



**PSP & CBD HAVE BEEN IGNORED FOR TOO LONG. NOW IS THE TIME TO #UNMUTE THESE DEVASTATING DISEASES. WITH YOUR HELP, WE AIM TO CREATE A MOVEMENT ACROSS SOCIAL MEDIA DURING PSP & CBD AWARENESS WEEK ON 20 – 26 MAY 2019.**

## **BACKGROUND:**

Most people, including health care professionals, are not aware of PSP & CBD. We know families are frustrated at the lack of awareness they face on a daily basis. PSP & CBD have been ignored for too long. Our **#Unmute** campaign - for PSP & CBD Awareness Week is focused on making noise about these silent diseases.

## **OUR ASK TO YOU:**

The more people who join our campaign, the louder we can be. We are asking everyone in our PSP & CBD community to take a short selfie 'shout' video on their phone to share across their own social media accounts. Tag **@PSPAassociation** and use the hashtag **#Unmute** during PSP & CBD Awareness Week 20 – 26 May 2019.

The more people who do it – the louder we will be about PSP & CBD, and the more likely we can raise awareness.

To be part of the campaign simply follow these simple guidelines and post your **#Unmute** film during PSP & CBD Awareness Week.

## **TO CREATE A SHOUTY, SELFIE FILM**

- Go to [pspassociation.org.uk/preview/](http://pspassociation.org.uk/preview/) for an example of a shouty, selfie film
- Switch to the film option on your phone, reverse the camera so that when you hold up your phone, you can see your image on it.
- Hold the phone a foot away from your face and simply shout into the camera.
- Once you have shouted, you may wish to add: "I'm shouting for X" [insert name of person with PSP or CBD].
- If you prefer, once you have shouted, you could hold up a photo of your loved one, or a piece of paper with their name written on it: 'I'm shouting for x'.
- Post your film during PSP & CBD Awareness Week, tagging **@PSPAassociation** and use the hashtag **#Unmute**.
- It would be wonderful if you could also write on the post why you are supporting PSPA's **#Unmute** campaign and ask your own followers to help you spread awareness by sharing, liking and commenting on your post.

