



PSP Awareness Month Advocacy Digital Toolkit

Goal:

Build awareness and understanding of what PSP is, how it impacts Americans and their families, and the urgent need to find treatments and a cure, as well as share personal stories of how PSP has impacted families across the country

Hashtags:

#PSPMonth

#PSPAwarenessMonth

#MyPSPStory

Graphics:

bit.ly/PSPWeek

Tags:

@([your representative](#))

Sample Social Posts:

<p><i>Today I'm sharing my support for #PSPAwarenessMonth and the urgent need for treatments and a cure.</i></p> <p><i>This "Parkinson's on steroids" disorder is devastating for tens of thousands of families across the country. I'm fighting to step up our fight against PSP.</i></p>	<p><i>PSP is a neurological disorder that impacts 30,000 Americans—yet there is no known cure.</i></p> <p><i>This #PSPAwarenessMonth, I'm doing my part to help people better understand what PSP is and fight so that no one has to live with this devastating disease.</i></p>	<p><i>We must do more to find treatments and cures for PSP.</i></p> <p><i>I'm calling on my representatives in Congress to support #PSPAwarenessMonth and stand with [STATERS] battling this disease and their families to help raise awareness of this terrible disease.</i></p>
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