



1 Month  
Mission  
NOVEMBER 2023



# International LENNOX-GASTAUT SYNDROME AWARENESS<sup>TM</sup>

#LGSAwareness  
#EpilepsyAwarenessMonth

## Social Awareness Toolkit

International LGS Awareness Day is an annual event organized by the LGS Foundation to raise awareness about Lennox-Gastaut Syndrome and its impact on individuals, families, and communities around the world.

### BY RAISING AWARENESS OF LGS, OUR COMMUNITY CAN;

- expand knowledge in the general public
- increase likelihood of early diagnosis
- ensure that patient families have the information they need to manage their loved one's care
- reduce the feelings of isolation faced by patients and their families.

In this toolkit you will find resources and tips to help you raise awareness this November.

## Share Your Event with Us!

Epilepsy Awareness Month is a fantastic way to get involved with vital awareness-raising activities. We'd love to see how you're participating, so please share your stories and pictures on social media and tag us on our social media channels.



[www.facebook.com/lgsfoundation1](http://www.facebook.com/lgsfoundation1)



[www.instagram.com/lgsfoundation](http://www.instagram.com/lgsfoundation)



[twitter.com/lgs\\_foundation](https://twitter.com/lgs_foundation)

***Don't forget to tag your posts with #LennoxGastautSyndrome  
#LGSawareness #EpilepsyAwarenessMonth***

## Share Your Story via the LGS Foundation

This November, you're invited to share your stories of what it is like living with LGS.

Your experiences can help raise awareness about the challenges faced in our community and help educate others about LGS.



**Share Your Story.**



## LGS 101: Flyers & Posters To Share

Flyers and posters are a great way to capture attention and teach people about LGS. Click below to download some of our educational materials to post and share in your community.

[Download Graphic](#)

[Download What Is LGS Info-Graphic](#)

[Download LGS Fact Sheet](#)



### Social Media

We are turning social media **PURPLE** & **GREEN** for LGS Awareness during Epilepsy Awareness Month! Help us create an active dialogue and online community while reaching new audiences by:

- Sharing
- Liking
- Commenting



### Join the Conversation

Be creative and craft your own message about why November & LGS Awareness are important to you.

Here are some quick tips:

1. **Keep it short and punchy.** The most effective posts are factual and to the point.
2. **Tying facts and statistics to your posts** can be a powerful tool.
3. **Strengthen your posts with visual aids.** Check out our social-media-ready graphics below to help catch your network's eye.



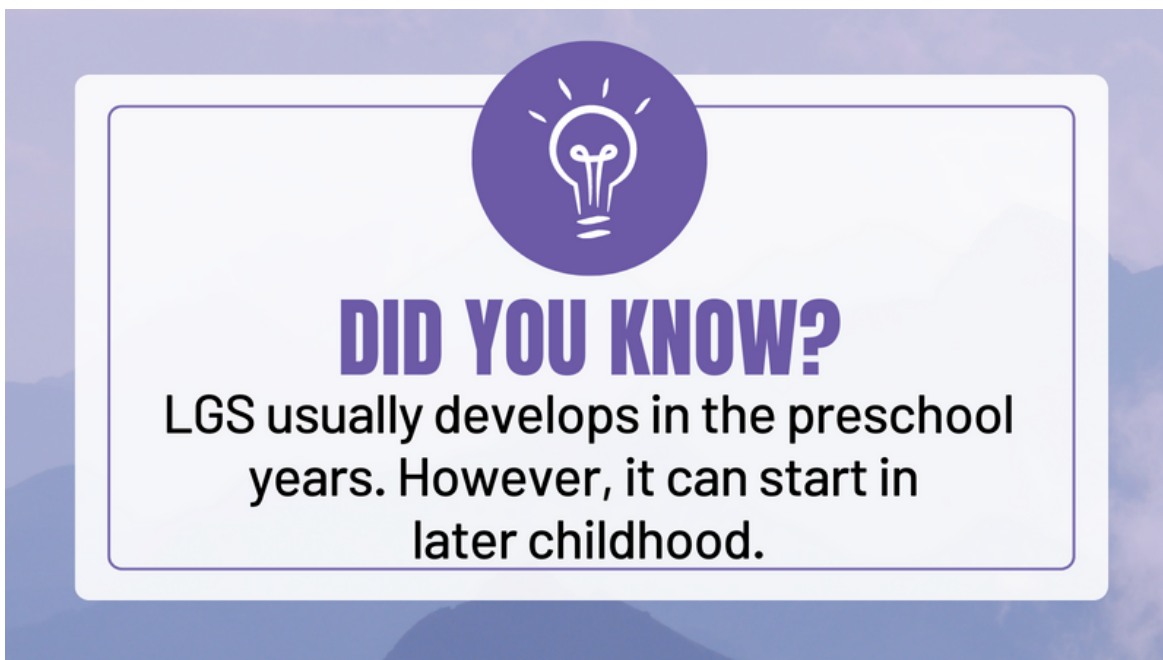
## Digital Assets

### Download Graphics Set 1: Instagram/Facebook



[Download Digital Assets](#)

### Download Graphics Set 2: Twitter



[Download Digital Assets](#)

## Additional Assets

### Personalized What is LGS Information Cards

## Meet Dylan

Dylan is 15 years old, he lives in central Florida with his parents and younger sibling. Dylan enjoys swimming, watching YouTube videos, and playing with his brother.



Dylan experienced a stroke prior to being born. The stroke affected a large portion of his brain causing him to be born with cerebral palsy and epilepsy.

Dylan's family struggled for years to get his seizures under control, but unfortunately, they progressed and he was eventually diagnosed with Lennox-Gastaut Syndrome (LGS).

By the age of 5, Dylan was experiencing five different types of seizures and having hundreds of episodes a day.

After an exhaustive search for anything that could help, Dylan's family finally found a regimen that fit for him.

**To date, Dylan is five years seizure free.**

"We are part of the lucky few, and although Dylan has seizure control, there are thousands of other children who still suffer from daily uncontrolled seizures. We need to change that!" -Dylan's Mom

Learn more @ [www.LGSFoundation.org](http://www.LGSFoundation.org)

[Download Template](#)

## Fundraising for LGS Awareness and Epilepsy Awareness Month

The LGS Foundation is powered by our community of families, friends, and supporters. Together, we are making a difference! We hope you'll join us in raising awareness and funds for family support, education, and advocacy!

### It's easy!

#### 1. Create Your Personal Fundraising Page - [CLICK HERE](#)

Customize it with pictures, your story, etc.

#### 2. Download the Fundraising Toolkit - [CLICK HERE](#)

The toolkit contains tips, ideas, templates, and sample messages.

#### 3. Share Your Fundraiser via Social Media, Email, and Text

Ask friends, family, neighbors, and colleagues to support you.

Need help with your fundraiser?  
Email us at [Giving@LGSFoundation.org](mailto:Giving@LGSFoundation.org).