


**SEIZURE ACTION PLAN**  
**AWARENESS**  
 **WEEK** 

**February 13-20, 2023**



**2023 OUTREACH TOOLKIT**  
Managed by Epilepsy Alliance America





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## Key Messaging

### ABOUT SEIZURE ACTION PLANS

- A Seizure Action Plan - or SAP - incorporates tailored guidelines on how to respond during a seizure. It includes essential information that can help people react quickly and reduce the harm a seizure can do.
- About one-third of people with epilepsy will eventually develop refractory epilepsy or drug-resistant epilepsy—making a seizure action plan an important management tool.
- In a recent study, only 30% of adult patients responded that they have a seizure action plan—and only 45% of pediatric patients had a seizure action plan.
- The use of a seizure action plan can offer more control to patients and caregivers by providing consistent, patient-specific guidance regarding seizure management.
- A seizure action plan can provide clarification on patient and caregiver concerns, such as understanding what to do during a seizure, when watchful waiting is appropriate, when to intervene with at-home rescue medications, when to call 911 or go to the hospital, and much more.

### WHO NEEDS A SEIZURE ACTION PLAN

- All adults and children with epilepsy need a seizure action plan – especially those with new-onset epilepsy and those with ongoing frequent seizures who had more than one seizure in the previous year.
- Seizure-free patients who have risk factors for breakthrough seizures may also benefit from a seizure action plan.
- It is especially important for those who need help to identify their individual seizure pattern, do not have a plan, live far from medical facilities, and/or have intractable epilepsy syndromes (ie, Lennox-Gastaut, Dravet), who are at high risk for seizure clusters, status epilepticus, or have frequent nocturnal generalized tonic-clonic seizures, to have a seizure action plan.
- Discuss with your healthcare provider if you are in need of a seizure action plan. Visit [SeizureActionPlans.org](https://SeizureActionPlans.org) for more information about seizure action plans and resources available to you.





## FOR PATIENTS, PARENTS, AND CAREGIVERS

- ❑ The development of a Seizure Action Plan should involve and be shared with the patient, caregiver, and healthcare providers to create a customized plan tailored to the patient.
- ❑ Promoting understanding and defining the use of rescue medications within a seizure action plan may reduce potentially unnecessary emergency healthcare needs, resulting in decreased direct and indirect costs.
- ❑ A seizure action plan can be helpful in guiding home management of seizures, which may reduce visits to the emergency department.
- ❑ Sharing action plans with caregivers increases their comfort level for seizure care.
- ❑ In addition to parents and caregivers, school staff, coworkers, babysitters, and medical personnel including emergency medical technicians may benefit from a person's seizure action plan.

## FOR HEALTHCARE PROVIDERS

- ❑ Developing a Seizure Action Plan is an opportunity to educate the patient and caregiver on the patient's specific seizure type(s) and which situations call for emergency action.
- ❑ Seizure action plans can be useful for educating patients and their caregivers about the seizure medications and the status of their epilepsy.
- ❑ The format of the seizure action plan should allow for modification at future office visits based on patient and caregiver current health status, lifestyle changes, or if a treatment change occurs.
- ❑ The seizure action plan should be reviewed by the patient and healthcare providers regularly to ensure that it is understood and to determine whether it needs to be updated.



## Social Media Posts

The sample social media posts below are customizable for your organization. Generating a strong online dialogue around #SAPAW2023 is vital to spreading awareness about seizure action plans and engaging with diverse communities who may not be aware of why having an action plan is so necessary.

### TWEETS

- A seizure is a medical emergency. A Seizure Action Plan lets others know what to do in an emergency situation. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023
- If you have epilepsy, a seizure action plan can offer you more control by providing consistent, patient-specific guidance for managing your seizures. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023
- So you have a seizure action plan in place. What's next? Make sure to review your plan with your healthcare provider regularly to ensure it can be understood and is up to date.
- Nationwide, 470,000 children and teens have been diagnosed with epilepsy, and yet only a shocking 45% of pediatric patients have a seizure action plan. Having a plan in place can save lives. Visit [SeizureActionPlans.org](https://SeizureActionPlans.org) for more information. #SAPAW2023
- There are people who should be involved in developing a seizure action plan: the patient, caregiver, and healthcare provider. Start developing your plan today at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023
- Stop scrolling. Seizure Action Plan Awareness Week is February 13-20. Join the conversation with #SAPAW2023 and help us raise awareness.
- Do YOU have your seizure action plan in place? It's never too late to develop yours with your caregiver and healthcare provider! Visit [SeizureActionPlans.org](https://SeizureActionPlans.org) to get started. #SAPAW2023
- If you have epilepsy, you know the importance of always being prepared. Need help developing your seizure action plan? Visit [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023
- Having a seizure action plan can bring a peace of mind to you and your family. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org) and join the conversation with #SAPAW2023!



## FACEBOOK , INSTAGRAM AND LINKEDIN POSTS

### SAMPLE POSTS BEFORE SEIZURE ACTION PLAN AWARENESS WEEK.

- ❑ Save the date! Seizure Action Plan Awareness Week is February 13-20. We're helping patients, caregivers and healthcare providers spread awareness about epilepsy and the importance of having an action plan in place. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org) and joining the conversation with #SAPAW2023
- ❑ We need your help to spread the importance of having a seizure action plan in place! Seizure Action Plan Awareness Week is coming up, February 13-20. Join the conversation with #SAPAW2023 and learn why having a seizure action plan can be life-changing at [SeizureActionPlans.org](https://SeizureActionPlans.org).

### SAMPLE POSTS FOR DURING SEIZURE ACTION PLAN AWARENESS WEEK

- ❑ A seizure is a medical emergency. A Seizure Action Plan lets others know what to do in an emergency situation. All adults and children with epilepsy or another condition that causes seizures should have a SAP. Get started at [SeizureActionPlans.org](https://SeizureActionPlans.org) and join the conversation with #SAPAW2023
- ❑ Reduce potentially unnecessary emergency healthcare needs by creating a seizure action plan at [SeizureActionPlans.org](https://SeizureActionPlans.org). It could save your life.
- ❑ Creating a seizure action plan isn't only about you. It creates comfort for parents, caregivers, school staff, coworkers, babysitters, and medical personnel in the event of a seizure. Who is on your mind while you make your seizure action plan? [SeizureActionPlans.org](https://SeizureActionPlans.org).
- ❑ Nationwide, 470,000 children and teens have been diagnosed with epilepsy, and yet only a shocking 45% of pediatric patients have a seizure action plan. Having a plan in place can save lives. Visit [SeizureActionPlans.org](https://SeizureActionPlans.org) for more information. #SAPAW2023
- ❑ There are people who should be involved in developing a seizure action plan: the patient, caregiver, and healthcare provider. Start developing your plan today at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023



## POTENTIAL POSTS FOR HEALTHCARE PROVIDERS

We can help develop a seizure action plan for you. It's what we do. Learn more about developing your plan today at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023

## POTENTIAL POST FOR PEOPLE WITH EPILEPSY

I have a Seizure Action Plan and you should too! Start developing your plan today at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023

My friends and family know what to do if I have a seizure because I have a seizure action plan in place. Do you? Start developing your plan today at [SeizureActionPlans.org](https://SeizureActionPlans.org). #SAPAW2023

## POTENTIAL POST FOR TEACHERS / SCHOOL PERSONNEL

Creating a seizure action plan isn't only about you. It creates comfort for teachers, fellow students, school staff and medical personnel in the event of a seizure. Make a plan today. [SeizureActionPlans.org](https://SeizureActionPlans.org).

Our staff has taken Seizure First Aid and Recognition Training. Our students with epilepsy have seizure action plans in place so that others know what to do in the case of a seizure. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org).

## POTENTIAL POST FOR AWARENESS PARTNERS

\_\_\_\_\_ has signed on as an Awareness Partner for the Seizure Action Plan Coalition. We're helping patients, caregivers and healthcare providers spread awareness about epilepsy and the importance of having an action plan in place. Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org) and join the conversation with #SAPAW2023.

- Opportunity to share the Seizure Action Plan Coalition Awareness Partner logo

## CREATE YOUR OWN POSTS

You are encouraged to use the posts in this toolkit as written – or to make them your own!!

If you create your own posts about Seizure Action Plans we recommend that you....

- Use the Key Messaging provided in this toolkit
- Provide links to the Seizure Action Plan Coalition website: [SeizureActionPlans.org](https://SeizureActionPlans.org)
- Use the hashtag #SAPAW2023

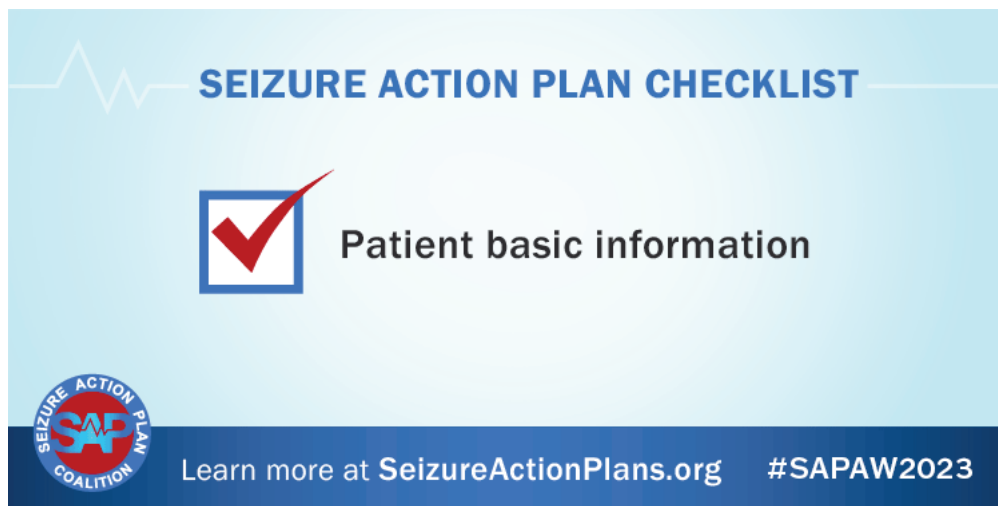


## Social Share Graphics

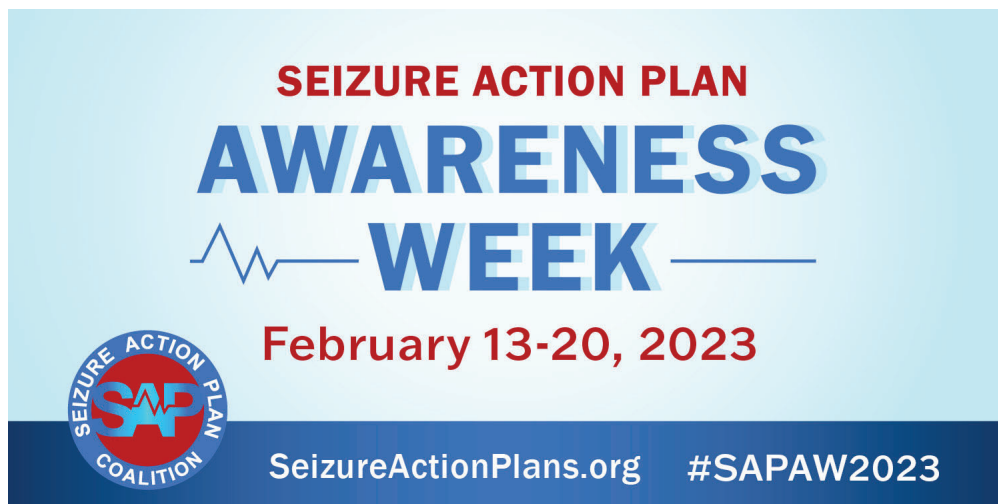
Share these SAPAW graphics on Twitter, Facebook, Instagram, LinkedIn or even in your newsletters and on your organization's website.

### EASY HOW-TO INSTRUCTIONS:

1. Right-click on the social share
2. Click "Save as picture"
3. Save to a folder or your desktop
4. Upload the file to your platform of choice — Facebook, Instagram, or Twitter — and share!



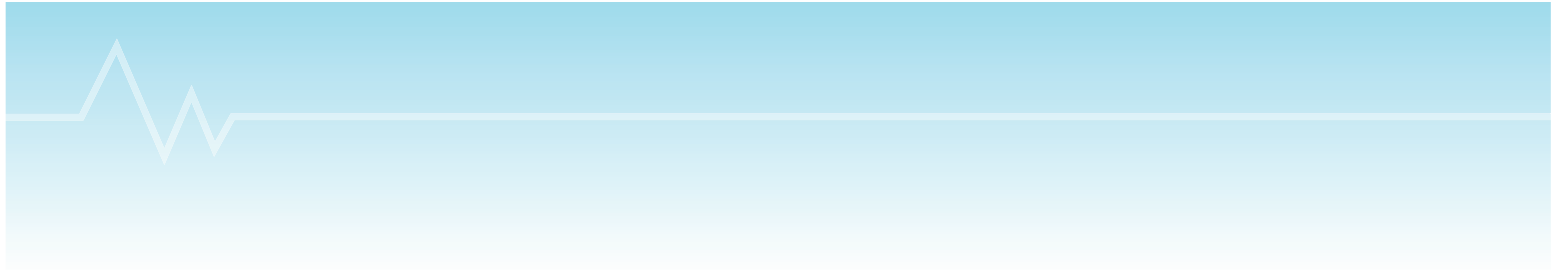
*SAP checklist graphic (animated gif)*



*General Awareness Week graphic*








**NATIONWIDE,**

**470,000**  
children and teens  
have been diagnosed  
with epilepsy...

yet only a shocking  
**45%** of pediatric  
patients have a  
seizure action plan.



Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org) #SAPAW2023

*Stat graphic—children/teens*

**NATIONWIDE,**

**3 million**  
adults have been  
diagnosed with  
epilepsy...

yet only a shocking  
**30%** of patients  
have a seizure  
action plan.



Learn more at [SeizureActionPlans.org](https://SeizureActionPlans.org) #SAPAW2023

*Stat graphic—adults*

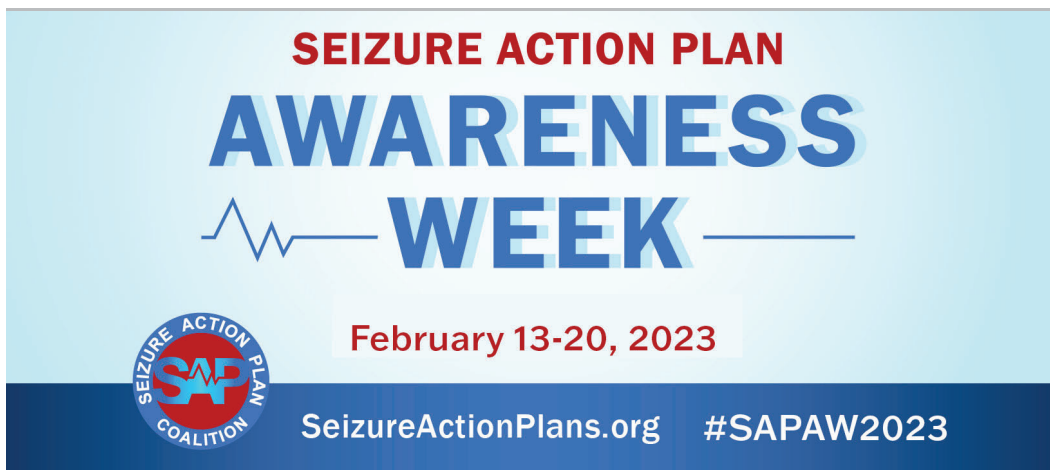


## Facebook Cover Photo

Show your support of SAPAW by uploading the below SAPAW2023 Facebook cover photo to your profile.

### EASY HOW-TO INSTRUCTIONS

1. Save the cover photo:
  - Right-click on the below image
  - Click “Save as picture”
  - Save to a folder or your desktop
2. Log in to Facebook and go to your personal Facebook profile
3. Click the camera icon on your current cover photo that says “Change Cover”
4. Click “Upload Photo” from the dropdown
5. Upload the SAPAW2023 cover photo from your designated folder/desktop
6. Raise awareness!



## Seizure Action Plan Video

Share the SAP video link on Twitter, Facebook, Instagram, LinkedIn or even embed in your newsletters and on your organization's website.

### SAP VIDEO LINK::

Full length video (1:08): <https://youtu.be/seGffUyVcA>

Short promo video (30): <https://www.youtube.com/watch?v=GHiMexK12WM>



## Awareness Partners

- ❑ Consider placing the Seizure Action Plan Coalition Awareness Partner Logo on your organization's website - linking to [SeizureActionPlans.org](https://SeizureActionPlans.org) - all year long.
- ❑ Consider including a post each month on your content calendar about SAPs and the SAPC
- ❑ Include information about the Seizure Action Plan Coalition in an upcoming email, newsletter or on your website.
- ❑ Share resources from your organizations with the Seizure Action Plan Coalition.

