

# ADHD

AWARENESS MONTH

**October 2015**

Tool Kit  
for ADHD Professionals

## ADHD AWARENESS MONTH — Frequently Asked Questions

### When is ADHD Awareness Month?

October 1 to 31, 2015

### Is there a theme for ADHD Awareness Month?

Yes, this year's theme is "The Many Faces of ADHD." The theme was chosen to reflect current research on the breadth and scale of this brain-based disorder.

### What does the ADHD Awareness Coalition do to promote ADHD Awareness Month?

- Collaborate with mental health professionals and professional organizations to disseminate messages about ADHD awareness among local and national audiences.
- Host the official ADHD Awareness Month website: [adhdawarenessmonth.org](http://adhdawarenessmonth.org), which provides resources and tools to empower visitors to raise awareness in their own communities.
- Work with the media to provide experts to serve as voices for the ADHD community.

### What can we do to recognize ADHD Awareness Month?

You are only limited by your imagination. ADHD Awareness Month is a movement to raise awareness about the realities of attention deficit disorder. Anything that achieves that goal should be pursued.

- Place the ADHD Awareness logo\* on your website with a link to [adhdawarenessmonth.org](http://adhdawarenessmonth.org). Create a page or write a blog post discussing your support of ADHD Awareness and encouraging community participation.
- Download fact sheets from [adhdawarenessmonth.org](http://adhdawarenessmonth.org). Place them on your website for download. Hand them out. Post them in public places.
- Download the ADHD Awareness images for Facebook, Twitter, or Google+ from [adhdawarenessmonth.org](http://adhdawarenessmonth.org) and feature them on your social media pages during October.
- Issue a press release showcasing your support and recognition of ADHD Awareness Month. Include details about your ADHD Awareness events. Use template [here](#).
- Host an outreach initiative such as a webinar, educational program, open house, or e-mail series.
- Post to social media using the hash tag #adhdawareness

### Can I use the ADHD Awareness Logo and Social Media Graphics?

Yes! With this caveat\*—please use the ADHD Awareness logo and images available on [adhdawarenessmonth.org](http://adhdawarenessmonth.org). If you place the logo on your website or in your e-communications, please link the logo to [adhdawarenessmonth.org](http://adhdawarenessmonth.org). You are free and encouraged to use the ADHD Awareness Month Facebook, Twitter, and Google+ social media cover images in your personal accounts during October.

### Should I let the ADHD Awareness Coalition know what we are planning to do for ADHD Awareness Month?

**Yes!** Please post your event via this link: <http://www.adhdawarenessmonth.org/new-event/>

### Whom can I contact for information about being an official ADHD Awareness Partner?

Please contact the ADHD Awareness Coalition at [info@adhdawarenessmonth.org](mailto:info@adhdawarenessmonth.org).

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\*The ADHD Awareness Month logo and associated images are available for the promotion of ADHD awareness during the month of October, 2015. Their use is encouraged in conjunction with dissemination of information that the ADHD Awareness Month Coalition provides, along with other reliable educational information. They may not be used solely to advertise, endorse, or promote any product or service for purely commercial purposes.

# **TOP 5 REASONS TO SUPPORT ADHD AWARENESS MONTH**

**During October 1 – 31, 2015**

- 5:** You will stand out as a leader to those seeking professional help for attention deficit.
- 4:** Take advantage of the boost in attention for your business/practice generated by the ADHD Awareness Coalition initiatives in national media outlets.
- 3:** Let the ADHD Awareness Coalition know about your activities, so they will be featured on [www.adhdawarenessmonth.org](http://www.adhdawarenessmonth.org).
- 2:** Your patients/clients will thank you for supporting them!

## **NUMBER 1 REASON FOR SUPPORTING ADHD AWARENESS MONTH:**

**Changing misperceptions about ADHD has the potential to improve the lives of millions of people.**

Don't forget to post your ADHD Awareness activities here:

<http://www.adhdawarenessmonth.org/new-event/>

## ADHD AWARENESS MONTH — October 2015

### Suggested Activities

Each year during ADHD Awareness Month (October), people like you participate in the important effort of increasing awareness to remove the stigma of ADHD. By taking action during ADHD Awareness Month, you show your community that you care about those affected by attention deficit disorders and help raise awareness about its impact on both individuals and on society at large.

#### **Consider participating by taking any of the following actions:**

- Donate a set of books about ADHD to your local library and ask them to create a display during ADHD Awareness Month.
- Ask your local bookstores to display books on ADHD from your list of suggested titles.
- Sign up for e-mails from [adhdawarenessmonth.org](http://adhdawarenessmonth.org).
- Send information about attention deficit disorder and ADHD Awareness Month (you'll find many fact sheets and other downloads at [adhdawarenessmonth.org](http://adhdawarenessmonth.org)) to your e-mail list.
- Hold a free webinar, teleclass, or workshop on ADHD and get national/international exposure by submitting the details at [adhdawarenessmonth.org](http://adhdawarenessmonth.org).
- Give a presentation about ADHD at a local community meeting such as a Rotary Club, Parent Teacher Organization, mental health support group, or faith-based group.
- Contact organizations in your community and ask them to recognize and hold ADHD Awareness Month activities.
- Print the poster available at [adhdawarenessmonth.org](http://adhdawarenessmonth.org) and post it throughout your community.
- Print these fact sheets about ADHD and leave copies with libraries, pharmacies, and your local media (newspapers, and radio and TV stations).
- Host an open house during October 2015 and make staff available to talk about diagnosing and/or treating attention deficit disorder. Provide educational materials downloaded from [adhdawarenessmonth.org](http://adhdawarenessmonth.org) to attendees.
- Hold an educational seminar related to treating or diagnosing ADHD, parenting ADHD children, or emotional issues related to living with attention deficit disorder. Hand out flyers and resource sheets from [adhdawarenessmonth.org](http://adhdawarenessmonth.org).
- Work with local media to showcase your expertise.
- Send a press release (use template [here](#)) to the newspaper, TV stations, and other media outlets in your town.

## Using Social Media to Raise ADHD Awareness

ADHD Awareness Month is the time to fight myths and misperceptions about ADHD. The theme this year is again “The Many Faces of ADHD,” which was chosen to reflect current research on the breadth and scale of this brain-based disorder.

**Download the social media images** from [adhdawarenessmonth.org](http://adhdawarenessmonth.org) and feature them during October on your Facebook, Google+, and Twitter pages.

Social media is a wonderful tool for sharing what’s important to your practice. And don’t forget to add messages to your e-mail communications. Feel free to use the suggested posts below to support and promote ADHD Awareness Month.

### Sample Facebook and Google+ Posts

- October 1 to 31, 2015 is ADHD Awareness Month. <Business/Practice Name> is proud to support ADHD Awareness. Visit [adhdawarenessmonth.org](http://adhdawarenessmonth.org) for details on how you can spread the word.
- <Business/Practice> is proud to support the movement to fight myths and misperceptions and spread the facts about ADHD. ADHD Awareness Month is October 1 to 31, 2015. Visit [adhdawarenessmonth.org](http://adhdawarenessmonth.org) for details, as well as listing of free online webinars, teleclasses, and resources.
- Like and share posts from <https://www.facebook.com/ADHDAwarenessMonth> during ADHD Awareness Month.

### Sample Tweets

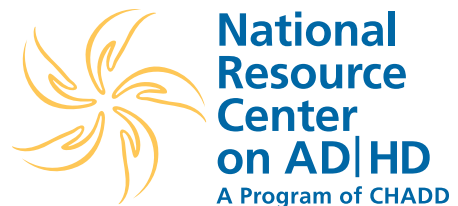
- ADHD Awareness Month October 2015. Spread the word that ADHD is real #adhdawareness
- How are you changing perceptions of attention deficit disorder? #adhdawareness
- Free webinars, teleseminars, and info on ADHD at [adhdawarenessmonth.org](http://adhdawarenessmonth.org) #adhdawareness

# The Many Faces of ADHD

**ADHD Awareness Month — October 2015**



**[www.ADHDawarenessmonth.org](http://www.ADHDawarenessmonth.org)**  
Understanding Attention Deficit/Hyperactivity Disorder



**ADDITUDE**  
Strategies and Support *for* ADHD & LD