

How to Approach Your Local Media

We have included here some resources for you to use if you either have contacts in your local media, or would like to try to get your local media to do a story on peripheral neuropathy. If you would like to make some changes, but need a little help, feel free to email Nancy (nancy@tffpn.org). Let us know what you do and how you are successful!

1) Radio Announcement

Many public radio stations will make community or public service announcements. Here is a script you can offer to them to read on air:

May 6- May 12 is National Peripheral Neuropathy Awareness Week. With an estimated 30 million Americans suffering from nerve pain of peripheral neuropathy chances are you, a family member, a friend or a neighbor have this condition, perhaps not even knowing what it is called. But you know its symptoms: the burning, tingling, numbness in your hands or feet, for example. Learn more about peripheral neuropathy and what The Foundation for Peripheral Neuropathy is doing to get more focus on research for a cure at www.Foundationforpn.org

2) Media Pitch

This is a sample script you can use if you are speaking with a media contact by phone or in person.

As one of the estimated 30 million Americans living with peripheral neuropathy, I have battled against the pain of neuropathy, the invisibility of the disease and the difficulties in finding comprehensive treatments.

With National Peripheral Neuropathy Week May 6 - 12, I have partnered with the Foundation for Peripheral Neuropathy (FPN) to raise awareness for patients like [her/him] who are living with this often painful, always life-altering condition.

I can provide you with an article that includes my story. I am sharing my story so we can reach others who are suffering with this disease and need resources and support, as well as get much needed focus on peripheral neuropathy for research for a cure.

Please let me know if you are interested in hearing my story in the hopes of helping others.

3) Newspaper Article Template/Press Release.

This is a template for an article to send to newspapers on peripheral neuropathy. Please:

- 1) Personalize it with your name and story. Feel free to use the quotes or use your own
- 2) Keep the release to 400-600 words in total.
- 3) When approaching your local or other newspapers with this story:
 - a. Try to speak directly to the editor or if the paper is big enough, the health editor
 - b. You can either bring it to the editor in person, speak by phone or email this press release
 - c. If approaching in person or by phone, you may have to introduce yourself, what you are interested in offering, and then offer to leave or send the release to them
 - d. Include a photo of yourself if you don't mind the paper using your photo

Peripheral Neuropathy Impacts [Local/Your Town] Resident's Life

[Your Name] Shares Story to Raise Awareness of Painful Condition

As one of the estimated 30 million Americans living with peripheral neuropathy, [Your Name] has battled against the pain of neuropathy, the invisibility of the disease and the difficulties in finding comprehensive treatments.

With National Peripheral Neuropathy Week May 6 - 12, [Your Name] has partnered with the Foundation for Peripheral Neuropathy (FPN) to raise awareness for patients like [her/him] who are living with this often painful, always life-altering condition.

"When I was first diagnosed, I knew nothing about neuropathy and its effects on the body," [your name] said. "A typical sufferer of neuropathy goes through numerous medical tests, doctor appointments, physical and mental therapy, all the while continuing to suffer from pain that feels like shards of glass grinding against bones."

Peripheral neuropathy affects every person differently. A large amount of cases are side effects of chemotherapy treatment or diabetes. However, a large percentage of cases not associated with those conditions are of unknown cause.

Those burdened by PN often indicate feelings of burning, numbness, internal and external sensitivities to temperature. As nerves are attacked, from either known or unknown conditions, the nerves begin to die, causing extreme pain - pain so intense it is rated in the top 10 of painful conditions in numerous publications.

There are more than 100 known causes and more unknown causes of peripheral neuropathy, all of which need to be studied, but resources are not being committed to the life-changing research necessary to further understand a condition that affects nearly 1 in 10 Americans!

"You may not know me, you may not see me every day, you probably don't even recognize that I am suffering," [your name] said. "But, I am one of 30 million fighting each day to [Your personal experience can be added here. For some, it would be it's a battle to get out of bed. Others, to get to work. Some to run their own business. Some have gone through hell and back. Others are going through the medical nightmare of finding a doctor that believes them. Still others are success stories of finding an answer and being able to live life, raise or support a family and seem "normal" to everyone around them. Keep it to a few lines only]

To learn more about peripheral neuropathy for yourself or a friend, visit www.foundationforpn.org, like the Foundation for Peripheral Neuropathy on Facebook or talk to your doctor.

"For those suffering without a support system, I really cannot stress enough how important it is to find a group that can help find the right doctors, offer solutions and ideas and provide peer support like the FPN has done for me," [your name] said.

"You are not alone in your suffering, there are many peripheral neuropathy friends who can help you weather the storms."

Visit the Foundation for Peripheral Neuropathy (www.foundationforpn.org) for more stories, experiences, research materials and ways to support research to find answers to this painful condition.