

# RAISE ADHD AWARENESS



## Planning a Walk



# what's inside



## **Thank you for joining us for ADHD Awareness Month!**

Every day, CHADD improves the lives of the 17 million children and adults in the United States living with ADHD. ADHD is one of the most researched medical diagnoses in the world. Yet, there is still a lot of inaccurate information, leading to confusion and doubt among audiences.

## **You can help!**

During ADHD Awareness Month you can help by sharing accurate information to dispel the myths about ADHD. You can use this guide to host a walk or other event, or post information and promote awareness through social media. Any amount of effort helps.

Once you know the details for your event don't forget to share them with us. We will help promote your event by including it on our calendar. We are all in this together.

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# getting started



## 1

### Choose the type of walk you want to host

Walks range in size from a few people in your circle of family and friends to large community-wide events. In choosing the type of walk you want to host, ask yourself *who do I want to impact?* Three event sizes are described below.

#### Community-wide walk

If you don't want to limit the number of attendees than a large community-wide event is right up your alley. Possible locations include a community center, park, or other public area. Often these large events involve partnerships with local entities such as police stations and city or county governments.

#### Neighborhood or school walk

If you'd like to see a good impact, but don't want to worry about many logistical details, hosting an event in your neighborhood or with a school is a great option. Having a neighborhood event might involve contacting the Home Owner's Association for permission or a school event might include partnering with the school administration. These organizations would help you reach more than the people you know, but without it becoming too overwhelming for you.

#### Friends and family walk

If you cringe at the thought of large events, plan something that involves family and friends. With a small walk like this you could have complete control over the people invited and potential number of people attending. You could make it part of a larger get together like a reunion or cookout, or simply walk through your neighborhood or park.

## 2

### Identify and secure a location and date

Once you've identified the size of the event, create a list of potential locations. Think about all the places you've seen events happening and whether they would meet the needs of your event. Use our brainstorming sheet at the end of this toolkit to get started.

After identifying locations, narrow down your list and research whether anything is needed to hold an event at your preferred site. For example, many public locations, depending on the size of the event, may require a permit. After figuring out which location you would like, secure it. Again, for public locations, schools, restaurants, and community centers, you will need to reserve your date and get on their calendar.



# promote walk



1

## Create the event registration

There are a number of free online event registration tools such as Evite, Eventbrite, and Facebook Events. Each of these options allows you to create an invitation for your event. At a minimum you will need:

- Event name
- Date
- Time
- Location
- Description of the event

2

## Identify participants

Make a list of people you know. Use our brainstorming sheet at the end of the toolkit to help you identify participants such as family, friends, neighbors, colleagues, people from your gym, place of worship, or other community organizations.

3

## Invite individual participants

Next, figure out how you want to share your event with each of these individuals on your list. For friends and family a phone call, email, or invitation over social media might work great. Most event registration forms give you an option for how to invite participants. You can use their automated emails to send out invitations or send your own email and include the link to your registration form.

4

## Promote your event to the community

To go beyond the people you know, you can promote your event online and in public spaces. You can use social media, email blasts, and your website to promote your walk. For public spaces such as restaurants, grocery stores, and community organizations you might want to drop off a letter, post a flyer, or ask if you can have your event included in their newsletter.

5

## Submit your event to CHADD

Share your information with us to have your event included on our website and searchable to people looking to join an awareness event. Send to [Affiliate-Services@CHADD.ORG](mailto:Affiliate-Services@CHADD.ORG). Make sure to include the event name, date, time, location and a short description.



# plan logistics



# 1

## Managing Registrations

You want to manage registrations and sign-ups for your event. Many event registration websites will track this for you. You can then transfer the information to a spreadsheet to create a sign-in sheet for the day of the walk.

# 2

## Sign-In

You want to know how many people participate in your event. The best way to do this is to have people sign-in at the event. Create a list of people who have said they are attending and check them off as they sign-in. Don't forget to have a way for people to sign-up on the day of the event.

# 3

## Clearly Marked Route for Walk

You may have a simple walk route that involves walking around a block or you may have a longer walk route. Either way, it's important to mark the route. You can use arrows drawn in chalk on the sidewalk or have signs pointing the direction. You could also have a handful of volunteers who point walkers in the right direction.

# 4

## Information About ADHD

The purpose of the walk is to raise awareness about ADHD. Have information available to share. You can find links to information on ADHD on [CHADD's website](#) and the website of our partners, [ACO](#) and [ADDA](#). You could use some of the information and facts you find to create posters that are placed along the walk. You could also share information before the start of the walk.

### OPTIONAL THINGS TO CONSIDER

- Water stops
- Goodie bags/  
t-shirts
- Post-walk food
- PA system
- Medical presence
- Permits

### QUICK TIP

Keep your event participants updated on the details of the event. Send reminders thru email and social media. A sample email reminder is included at the end of the toolkit.



# walk day



1

## Show Up Early

Bring all of your walk materials to the start location and set everything up for the event. This includes setting up your sign-in table, marking your route, and setting up your information on ADHD to share.

2

## Pre-walk

Welcome people to the walk. Show them where it starts and where they can sign-in.

3

## Start the Walk

Call people to the start of the walk a few minutes before you want to start. Thank everyone for coming and share any last minute information about the route. This time is a great opportunity to also share facts and information on ADHD.

4

## Post-walk

If you have any other activities planned have them ongoing as people finish the walk.



# after walk



**1**

## **Say thank you to everyone who participated**

Don't forget to include the participants as well as the people who helped you plan the event. Let them know how many people participated and where they can find more information on ADHD.

**2**

## **Respond to feedback**

You will probably receive both positive feedback and complaints. Respond to both in a positive manner. In particular, don't take the complaints personally.

**3**

## **Post walk photos**

Post photos for participants to see. You can include photos in a thank you email and post them on social media.

**4**

## **Share your success story with CHADD**

We would love to hear about your ADHD Awareness Month walk or other event. Share your successes with us on our website at

<http://www.chadd.org/Training-Events/ADHD-Awareness-Month>



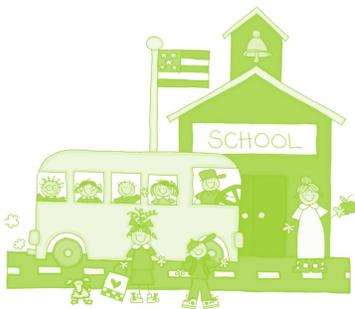
# walk where?



**PARKS**



**COMMUNITY CENTERS**



**SCHOOLS**



**GOLF/COUNTRY CLUBS**

# find supporters



## Family

Parents	
Sisters	
Sisters-in-law	
Brothers	
Brothers-in-law	
Aunts/Uncles	
Cousins	
Children	
Nieces/Nephews	
Grandparents	
Other family members	

## Other people

Accountant	
Attorney	
Babysitter	
Dentist	
Real-estate agent	
Physician	
Vet	
Hair stylist	
Yoga instructor	
Personal trainer	

## Friends

College friends	
High school friends	
Neighbors	
Children's friends' parents	
Coworkers	
Coaches	
Children's teachers	
Other friends	

## Organizations

Work	
Gym	
Coffee shop	
Restaurants	
School	
Boy/Girl Scout troop	
Other organizations	



# sample invites



## Sample Email Invitation for Friends and Family

Dear \_\_\_\_\_,

Mark your calendar as *busy* on [EVENT DATE]. October is ADHD Awareness Month and I am hosting a walk to raise awareness about ADHD. ADHD not only impacts my life, but also affects 17 million people across the United States.

While ADHD is well-researched, there are still a lot of myths leading to confusion and doubt. I am committed to improving the lives of individuals and families affected by ADHD. ADHD is highly manageable with proper diagnosis and treatment. By sharing information and raising awareness a difference can be made.

Please join me on [EVENT DATE] from [EVENT TIME] at [EVENT LOCATION]. Your presence makes a difference to my life and the lives of others living with ADHD.

R.S.V.P. [Link to event registration page].

Looking forward to seeing you on [EVENT DATE],

[YOUR NAME]

## Sample Reminder Email

Dear \_\_\_\_\_,

We are so excited to see you on [EVENT DATE] for [EVENT TITLE]. We have a number of activities planned such as:

[LIST ACTIVITIES]

It is bound to be a great day and your involvement makes a difference.

Looking forward to seeing you on [EVENT DATE],

[YOUR NAME]



# more information



CHADD and the National Resource Center on ADHD

<http://www.CHADD.org>

ADHD Awareness Month

<http://www.adhdawarenessmonth.org/>

Attention Deficit Disorder Association (ADDA)

<http://add.org/>

ADHD Coaches Organization (ACO)

<https://www.adhdcoaches.org/>



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