



Brachial Plexus Injury Awareness

AWARENESS WEEK DAILY THEMES / SCHEDULE

The Brachial Plexus Injury Awareness Week is an annual event spearheaded by the United Brachial Plexus Network, Inc. (UBPN). The Awareness Committee welcomes and encourages your involvement in bringing brachial plexus injuries to light. We have prepared the following guidelines for your information, and ask, if you have any questions at all about this effort, that you please contact UBPN, Inc. at (866) 877-7004 or (email) info@ubpn.org. Please visit the Awareness website at: www.ubpn.org to learn more and to communicate with others participating in Awareness Week via the Awareness message board.

The goals of Awareness Week are listed on the Awareness website at www.ubpn.org and are included below:

1. To increase awareness of brachial plexus injuries among the public at large.
2. To increase the participation and involvement of the Medical Community in Awareness Week.
3. To increase the participation and involvement of the brachial plexus communities throughout the nation so that more state proclamations are requested and processed.
4. To make a sincere and conscious effort to reach new families, individuals affected by brachial plexus injuries and families with newborns, so that they may become aware of our support and informational network.
5. To enhance our community involvement and sense of belonging.

This schedule is meant as a suggestion only; feel free to participate in any way that you can on any day that you can! Information sheets containing details related to each theme are included in the "Awareness Handbook" materials. The handbook can be found at the Awareness website at www.ubpn.org in ready-to-print PDF files. If you don't have an internet access, please contact UBPN at 1-866-877-7004.

Sunday

"**Uniting in the World in Awareness**" is a day for marking the first day of Awareness Week with gatherings of friends, family and local support groups. Unite to celebrate our Annual

Awareness Week and kick off the week with an "Awareness Party" at a local restaurant or park. Be sure to display big signs stating something like: "Brachial Plexus Injury Awareness Week Gathering" and have information on hand to pass out to anyone interested in learning more. Consider inviting the local media to attend and cover your event, and be sure to wear your Jewelry Ribbon Pin or your Hand-Sewn Silver Ribbon!

Monday

"Bring Brachial Plexus Injuries To Light" is a day for ceremonial beginnings, contacting politicians and official proclamation presentations. Arrange ahead of time to have "Brachial Plexus Injury Awareness Week" officially proclaimed by your Governor or Municipal leader. Invite the media and everyone you know to the official presentation, ring a bell to "Ring In Awareness" and light a candle at the ceremony to join us all in spirit, and wear and hand-out ribbons to all.

Tuesday

"Get the Word Out: Talking Up Awareness" is a day for contacting local and national media. Set aside time on this day to sit down and phone, write letters and send emails and faxes to as many media sources as possible regarding brachial plexus injury awareness. We will provide you with a list of popular media contacts and some guidelines to get you started, but be sure to use your imagination and determination! Try to set up interviews for this day with local media such as radio, television and newspapers to talk about Awareness Week and your personal experiences.

Wednesday

"Outreach to the Medical Community" is a day for reaching out to the medical community to increase awareness of brachial plexus injuries. Contact local hospitals, pediatricians, family physicians, and specialized caregivers to share information about brachial plexus injury awareness. Is there a brachial plexus clinic in your area? Work together with them to do something special for Awareness Week on this day.

Thursday

"Sharing and Educating: Handing Out Awareness" is a day for reaching out to the community to educate others about brachial plexus injuries. This would be a great day for visiting your child's school to talk about brachial plexus injuries, or to hand out information at work or at the mall (be sure to get permission first)...the opportunities for sharing information are limited only to your imagination. We will provide lots of ideas to get you started, the rest is up to you!

Friday

"Stretching the Limits: A Day of Therapy Awareness" is a day dedicated to sharing awareness with physical and occupational therapists, and a day for engaging in fun therapeutic activities.

Schedule a family swim night, plan a playdate at a kiddie gym or McDonald's Playland, go for a professional massage. Take information about brachial plexus injury awareness to your therapist, along with a small token of appreciation. Hand out brochures or information at other therapy offices.

Saturday

"Wrapping Up Awareness" is the final day of Awareness Week and a day set aside for personal reflection, bell ceremonies to close out the week, and preparation of materials detailing your activities and thoughts during Awareness Week (photographs, writings, press clippings, etc.). These materials will be submitted to the Awareness Committee. Awareness Awards will be presented to those who demonstrate exceptional participation, and all the materials received will be compiled into an "Awareness Week" scrapbook.

**We hope you enjoy joining our worldwide community
in celebrating and acknowledging
the Annual Brachial Plexus Injury Awareness Week!**