everyone knew about motor neurone disease?

Tell us your hidden realities of MND.

Campaign Creative

Shine a light on your story. Incorporate these campaign graphics into your social media posts, emails, and presentations to create messages that stand out and raise awareness.

Asset	File name	
 <p>A social sharing graphic with a blue background. It features a large white speech bubble with a green top and a yellow bottom. Inside the speech bubble, the text "My MND Story" is written in bold blue font. The MND Association logo is in the top right corner.</p>	<p>My MND Story Social Sharing Graphic</p>	<p>Download</p>
 <p>A social sharing graphic with a dark blue background. It features a large white speech bubble with a green top and an orange bottom. Inside the speech bubble, the text "My Hidden Reality" is written in bold blue font. The MND Association logo is in the top right corner.</p>	<p>My Hidden Reality Social Sharing Graphic</p>	<p>Download</p>
 <p>An email banner with a blue background. It features a white speech bubble with a green top and a yellow bottom. Inside the speech bubble, the text "My MND Story" is written in bold blue font. The MND Association logo is in the top right corner.</p>	<p>My MND Story Email Banner</p>	<p>Download</p>
 <p>An email banner with a dark blue background. It features a white speech bubble with a green top and an orange bottom. Inside the speech bubble, the text "My Hidden Reality" is written in bold blue font. The MND Association logo is in the top right corner.</p>	<p>My Hidden Reality Email Banner</p>	<p>Download</p>

For more information contact the MND Association's communications team.

Key MND facts and stats

- 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.
- MND 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.