

## Thanks for Helping Raise Epilepsy Awareness!

We're excited to share this new Epilepsy Awareness Toolkit, designed to help you educate, engage, and inspire action in your community. Whether you're hosting an event, volunteering, or raising awareness online, this toolkit provides easy-to-use resources, facts, messaging, and tips to help you spread the word and reduce the stigma surrounding epilepsy. Together, we can spark understanding, promote safety, and build a more informed and supportive world for the epilepsy community.

### Ways to Get Started

This Awareness Ambassador toolkit is your guide to taking action for epilepsy awareness. Below, you will find creative activities and inspiring ideas to help raise awareness and support the mission of the Epilepsy Foundation. Every action you take brings us closer to a world where no one faces epilepsy alone.

- Stay connected with us. Getting connected helps you stay informed, inspired, and ready to take action. By signing up for updates and following us on social media, you'll get the latest news, tools, and opportunities to make an even greater impact. Together, we can keep the momentum going all year long.
  - Enewsletter sign-up: <https://www.epilepsy.com/forms/newsletter-subscriptions>
  - Social Media handles: @epilepsyfoundationofamerica (Facebook) @epilepsyfdn (X, Instagram, TikTok), and @epilepsy-foundation (LinkedIn)
- Your story – your power. Your epilepsy story is powerful and can give people hope, empowerment, and safety. Join our community and share your story to talk about epilepsy, seizure safety, and the need to find cures. Make a difference and take action. Share your story at [www.epilepsy.com/stories/ejourney](https://www.epilepsy.com/stories/ejourney)
- Get involved with your local Epilepsy Foundation. Did you know that the Epilepsy Foundation has local offices where you can volunteer? We encourage you to connect with your local offices to explore volunteer opportunities, attend events, and promote local initiatives. Visit [www.epilepsy.com/local](https://www.epilepsy.com/local) to find a local office near you.
- Raise awareness with your social network. Your social media is a powerful tool to educate, inspire, and engage others in our cause. Use these [ready-made graphics and sample posts](#) to spread awareness and invite your family, friends, and co-workers to get involved.
- Get Seizure First Aid trained! One important thing you can do is to know Seizure First Aid. By learning what to do, you can help keep someone safe and supported in a critical moment. Register at [learn.epilepsy.com](https://learn.epilepsy.com)
- Explore our other national volunteer opportunities.
  - Epilepsy Advocacy Champion – Epilepsy Advocacy Champions are trained, high-level (grassroots) advocacy volunteers for the Epilepsy Foundation. By building and maintaining strong relationships with their members of Congress and state legislators, Epilepsy Advocacy Champions help advance the [Foundation's policy priorities](#) to

overcome the challenges of living with epilepsy and accelerate therapies to stop seizures, find cures and save lives. The Advocacy Champions also serve an integral role by sharing their personal story and being a connector and recruiter of grassroots advocates in their state. Those interested in shaping public policy and advocating for legislative change can apply to this program. Visit [www.epilepsy.com/advocacy/advocacy-champion](http://www.epilepsy.com/advocacy/advocacy-champion) to learn more and apply.

- **Research Ambassador** – The Epilepsy Research Ambassador Program aims to empower those impacted by epilepsy to actively participate in treatment development, address disparities in clinical trial representation, and ensure that research aligns with the needs of patients and caregivers. The program follows a set schedule so please check in to see when applications open. Visit [www.epilepsy.com/research-funding/research-ambassador-program](http://www.epilepsy.com/research-funding/research-ambassador-program) for the next application period.
- Consider yourself a go-setter or want to involve your family and friends? In addition to raising awareness, you can lead the charge by fundraising to support epilepsy education, programs, and services. Whether it's starting a personal campaign, hosting an event, or setting a goal in honor of your birthday, your efforts can make an impact. Every effort you make supports our epilepsy community.
  - Fundraiser Your Way: No matter your idea, every effort and dollar raised makes an impact for the epilepsy community. Do you have a fun, innovative idea to fundraise your way to the Epilepsy Foundation? Whether you are hosting a backyard barbecue or climbing Mt. Everest, you can make a difference for those living with epilepsy. Visit [www.epilepsy.com/volunteer/fundraising](http://www.epilepsy.com/volunteer/fundraising) to set up your own fundraiser.
  - Epilepsy Foundation-led fundraising campaigns
    - Start a Walk team at your local Walk ([epilepsy.com/Walks](http://epilepsy.com/Walks))
    - Make a Stand with Lemonade for Livy. Visit [www.epilepsy.com/volunteer/fundraising](http://www.epilepsy.com/volunteer/fundraising) to set up your own fundraiser.
    - Decorate a pumpkin for Purple Pumpkin Project. Visit [www.epilepsy.com/volunteer/fundraising](http://www.epilepsy.com/volunteer/fundraising) to set up your own fundraiser.
  - Celebrate birthdays by setting up a fundraiser. Set up your page at [www.epilepsy.com/volunteer/fundraising](http://www.epilepsy.com/volunteer/fundraising) or on your personal Facebook page.

## Mark Your Calendars for epilepsy awareness

Awareness days are powerful opportunities to help educate the public, reduce stigma, and start conversations. Your voice is important to elevate these awareness days and create visibility for our mission and our community. Follow us on social media and repost with your added copy.

- **February**
  - International Epilepsy Day: Second Monday of February
  - Seizure Action Plan Awareness Week: Typically second full week of February
  - Rare Disease Day: Last day of February
- **March**

- Brain Awareness Week: Typically mid-March
- Purple Day©: March 26
- **April**
  - National Public Health Week: First full week of April
- **October**
  - SUDEP Action Day: Third Wednesday of October
- **November**
  - National Epilepsy Awareness Month (NEAM): ALL MONTH
- **Specific Types of Epilepsy days**
  - KCNQ2 Awareness Week: March 1-7
  - Dravet Syndrome Awareness Month: June
  - Infantile Spasm Awareness Week: First week of December

## Assets To Use

- Seizure First Aid Flyer (Downloadable in 20+ languages)
  - <https://www.epilepsy.com/firstaid>
- Social Media Graphics

Sample Copy for social media graphics: <https://www.epilepsy.com/sites/default/files/2025-06/Epilepsy-Awareness-Toolkit-Social-Media-Posts-and-Graphics.pdf>

I am Seizure First Aid Ready: [https://www.epilepsy.com/sites/default/files/2025-06/SFA-Ready.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/SFA-Ready.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)  
 I am Seizure First Aid Certified: [https://www.epilepsy.com/sites/default/files/2025-06/SFA-Certified.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/SFA-Certified.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)  
 I'm raising awareness for: [https://www.epilepsy.com/sites/default/files/2025-06/ImRaisingAwarenessFor.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/ImRaisingAwarenessFor.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Seizure First Aid promotion:

[https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact4SFA-Cert.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact4SFA-Cert.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Myth #1: [https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact1.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact1.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Myth #2: [https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact2.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact2.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Myth #3: [https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact3.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/DYK-Fact3.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Fact: Global Prevalence:

[https://www.epilepsy.com/sites/default/files/2025-06/65Million-stat.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/65Million-stat.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Fact: U.S. Prevalence: [https://www.epilepsy.com/sites/default/files/2025-06/3.4Million-stat.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/3.4Million-stat.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Fact: 1 in 26 will be diagnosed: [https://www.epilepsy.com/sites/default/files/2025-06/1in26stat.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/1in26stat.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)

Fact: 1 in 10 will experience a seizure: [https://www.epilepsy.com/sites/default/files/2025-06/1in10stat.png?utm\\_medium=png&utm\\_source=EFA&utm\\_campaign=awareness\\_ambass\\_Jun5](https://www.epilepsy.com/sites/default/files/2025-06/1in10stat.png?utm_medium=png&utm_source=EFA&utm_campaign=awareness_ambass_Jun5)