

World FTD United Action Prompts



Please consider using these World FTD United action prompts to help craft your World FTD Awareness Week messages for social media.

DAY 1. Sunday, September 24: Self-Care

Take steps to support your own health.

Action Prompt – Share on social media with the “Self-Care” graphic

Today is the start of World FTD Awareness Week 2023 – a global week of action to #endFTD. All week, we’ll be sharing different actions you can take to show the world you care about FTD, and help bring about an end to this disease.

The theme for today is self-care. Taking steps to support your own health is important whether you’re a caregiver, someone carrying a genetic variant that causes FTD, or someone living with FTD today. Taking part is easy:

1. First, take one small positive step today for your own self-care. Have coffee with a friend, take a walk, visit a favorite park or restaurant, or just spend a few minutes reading a book or listening to a favorite song. Be sure to focus for at least a few moments on caring for yourself!
2. Tell others about what you’re doing on social media, and encourage them to take a moment for self-care too. If you visit [this link](#), you’ll find messaging and graphics you can download and share.
3. If you haven’t already, we encourage you to change your profile picture on social media, to show the world you care about FTD. Just visit [this link](#) and follow our simple instructions.

Message Template – Participants can also use the “Self-Care” graphic

World FTD Awareness Week is here. Each day this week I’ll be taking a specific action to show the world I care about this disease and the global community it impacts.

Today, I’m focused on self-care – [\[describe the action or actions you’re taking here\]](#). If you or someone you love is affected by FTD or any form of dementia, I encourage you to focus on self-care today, to benefit your own health in at least some small way. #endFTD
#ICareAboutFTD #WeCareAboutFTD

DAY 2. Monday, September 25: Support

Reach out to a caregiver or someone with FTD with a concrete form of support.

Action Prompt – Share on social media with the “Support” graphic

Today is the second day of World FTD Awareness Week, a global week of action to #endFTD. All week, we'll be sharing different actions you can take to show the world you care about FTD – and help bring about an end to this disease.

The theme for today is support, focused on helping to make sure that care partners, family members, and people facing FTD, or any form of dementia have the help and support they need.

Taking part is simple:

1. If you're a care partner or someone living with dementia, ask someone for help and support with something today that could lighten the load of this journey. If the first person you thought of isn't available – try someone else.
2. If you're not personally impacted by FTD or any form of dementia, a simple act of care and support for someone who is can do so much. Offer to send food delivery, or drop something off at their front door. Someone may be shy about accepting your help, but you can usually find a way to offer something that they can accept and use.
3. Tell others about what you're doing on social media, and tag a few friends to get them involved. Visit [AFTD's website](#) to find messaging and graphics you can download and share.
4. If you haven't already, we encourage you to change your profile picture on social media to feature a campaign image. Just visit [our campaign page](#) and follow the instructions, to show the world you care about FTD.

Message Template – Participants can also use the “Support” graphic

I'm proud to be part of World FTD Awareness Week – a global week of action to #endFTD. Day 2 of the campaign is focused on support. Today I'm taking action, focused on support for this journey. [\[Describe the action being taken here\]](#). If FTD or any form of dementia has impacted your life, help and support can make a difference. Don't face this journey alone. If you know someone affected, reach out and offer to help them with something concrete today. #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 3. Tuesday, September 26: Sustain

Donate any amount to a trusted charity serving the FTD community.

Action Prompt – Share on social media with the “Sustain” graphic

Today is the third day of World FTD Awareness Week, and our focus is on sustaining the work it will take to #endFTD.

Taking part today is simple. Just make a donation of any amount to a charity you trust focused on FTD, any form of dementia, or caregiver support of any kind.

The amount of your donation isn't important – the fact of it is.

1. If you are looking for an organization to support, [World FTD United's website](#) lists some from different countries around the world [on its Community page](#). charities in different countries focused on FTD.
2. For those of you based in the United States, Emma Heming Willis and Nicole Petrie have started a special AFTD Food for Thought campaign – find more information about it via Emma Heming Willis's [Instagram page](#).
3. Tell others about what you're doing on social media. If you go to [theftd.org](#) via [this link](#), you'll find messaging and graphics you can download and share.
4. If you haven't already, we encourage you to change your profile picture on social media. Just go to [this link](#) and follow the instructions, to show the world you care about FTD.

Message Template – Participants can also use the “Sustain” graphic

I'm proud to take part in World FTD Awareness Week – a global week of action to #endFTD. Day 3 of the campaign is focused on sustaining the much-needed work on behalf of the FTD community, in countries around the world. Today I'm taking action by making a donation to [\[list the organization here\]](#), and I hope you'll do the same. The amount of your gift doesn't matter – the fact that you're willing to be a partner in work to address FTD and other forms of dementia and neurodegenerative disease does. #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 4. Wednesday, September 27: Volunteer

Sign up to volunteer with an FTD or dementia-focused organization in your part of the world.

Action Prompt – Share on social media with the “Volunteer” graphic

Today is day four of World FTD Awareness Week. We’re halfway through this global week of action to #endFTD. All week, we’re sharing great interviews on different aspects of FTD and dementia, and sharing actions you can take to help advance a future free of FTD.

The theme for today focuses on volunteering, focused on ways you can take action by working with an FTD or dementia-focused organization in your part of the world. If you can’t find one near you, it can also be effective to take a simple action on your own to raise awareness of this disease.

Taking action is simple:

1. Volunteer for an FTD or dementia-focused organization in your country. If there isn’t one easily available to you, or simply share your FTD story on social media. This is a powerful way to volunteer and raise awareness that you can take on your own. Be sure to use one of our campaign hashtags, #EndFTD, #ICareAboutFTD, or #WeCareAboutFTD.
2. Tell others about what you’re doing on social media. If you go to theftd.org via [this link](#), you’ll find messaging and graphics you can download and share.
3. If you haven’t already, we encourage you to change your profile picture on social media. Just visit [our campaign page](#) and follow the instructions, to show the world you care about FTD.

Message Template – Participants can also use the “Volunteer” graphic

I’m proud to add my voice to World FTD Awareness Week – a global week of action to #endFTD. Day 4 of the campaign is focused on volunteering, to make a difference for other families affected by FTD or any form of dementia. Today I’m taking action by [\[identify the volunteer action you’ve taken on\]](#), and I hope you’ll consider joining me in giving your time to this vital cause. #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 5. Thursday, September 28: Advocate

Tell someone why you care about FTD, and what policies and supports can help.

Action Prompt – Share on social media with the “Advocate” graphic

Today is day five of World FTD Awareness Week. All week, I’m sharing great interviews on different aspects of FTD and dementia, and sharing actions you can take to help advance a future free of FTD.

The theme for today is focused on advocacy, focused on different ways you can get your perspective out to the world, to make change to benefit families facing FTD.

There are different ways to add your voice to this campaign today:

1. For all living outside the US: Tell a health professional, a friend, a neighbor, or your social media networks about why you care about FTD. If you go to AFTD’s theaftd.org website via [this link](#), you’ll find messaging and graphics you can download and share for today and each day of the campaign.
2. If you’re based in the US: take part in today’s AFTD advocacy action, by visiting [this link](#). By advocating together as a community, we can make a difference. If you can’t take part find other ideas below.
3. Tell others why you’re passionate about FTD advocacy on social media. If you visit AFTD’s website via [this link](#), you’ll find messaging and graphics you can download and share.

If you haven’t already, we encourage you to change your profile picture on social media. Just visit [this link](#) and follow the instructions, to show the world you care about FTD.

Message Template – Participants can also use the “Advocate” graphic

I’m proud to advocate for FTD awareness this World FTD Awareness Week, and to be part of a global week of action targeting an end to this disease. For Day 5 of the campaign, I’m taking action as an advocate by [\[identify the advocacy action you’ve taken on\]](#), and I hope you’ll consider doing the same! #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 6. Friday, September 29: Educate

Tell friends, neighbors, & health professionals about the unique symptoms and challenges of FTD, and encourage them to seek more information.

Action Prompt - Share on social media with the “Educate” graphic

Today is day six of World FTD Awareness Week. All week, we’ve been highlighting actions you can take to help advance a future free of FTD.

The theme for today is education, focused on getting information about FTD into the hands of the health professionals who need it.

There are a few simple ways you can take part:

1. Tell others about why you’re passionate about FTD education, and awareness on social media. If you go to theaftd.org via [this link](#), you’ll find messaging and graphics you can download and share.
2. Share AFTD’s diagnostic checklists for behavioral variant FTD and primary progressive aphasia in your social networks, to help the public and families facing symptoms to learn more about this disease. These resources are now also available in Spanish, French, Dutch, & Italian. Find them on our [campaign page](#).
3. If you haven’t already, we encourage you to change your profile picture on social media. Just visit [this campaign page](#) and follow the instructions, to show the world you care about FTD.

Message Template - Participants can also use the “Educate” graphic

This World FTD Awareness Week, I’m proud to raise my voice for FTD education. For Day 6 of the campaign, I’m taking action to help educate health professionals and others in my community by [\[identify the education action you’ve taken on\]](#). I hope you’ll take part and do the same! #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 7. Saturday, September 30: Research

Learn more about FTD genetics, ongoing research, & ways to get involved.

Action Prompt – Share on social media with the “Research” graphic

Hi again everyone. Today is day seven of World FTD Awareness Week. All week, we’ve been sharing interviews on different aspects of the FTD journey, and highlighting actions you can take to help advance a future free of FTD.

The theme for today is research, focused on work to better understand, diagnose, treat, cure, and ultimately prevent FTD.

Research is key to all that we seek: a world with compassionate care, effective support, and a future free of FTD.

There are different ways you can take part in today’s research action:

1. If you have a personal connection to FTD, share one hope you have for FTD research in the next five years. If you go to theaftd.org via [this link](#), you’ll find messaging and graphics you can download and share.
2. You can also choose to share how you’ve chosen to involve yourself or your family in FTD research. If you’re a health professional you might choose something about research that inspires you, and can bring families hope.
3. If you haven’t already, we encourage you to change your profile picture on social media. Just visit [this link](#) and follow the instructions, to show the world you care about FTD.

Message Template – Participants can also use the “Research” graphic

This World FTD Awareness Week, I’m proud to help bring momentum to FTD research. For Day 7 of the campaign, I’m sharing my hope for what research can achieve in the near future, to benefit families. [[Share your hope for what FTD research will achieve in the next five years here](#)]. I hope you’ll do what you can to advance research targeting FTD, which can help to ensure gains for people facing dementia and any form of neurodegenerative disease! #endFTD #ICareAboutFTD #WeCareAboutFTD



DAY 8. Sunday, October 1: Celebrate

Honor or remember a loved one with FTD... or celebrate someone who has been there for you on your own journey.

Action Prompt – Share on social media with the “Celebrate” graphic

Today is the final day of World FTD Awareness Week. All week, we’ve been sharing interviews on different aspects of the FTD journey, and highlighting actions you can take to help advance a future free of FTD.

The theme for today is Celebrate. Today we’ll be focused on honoring and remembering loved ones with FTD, as well as celebrating others who’ve been there for you on your own journey.

By telling these stories, we can share hope, compassion, and solidarity with a global community of families impacted by FTD.

1. If you are or have been a caregiver to someone with FTD, share a story on social media (or share it with another loved one) that captures who they were, how they showed up for you, and what it meant to you.
2. If you have FTD, share a story about someone who has been there for you, how they showed up for you, and what that meant to you.
3. If you don’t have a connection to FTD, honor or remember someone who has faced dementia or any other disease, and share a memory that captures what they mean or have meant to you.

Message Template – Participants can also use the “Celebrate” graphic

This World FTD Awareness Week, I’m proud to be part of a collective effort to #endFTD. For the final day of the campaign, I’m celebrating [explain who you’re celebrating and share the story of why]. I hope you’ll take part in this campaign by celebrating someone who’s been important to your own journey! Let’s show the world we care about FTD.
#endFTD #ICareAboutFTD #WeCareAboutFTD

