

# Tourette Syndrome National Awareness Week 8–14<sup>th</sup> May, 2016

# Tourettes

## #whatsyourtactic

### PRESS RELEASE 2016

Awareness week is intended to make us **stop, think and understand** more about Tourette Syndrome.

Tourette Syndrome (TS) is a neurological disorder for which there is no known cure. Awareness, understanding and acceptance are our key strategies to improve the quality of life for those with TS.

TSAA is the only organisation in Australia committed to supporting people effected by Tourette Syndrome. TSAA is a volunteer, self funded registered charity. After 27 years of campaigning and spreading awareness most people in the community have now heard the term Tourettes—but few have a true understanding of what it means and how they can help someone with TS manage their condition.

### #WHATSYOURTACTIC

Our “Every Brain Tics Differently” campaign consists of a kit for educators. The positive words—PARTICIPATE, STATISTICS, TACTICS, ECLECTIC, REALISTIC AND ARTICULATE, playfully provide direction for families and educators to better understand and proactively support TS. Download for free [www.tourette.org.au](http://www.tourette.org.au)

### THE PACKAGE INCLUDES

- ✓ 4 x A3 Posters
- ✓ 1 x A4 Infographic Sheet for students
- ✓ Tactics Checklist for student use
- ✓ Social Media Tile suitable for Instagram or Facebook

When sharing, use # (handlers) to cross/align messaging with relevant topics:

#whatsyourtactic

#tsaa

#tourettesyndrome



### FURTHER INFORMATION AND MEDIA ENQUIRIES

Email: [president@tourette.org.au](mailto:president@tourette.org.au) Website: [www.tourette.org.au](http://www.tourette.org.au)

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