Will **YOUR** school

GO PURPLE for Purple Day®?

The Epilepsy Foundation of Northeastern New York is challenging schools and districts across our 22 counties to GO PURPLE for Purple Day®!

Unsure how to GO PURPLE? Look no further than this

PURPLE DAY® TOOLKIT

Purple Day® is a federally registered trademark owned by The Anita Kaufmann Foundation

How your school can GO PURPLE...

1. Encourage all students and staff to **wear purple on March 26th** for epilepsy awareness.

2. **Put up purple decorations or posters about epilepsy** in classrooms, the cafeteria, or hallways. Reach out to us and request a first aid poster.

3. **Share facts about epilepsy and seizures** over the morning announcements during the month of March, or in the week leading up to Purple Day®. *See the Fast Facts section of this toolkit!*

4. Invite the Epilepsy Foundation of Northeastern New York to come **educate students and/or staff about epilepsy and seizures!**

5. Coordinate a purple bake sale or purple lemonade stand on March 26th to **raise donations to support programs** that help people and families affected by epilepsy.

6. **Take pictures** of your Purple Day® activities, **and share them on social media**! Be sure to tag the Epilepsy Foundation of Northeastern New York.

Fast Facts

- Epilepsy is a medical condition that affects the brain, and causes people to have recurring unprovoked seizures. *Recurring* means more than one seizure over time. *Unprovoked* means there is no identified medical issue causing the seizures to happen, such as illness, brain infections, complications of other medical problems or substance abuse.
- When a person has a seizure, it's like there's an electrical storm in the brain—the tiny nerve cells that make up the brain, called neurons, communicate by sending electrical messages. When your neurons send out too many electrical messages at the same time, that's what we call a seizure. It can happen in just part of the brain, or in the whole brain at once. This can affect how you move, how you see things, and how you feel. Most seizures only last a few seconds or a few minutes.
- Epilepsy isn't contagious, so you can't catch it from someone like you could catch a cold.
- About 3.4 million people in the United States live with epilepsy, and so do more than 65 million people worldwide. In your own state of New York, it is estimated that 215,000 New Yorkers, including more than 26,000 kids under the age of 15, live with epilepsy.
- People who have epilepsy take medicine to try to control their seizures, and for most people with epilepsy, they are able to be seizure-free on medicine alone. When medicine doesn't work, they can try other treatments like special diets, brain surgery, or medical devices that help control abnormal brain activity through electrical stimulation to the brain.
- In about 60% of cases of epilepsy, the cause is unknown. But, we do know that anything that harms the brain could lead to epilepsy; this is why wearing helmets for certain activities and seat belts in motorized vehicles is really important! If you get in an accident and hit your head hard enough to injure your brain, it is possible for a person to get epilepsy from that injury. Of course, not everyone who hits their head will always get epilepsy, but why risk it!
- Epilepsy is an "invisible illness," just like asthma, allergies, or diabetes. You can't tell someone has it just by looking at them. It is also similar to these other conditions in that, most of the time, a person with asthma, allergies, diabetes, or epilepsy is perfectly fine and wants to be treated just like anybody else.
- March 26th is Purple Day®, also called World Epilepsy Day™, and was created by Cassidy Megan of Nova Scotia, who thought it was important to have a day dedicated to talking about epilepsy and teaching others about epilepsy across the globe. She was inspired by her own experience living with epilepsy and her desire to raise awareness as a way to let others with epilepsy know they are not alone. The day officially launched internationally in 2009 thanks to the global sponsors of Purple Day®, the Anita Kaufmann Foundation and the Epilepsy Association of Nova Scotia.

INTERESTED IN EDUCATION? Here's who to contact!

Erica DeNicola-Scher
Director of Community Education and Advocacy Coordinator
edenicola-scher@epilepsyneny.org | 518-456-7501

WANT TO RAISE MONEY TO SUPPORT LOCAL PROGRAMS?

Here's where to send your donations:

Epilepsy Foundation of NENY
ATTN: Darcy Below
3 Washington Square
Albany, NY 12205

Checks payable to Epilepsy Foundation of NENY

SHARE YOUR PHOTOS ON SOCIAL MEDIA

Don't forget to tag us!

@efneny

@efneny

@epilepsyfoundationneny

HAVE OTHER IDEAS OR QUESTIONS?

Here is how to get in touch with us!

Phone: 518-456-7501
Email: edenicola-scher@epilepsyneny.org

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