



World FTD Awareness Week

FTD Facts – Social Media Template for Caregivers and Family Members

For World FTD Awareness Week – October 4 through 11, 2015

This document is intended to provide an easy way for you and/or your constituents to raise awareness during World FTD Awareness Week. The materials below are simply intended as guidelines to encourage participation. Please adapt them to your home country and your own personal story. Then share your messages through Facebook/Twitter/or other social media as you see fit. Then encourage your contacts to personalize these messages, and share them through Facebook/Twitter/or other social media.

October 4

Share this message with a picture of your family or your loved one.

FTD is the most common dementia for people under 60. Today *I'm/we're* raising awareness in honor of a loved one. #endFTD

October 5

Share this message with a different picture of your family or your loved one

Conservatively, there are 50,000 diagnosed in the U.S. alone. My *wife/husband/father/mother*, [*consider sharing their Name*], *is/was* among those facing FTD. #endFTD

October 6

On Facebook:

FTD presents with dramatic changes in behavior, language, or movement—not memory loss. One thing I miss most about [*my loved one/Name*] is ...

On Twitter, divide the message into two tweets:

FTD presents with dramatic changes in behavior, language, or movement—not memory loss.

One thing I miss most about [*Name/my loved one*] is [*add details*] #endFTD

October 7

On Facebook

More than half of behavioral variant FTD cases are first misdiagnosed as a psychiatric condition. In *[my family's/our]* experience, FTD was first mistaken for *[misdiagnosis]*. #endFTD

On Twitter, use two tweets:

More than half of behavioral variant FTD cases are first misdiagnosed as a psychiatric condition.

In our experience, FTD was first mistaken for *[misdiagnosis]*. #endFTD

October 8

On average, it takes 3.6 years from onset of symptoms for diagnosis, leaving families in the dark far too long.

October 9

FTD's course runs from 2 to more than 20 years. On average, death occurs 8 years from onset of symptoms. #endFTD

October 10

Share this message with the World FTD Awareness Week logo below.

World FTD Awareness Week brings ten countries from across the globe together in the fight against FTD. #[country name] #endFTD



October 11

Consider sharing this message with a photo of your family.

FTD is among the forms of dementia targeted by US Congress for a cure by the year 2025. #endFTD