

Tip: Start with the basics

Tardive dyskinesia (TD) is a disorder characterized by involuntary movements, which can result from long-term use of medications for serious mental illness.



Tip: Don't reinvent the wheel

#TDAwarenessWeek

**May 2-8, 2021 Declared as
Tardive Dyskinesia (TD)
Awareness Week**

Tip: Identify and engage your partners

IN SUPPORT OF MENTAL HEALTH MONTH AND
TARDIVE DYSKINESIA AWARENESS WEEK



Raising Mental Health and TD Awareness

TUES, MAY 4 AT 11 AM CT

JOIN THIS VIRTUAL EVENT DISCUSSING
THE IMPORTANCE OF KEEPING PATIENTS
ENGAGED AND TREATING CONDITIONS
ASSOCIATED WITH MENTAL ILLNESS



With Special Guest
First Lady Cecilia Abbott


Plus Dr. Stephen Saklad and Greg Hansch

Register at <https://namitexas.org/mental-health-month/>



Partnering with us on this event are [MHA Dallas](#), [Texas Council of Community Centers](#), [DBSA](#), [Talk About TD](#), and [Movement Disorders Policy Coalition](#).





Register for May 4th Event

Tip: Help people connect with real stories

 NAMI Wisconsin · [Follow](#)
May 6 · 🌐

Tardive dyskinesia (TD) is an involuntary movement disorder that can affect those living with a mental health condition. To help raise awareness of TD, m... See More

 Learn more at 
TalkAboutTD.com

0:12 / 0:16 [#TDAwarenessWeek](#)    

Harness the power of government



NAMI Valley of the Sun

1d · 🌐

Senator T.J. Shope of District 8 reads a proclamation declaring the week of May 3rd Tardive Dyskinesia Awareness Week.

[#TaradiveDyskinesiaAwarenessWeek](#)
[#TDAW](#)



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DYSKINESIA AWARENESS WEEK



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DISCUSSING THE IMPORTANCE
OF KEEPING PATIENTS
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with special guests:

**First Lady Cecilia Abbott
State Representative Four Price
Dr. Stephen Saklad**

Register at <https://namitexas.org/mental-health-month/>

Facilitate interactivity

30-Second Survey



Have you or has a loved one had experience with Tardive dyskinesia (TD)?



Tardive Dyskinesia (TD)

MAY 7TH 12PM - 1PM

No Cost to Attend. Registration Required.

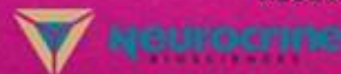
bit.ly/3dVxs7T

JOIN US FOR THE DISCUSSION

WHAT IS TD, HOW DOES IT OCCUR, AND HOW TO LIVE WITH IT. HEAR FROM ACTUAL PATIENTS. Q & A TO FOLLOW PRESENTATION.

CO-PRESENTERS:

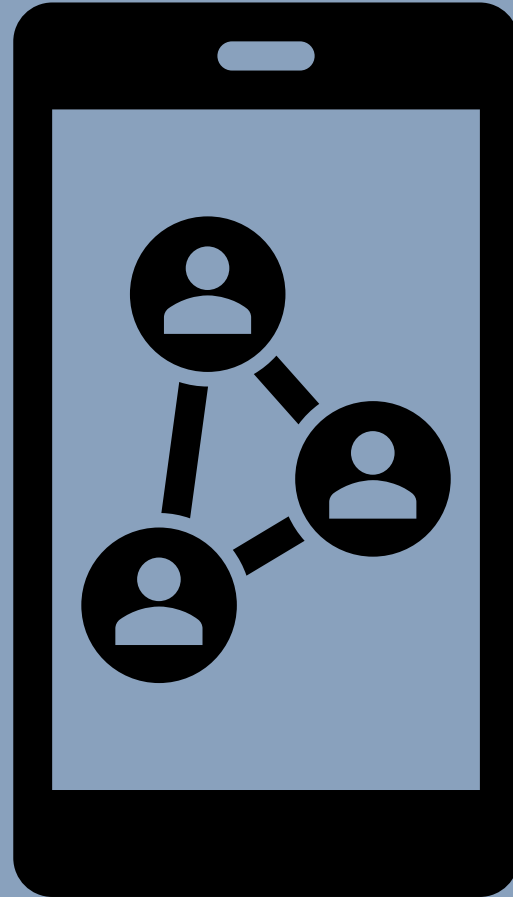
HEINTJE A. CALARA DNP, MA, RN
DAWN VANDERHOEF PHD, DNP, PMHNP
NEUROCRINE BIOSCIENCES



Tip: Bring the message to the people



Social media and e-newsletter are low-hanging fruit; use them



A few messaging guidelines

- Grab their attention by portraying stark reality
- Provide the prevalence data point – helps people connect
- Personal stories are the special sauce
- Provider perspective brings in trust, science, credibility
- Help is available and recovery is possible

Use a health-equity lens in designing outreach strategies

- Review of Texas Medicaid claims found that Black patients were significantly less likely than White patients to receive newer second-generation antipsychotic medications as opposed to older antipsychotic medications.
- How do we get our message to those who need to hear it the most?