

Celebrating

National Eosinophil Awareness Week

May 16, 2010 through May 22, 2010

***We* live with these disorders.**

***We* have children that live with these disorders.**

***We* have loved ones that live with these disorders.**

**And still so many people, even those within our own circles,
do not know or understand what
Eosinophil Associated Disorders are!**

***We* need to take ownership of these disorders
and make people aware!**

**Join us in Celebrating National Eosinophil
Awareness Week and Make a difference!**

**Just imagine if EVERYONE does even something small,
how many people we could make aware of
these disorders in just ONE week!!!**

**Attached is a list of ideas to help you plan activities for
National Eosinophil Awareness Week (NEAW)**

National Eosinophil Awareness Week Theme

APFED has established a theme for the 2010 NEAW:

Monday, May 17 th	A: Awareness
Tuesday, May 18 th	P: Participate
Wednesday, May 19 th	F: Fun with Family and Friends
Thursday, May 20 th	E: Educate Everyone
Friday, May 21 st	D: Donate Dollars

We have attached a list of ideas for each day that correspond with this theme.

Feel free to come up with your own ideas as well.

We want everyone to participate in NAEW in some way. If you are unable to follow the theme, NO WORRIES! Just get involved!

Planning to take part in NEAW?

If you are planning to participate in NEAW, please send us an email and let us know. We will be posting events on our fundraising page, so others living these disorders in your area can come out and support your event for NEAW.

Email us what you are planning, with the dates, times and locations (full address): julie@apfed.org

2010 National Eosinophil Awareness Week - APFED

Monday Awareness

- **EMAIL BLAST:** Send an email note to everyone in your address book, facebook friends or twitter followers sharing your EOS story. Remember to keep it brief and factual so people will read what you've written. Ask all of your friends to forward to 5 other friends who may not have heard of an eosinophilic disorder.
- **LETTER CAMPAIGN:** Send a letter out to all those in your address book, sharing your story. Again, keep it brief and factual.
- **MAILBOX FLYERS:** Write up a short story about your family's experience with EOS and put on (not in) your neighbors mailboxes, asking them to join you in celebrating NEAW by visiting www.apfed.org and learning more about Eosinophil Associated Disorders.
- **PASS OUT DUM DUMS:** Pass out DumDums to all those you encounter with the following [poem](#) attached:

**A treat is neat,
But what if this was ALL you could eat?
Learn more at www.apfed.org**

- **YARD SIGNS:** Create a yard sign to put in front of your home, encouraging those who see it to learn more about Eosinophil Associated Disorders:

**Celebrating
National Eosinophil
Awareness Week**

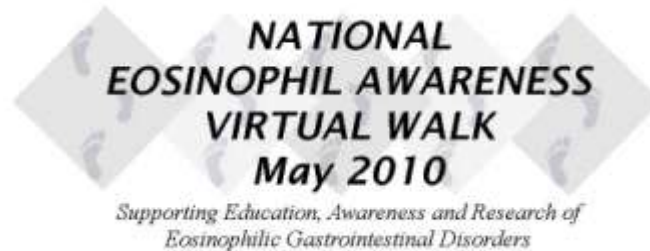
**Learn more!
www.apfed.org**

- **CALL THE MEDIA** – Contact your local media outlets and ask them to do an Awareness story about EOS. You can get APFED's Media packet from our website that will provide them with all the information they need to do an accurate story.

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Tuesday Participate

- **VIRTUAL WALK** – Encourage those in your community to participate in APFED’s National Eosinophil Awareness Virtual Walk. Get together some friends or your local support group, Register online, collect pledges, and then meet a local park for a “Walk” and social event. Click [HERE](#) for more information on holding a Virtual Walk



- **SIGN UP:** Take the day to commit to participating in an APFED event, like attending the conference this summer. Get registered at: [APFED 2010 Conference](#)
- **ATTEND A LOCAL APFED EVENT:** Check the [Fundraising Page](#) of the APFED website to see what events are planned in your area and show your support by attending. The list will be updated as events come in.
- **WEAR YOUR APFED SHIRT:** A simple way to participate is by wearing your APFED t-shirt. If you don’t have one, you can purchase one by visiting the [APFED Store](#).

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Wednesday

Fun with Family & Friends

- **GAME NIGHT:** Help family and friends understand that a you can have fun without food. Invite family and friends over for a game night, whether a board game or a baseball game (or whatever your family enjoys), and show others that Food doesn't spell FUN!
- **"Eat like us for a day Challenge":** Encourage family, friends, and co-workers to eat what only you or your loved one with EGID is able to eat for a day and [donate](#) the money they would have spent eating normally to APFED.
- **SHARE YOUR FOOD:** Invite family and friends **over for "dinner"**, serving only what you or your family member with EGID eats. Formula only? If you can afford to do so financially, share a cup of formula with each to let them experience it.
- **DESSERT NIGHT:** The neighborhood kids will get a kick out of coming to your house for dessert. However, that may only be ice chips or whatever safe treat you or your family member with EGID can have. Use the time to educate them and their parents about Eosinophil Associated Disorders.

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Thursday Educate

- **EDUCATE LOCAL PHYSICIANS:** Print out an information packet to share with doctors in your area. You may also consider leaving vases or bowls of DumDums with the DumDum poem for patients to take at doctor's offices. (You may print the PDF version of information on the [EE](#), [EGID](#), [HES](#) and [CSS](#) from the website to share with physicians)



Vases of DumDums, created by the Arizona Support Group for NEAW 2009 to educate Physicians and their patients about EGID.

- **PASS OUT EDUCATIONAL INFORMATION IN THE COMMUNITY** – Speak to local businesses in your area, and ask them if you could spend some time handing out Flyers to their customers. Also ask local businesses if they will allow you to put up a poster or leave flyers at their businesses during NAEW.
- **PASS OUT DUM DUMS:** Pass out DumDums to all those you encounter to with the following [poem](#) attached:

**A treat is neat,
But what if this was ALL you could eat?
Learn more at www.apfed.org**

- **STORY TIME WITH TEDDY THE TUMMY:** Speak to your child's school or local library and ask them if you could host a story time to educate children and their parents about Eosinophil Associated Disorders by reading them the Teddy the Tummy book. If you need a copy of the book, you can get one at the [APFED Store](#).

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Friday Donate

- **ASK EVERYONE YOU KNOW TO DONATE:** Even just making a \$5 or \$10 donation to APFED will help expand educational programs, bring awareness to the medical community, help support legislative issues and fund research for Eosinophil Associated Disorders. **Don't have an extra \$5 or \$10 in your budget? Ask 5 friends to donate in your honor online at www.apfed.org/donations.htm**
- **COIN COLLECTION** – Raise awareness and money for APFED with a coin collection in your child's classroom, or entire school. **Talk to local businesses about donating a prize for the class that brings in the most change during the week.** Send flyers home to parents the week before explaining about Eosinophil Associated Disorders.
- **DumDum SALE:** For older students, have them coordinate a DumDum Sale during lunch periods at school, with the DumDum [poem](#) or [flyer](#), letting others know that the proceeds are being donated to APFED.

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Other Great Ideas

- **DUM DUM DAY:** Ask school administrators if you can pass out DumDums to students, either in just your child's class or to the whole school, one day during NEAW, with a flyer for them to take home to their parents about EGID. For older students, consider a DumDum sale during lunch periods or a general assembly presentation about EGID.
- **LOCAL LIBRARY:** Speak to your local Library and see if they will allow you to do an Awareness board with information about Eosinophil Associated Disorders and if you can, LEND a copy of the Teddy the Tummy book for the library to use "in-house" for the week.
- **POST IT:** Speak to area businesses, schools, etc. and ask them if you can put up a flyer providing information about Eosinophil Associated Disorders for their patrons and/or students to read.

Resources

Below are flyers and links to educational materials for you to share with others during NEAW:

[Eosinophilic Disorders Fact Sheet](#)

[EE Brochure](#)

[EGID Brochure](#)

[DumDums are a Food Group](#) (flier)

[Dum Dum poems](#) (tags)

[Can you say Eosinophilic?](#) - EGID (flier)

[HES Brochure](#)

[CSS Brochure](#)

[Churg Strauss Syndrome Association](#)

Sample letter you can use when emailing or writing to family and friends about NEAW:

Dear []

I know you may be aware that [my son, daughter, I] has an Eosinophil Associated Disorder called [EE, EGID, EoE, HSS, CSS]. Eosinophilic (pronounced e-o-sin-o-fil-ick) Disorders are poorly understood and often misdiagnosed. While [name] might look healthy on the outside, the reality is that this is a very difficult disease to live with.

(My son/daughter's, My) Eosinophil Associated Disease affects our lives in the following way:

- include your story, keeping it brief and factual.

In honor of National Eosinophil Awareness Week, I ask that you take a moment to reflect on all the blessings you have in your life and think about how this disease impacts [name] and our entire family. We are in desperate need of research funding to find better diagnostic methods and effective treatments for Eosinophil Associated Disorder. Please consider watching this short educational video <http://apfed.org/video1/video1.htm> to learn more about these disorders. You can also make a donation online at <http://www.apfed.org/donations.htm> to support our cause.

Thank you for supporting our family and taking the time to learn more.

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