

Become a Purple Day Hero on 26 March 2011 And help spread the word about epilepsy



www.epilepsytasmania.org.au

Today 220,000 Australians are living with epilepsy

Epilepsy is a disorder of brain function that takes the form of recurring convulsive or non-convulsive seizures. Epilepsy is not just one condition but a diverse family of disorders comprising many seizure types.

While epilepsy can begin at any time of life, the highest incidence occurs in children in the first year of life, with 0.4% to 0.8% of all children developing a type of epilepsy by 11 years of age. Ten per cent of the population will have a seizure at some time during their life and 3%-4% will be diagnosed with epilepsy: 660,000 – 880,000 Australians.

Epilepsy can impact on every aspect of people's lives and the lives of their families and carers. Often, people find themselves unable to obtain an education, unable to be employed or face limited employment prospects, experience social isolation, loss of enjoyment or participation in everyday life, deal with relationship problems and, potentially, chronic depression.

Epilepsy is a silent problem – the social stigma, coupled with the emotional and physical trauma, means that many people living with epilepsy keep it a secret, often for years. Many avoid revealing they have epilepsy to their employer, their friends, even their loved ones, for fear of rejection, loss of acceptance or opportunity, or of being shunned.

These are very real fears, as stigma and ignorance still exist today.

There is a way you can show your support for people living with epilepsy

And that is by becoming a Purple Day Hero. When you 'Go Purple' you help to not only spread awareness but to also reduce the stigma still wrongly associated with this disorder. You also help us to raise additional funds so that we can continue to provide much-needed services.

Purple Day is a grassroots effort dedicated to increasing awareness about epilepsy worldwide. On 26 March people from around Australia and the world are asked to go purple and spread the word about epilepsy.

Epilepsy Tasmania, is the official Tasmanian partner of Purple Day and is committed to making Purple Day even bigger.

As a **Purple Day Hero** you make a stand for people living with epilepsy. You help spread the word that epilepsy is not a stigma but a health problem, and that people living with epilepsy deserve to be treated with respect and empathy.



There are a number ways you can go purple in the lead up and on 26 March 2011

Wear purple on Purple Day

Purple cap, a purple wig, purple nails, or a head-to-toe purple outfit – when you wear purple you show your support for people living with epilepsy. Encourage your family, friends and colleagues to join in

Be a Purple Day Fundraising Hero

Create your own fundraising page, set a goal and approach those you know for a tax-deductible donation. Go to <http://www.everydayhero.com.au/event/purpledaytas> to learn more.

Buy our Purple Day merchandise

Buy our Purple Day ribbon, pen, or our signature 'e' badge. Proceeds from sales of these items help Epilepsy Tasmania continue to provide services to people with epilepsy. And over the coming weeks we'll be expanding our Purple Day range so keep posted.

Host your own Purple Day event

Host a casual purple dress day at your home or workplace – or perhaps a morning or afternoon tea or even a purple picnic in the park – in return for gold coin donations from those who participate.

Decorate your home or office in purple

Go totally purple and deck out your home, school or office. Take a photo and send it to purpleday@epilepsyaustralia.net with your permission we'll add it to our Facebook page.

Encourage your local school to Go Purple

Talk to your local primary or secondary school and let them know how they can 'Go Purple' between 21 and 25 March.

Display our Purple Day merchandise

Display our Purple Day poster, &/or merchandise box at your workplace or store and help promote Purple Day to your staff and customers. To learn more email purpleday@epilepsytasmania.org.au

Stay connected

Become a friend of Epilepsy Tasmania and show your support all year round. You can post your stories about epilepsy, and share your thoughts with like-minded people all united to spread the word.

 <http://www.facebook.com/group.php?gid=17541457204>

Share Purple Day with those you know

For the month of February and March display our Purple Day email signature banner at the base of your email. And if you're on Facebook or Twitter you can display the Purple Day Twibbon.

Sign up – it's free! Just go to <http://twibbon.com/join/Purple-Day-purpleday>

Let Epilepsy Tasmania know what you're planning to do for Purple Day

Simply fill in the Purple Day Registration Form enclosed – nominate your preferred activities or come up with your own idea. Then complete your contact details and email to purpleday@epilepsytasmania.org.au or fax to 03 633 17889 or call 1300 852 853.

So how did Purple Day start?

In 2008, then nine-year-old Cassidy Megan told her friends about her epilepsy after a presentation in her class given by the Epilepsy Association of Nova Scotia, Canada.



That's when she came up with the idea of Purple Day – where people would wear purple to show their support for those living with epilepsy.

A message from Purple Day Founder Cassidy Megan

Hi, my name is Cassidy Megan and I have epilepsy. I started Purple Day because I wanted to tell everyone about epilepsy, especially that all seizures are not the same and that people with epilepsy are ordinary people just like everyone else.

I also wanted kids with epilepsy to know they are not alone.

Before I started Purple Day, I was afraid to tell people about my epilepsy. I thought they would make fun of me. After the Epilepsy Association of Nova Scotia, did a presentation in my class, I started to talk with the other kids about my seizures.

That is when I decided to become a spokesperson for kids and people with epilepsy.

Please join me in wearing purple on March 26 to support epilepsy awareness. Cassidy



In 2010, over 100,000 students worldwide wore purple on 26 March with hundreds of workplaces and organisations (including Epilepsy Tasmania) joining the campaign, wearing purple to work and hosting Purple Day events and promotions.

With your help **2011** promises to be an even bigger year!