

EAT SLEEP TIC REPEAT

NATIONAL TOURETTE SYNDROME AWARENESS CAMPAIGN 6–12 MAY 2018

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 affected by Tourette Syndrome. TSAA is a volunteer-run, self-funded registered charity.

After 29 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.

EAT SLEEP TIC REPEAT CAMPAIGN

A series of thought provoking posters and social media tiles create an empathetic, eye-catching campaign. We want to delve into the issues of what people with TS face on a daily basis and what their 'normal' is.

By presenting daily routine activities aligned with symptoms of TS and subsequent behaviours of others with the cyclic metaphor – **eat, sleep, tic, repeat** – the relentless nature of living with Tourettes is portrayed.

Powerful images with different words describing tics help people understand what a normal daily routine is. At the same time, knowledge of the extensive variety and individuality of tics is increased through blank versions to fill in with one's own symptoms.

We aim to break the stigma of TS and illustrate how relentless the cycle of the condition can be on a regular basis.

Breaking the stigma will lower the side effects that are associated with TS such as stress, anxiety and depression.

This campaign is aimed at:

- **Families**, to gain greater insight of what it is like for their parent, child or sibling to have TS.
- **Friends**, to gain a deeper understanding to help their friend feel more accepted.
- **The General Public**, to break the stigma when people become educated on the condition.
- **Educators**, to share with the school principal, teachers, and include in the school newsletter.
- **General Practitioners**, to be used in the waiting room and by GP's to keep on hand to assist future patients.
- **Community Groups**, to be placed in local libraries and community centres.

Gaining even a basic understanding of TS will decrease the likelihood of making dismissive comments about it, joking about it, or making comments that damage perceptions of TS.

Download the campaign here:

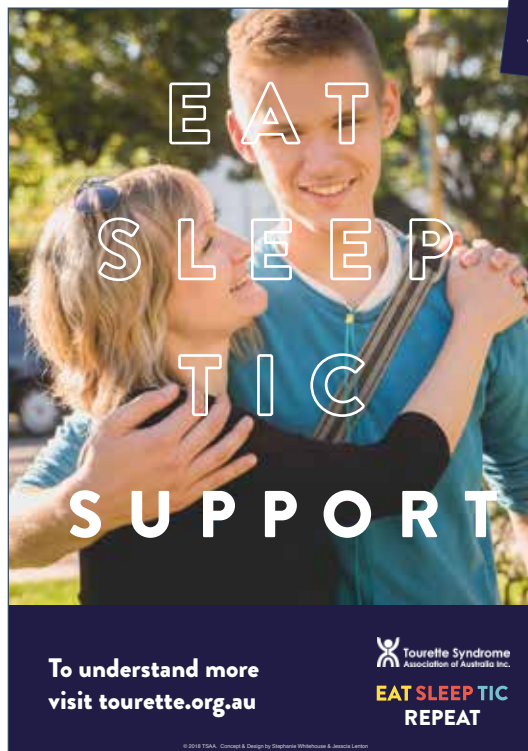
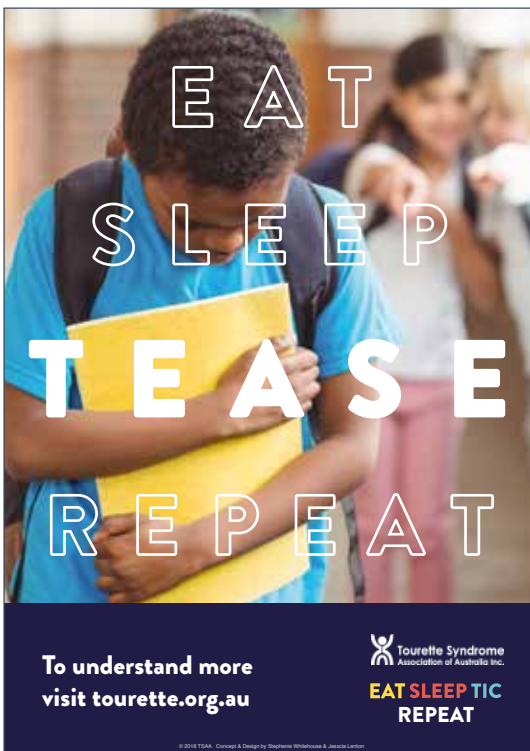
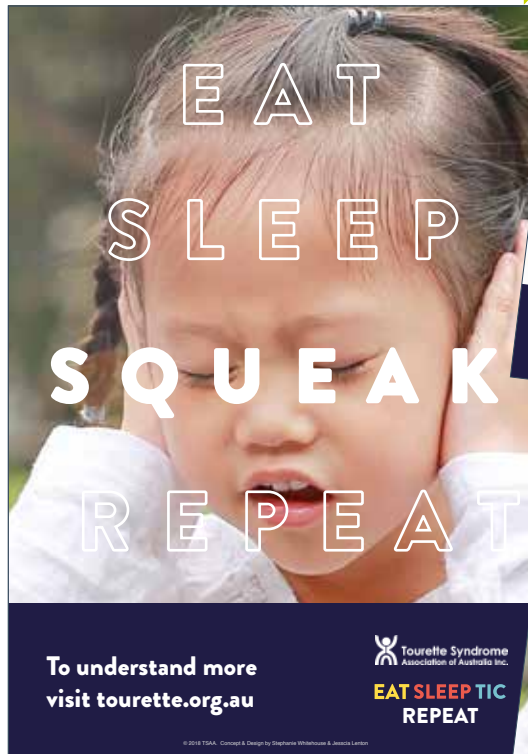
<http://www.tourette.org.au/2018/04/tourette-syndrome-awareness-week-6-12-may-2018/>

EAT SLEEP TIC REPEAT

POSTER
SERIES

A4

2018 CAMPAIGN KIT



Posters with spaces to fill in with one's own tics or symptoms allow sharing of individual cases of TS and emphasise the unique, changeable and extensive range of symptoms.

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2018 CAMPAIGN KIT

Social media tiles with repetitive lists of symptoms will be shared and reposted to create an extensive and comprehensive list of the individual cases of TS throughout Australia.

By sharing the enormous range of symptoms, stigma and misinformation will be broken down, generating greater understanding, empathy and acceptance of TS.

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EAT SLEEP **BLINK** REPEAT
 EAT SLEEP **TWITCH** REPEAT
 EAT SLEEP **TEASE** REPEAT
 EAT SLEEP **DISTRACT** REPEAT
 EAT SLEEP **SWEAR** REPEAT
 EAT SLEEP **TOUCH** REPEAT
 EAT SLEEP **SQUEAL** REPEAT
 EAT SLEEP **GRUNT** REPEAT
 EAT SLEEP **SPIT** REPEAT

