



# TAKE 5 for TOURETTE SYNDROME

## NATIONAL TOURETTE SYNDROME AWARENESS CAMPAIGN 7-13 MAY 2017

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 28 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 Tourette Syndrome manage their condition.

### TAKE 5 FOR TOURETTE SYNDROME

Our 2017 campaign consists of a kit targeting local members of Parliament. With the new establishment of the *Parliamentary Friendship Group of Tourette Syndrome* and appointment of **Chris Crewther MP, member for Dunkley as Patron of TSAA**, now is a fantastic time to reach out to the wider audience from this platform.

With this campaign we are simply asking people to take five minutes to learn about TS. Gaining even a basic understanding of TS will decrease the likelihood of making dismissive comments about it, joking about it, or making comments that are likely to damage perceptions of TS. Furthermore, they will be in a position to correct anyone who makes a misinformed comment.

### THE PACKAGE INCLUDES:

- General information infographic poster
- Mythbuster infographic poster
- Thank you certificate
- Social media tiles for Facebook, Twitter, and Instagram.
- Links to locate your local MP contact details and email.

This campaign will have the greatest impact when TSAA volunteers meet in person with a local MP. Armed with infographics that act as conversation guides, promotional leave behinds (Posters and coffee cup) to serve as reminders, a thank you certificate to show your appreciation, and a follow up email to encourage them to spread the word further can really help to change the conversation surrounding TS. Refer to links to locate your local member on page 7.

### This campaign also transfers successfully to:

- **Educators:** Share with your school principal, teacher, include in your school newsletter.
- **General Practitioners:** Ask for the posters to be used in the waiting room and offer your GP the email versions to keep on hand to assist future patients.
- **Community Groups:** Ask for the posters to be placed in local libraries, community centres.

**The campaign is available to download here:**  
<http://www.tourette.org.au/media-news/awareness-campaigns/>



# TAKE 5 for TOURETTE SYNDROME

## 2017 CAMPAIGN KIT

Infographic POSTERS A4 & A3

**TAKE 5 for TOURETTE SYNDROME**

**What is TOURETTE SYNDROME?**

Tourette Syndrome is a neurological disorder characterised by rapid, repetitive, and involuntary muscle movements and vocalisations called tics.

<b>1/100</b> The number of children living with Tourette Syndrome.	<b>3-4</b> Tourette Syndrome is 3 to 4 times more common in boys than girls.	<b>8-9</b> The average age when children are diagnosed.	<b>2</b> The number of tic categories of Tourette Syndrome – Motor and Vocal.
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**MOTOR**

**SIMPLE**  
Blinking, nodding, shrugging, sniffing.

**COMPLEX**  
Twirling, jumping, shaking, pulling.

**TICS**

**VOCAL**

**SIMPLE**  
Throat clearing, squeaking, gulping.

**COMPLEX**  
Repeating sounds, whistling, humming.

There is no known cure for Tourette Syndrome.

Awareness and understanding are key to support.

You have the power to change the conversation.

**Tourette Syndrome Association of Australia Inc.**  
[www.tourette.org.au](http://www.tourette.org.au)

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**TAKE 5 for TOURETTE SYNDROME**

<b>MYTH</b> TOURETTE SYNDROME IS WHEN PEOPLE SWEAR.	<b>1</b>	<b>FACT</b> Coprolalia is a vocal tic affecting less than 10% of people with Tourette Syndrome. They cannot help it and it is not a choice.
<b>TICS ARE CONTROLLABLE.</b>	<b>2</b>	Have you ever tried to hold in a sneeze? Just like the urge to sneeze, tics are involuntary. Trying to hold in a tic is tiring and the tic has to be released later.
<b>TOURETTE SYNDROME IS JUST TICS.</b>	<b>3</b>	Over 80% of people with Tourette Syndrome have other conditions like ADHD, OCD, or Anxiety—it is very complex.
<b>TOURETTE SYNDROME CAN BE SOLVED WITH MEDICATION.</b>	<b>4</b>	There is no specific medication for Tourette Syndrome. Treatment can help calm the symptoms—it is very individual.
<b>VOCAL TICS EXPRESS WHAT IS ON YOUR MIND.</b>	<b>5</b>	Vocal tics are not a reflection of a person's thoughts or beliefs—they can be triggered by environmental factors but are involuntary.

You can't do much for people with Tourette Syndrome.

**UNDERSTANDING CAN HELP PEOPLE WITH TOURETTE SYNDROME. YOU HAVE THE POWER TO CHANGE THE CONVERSATION.**

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Share via SOCIAL MEDIA

Thank You Certificate

**SOCIAL MEDIA COLLATERAL**

**Facebook post (shared photo)**

**Instagram post**

**Twitter post (in-stream photo)**

**TAKE 5 for TOURETTE SYNDROME**

**THANK YOU**

NAME \_\_\_\_\_

For helping to change the conversation. With no known cure, awareness and understanding are key factors in supporting those with Tourette Syndrome.

DATE \_\_\_\_\_ SIGNED \_\_\_\_\_

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# TAKE 5 for TOURETTE SYNDROME

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### Parliament of NSW — Ministers & Members Search

<https://www.parliament.nsw.gov.au/members/Pages/all-members.aspx>

### Parliament of Victoria — Ministers & Members Search

<http://www.parliament.vic.gov.au/members/results>

### Parliament of Queensland — Ministers & Members Search

<https://www.parliament.qld.gov.au/members/current/list>

### Parliament of Western Australia — Ministers & Members Search

<http://www.parliament.wa.gov.au/parliament/memblist.nsf/WAssemblyMembers?openform>

### Parliament of Tasmania — Ministers & Members Search

[http://www.aph.gov.au/Senators\\_and\\_Members/Parliamentarian\\_Search\\_Results?q=&sta=TAS&mem=1&gen=0&ps=10](http://www.aph.gov.au/Senators_and_Members/Parliamentarian_Search_Results?q=&sta=TAS&mem=1&gen=0&ps=10)

### Parliament of Northern Territory — Ministers & Members Search

[http://www.aph.gov.au/Senators\\_and\\_Members/Parliamentarian\\_Search\\_Results?q=&sta=NT](http://www.aph.gov.au/Senators_and_Members/Parliamentarian_Search_Results?q=&sta=NT)

### Parliament of ACT — Ministers & Members Search

[http://www.aph.gov.au/Senators\\_and\\_Members/Parliamentarian\\_Search\\_Results?q=&sta=ACT&sen=1&par=-1&gen=0&ps=10](http://www.aph.gov.au/Senators_and_Members/Parliamentarian_Search_Results?q=&sta=ACT&sen=1&par=-1&gen=0&ps=10)

## Awareness Week Call to Action

- Call your local radio station and newspaper to make a notice
- Put our flyer (from this newsletter) in the school newsletter
- Put up a flyer at your local medical centre, school notice board or library
- Deliver TSAA brochures to doctors and allied health professionals in your community
- Hold a mufti awareness day at your school.
- Donate a book on TS to your local or school library (Suggestions are: TS The Facts for senior schools, Tic Talk! for junior schools — available online at [www.tourette.org.au](http://www.tourette.org.au))
- Hold a BBQ at your local hardware store or similar location to raise funds (and awareness) for TSAA
- Do a talk on TS at your local community group (Rotary, Lions Club, Probus etc).
- Hold a morning tea to start the conversation and generate awareness and invite questions.
- Email our Campaign to you local member of parliament.
- Make up your own idea and share it with us! If we all did just one of these we would collectively make an enormous difference.