

END EPILEPSY

The Problem

Epilepsy can affect anyone with a brain. According to the World Health Organization, epilepsy is the most common serious brain disorder worldwide with no age, racial, social class, national or geographic boundaries. Public misunderstanding about epilepsy causes social challenges like bullying, discrimination, and depression. People don't want to talk about it, but we can no longer ignore it. Over a lifetime, one in 10 people will have a seizure, and one in 26 will be diagnosed with epilepsy. There are 3.4 million people in the U.S. living with active epilepsy — that's more than Autism Spectrum Disorders, Parkinson's, Multiple Sclerosis and Cerebral Palsy combined. Yet, Epilepsy receives one-tenth the research funding than any one of those neurological disorders.

The Campaign

The Epilepsy Foundation has created a nationwide campaign that places a focus on the brain to change the conversation around seizures and rally everyone to End Epilepsy. **“Let's Use our Brains to End Epilepsy®”** will help the general public understand the connection between epilepsy and the brain. The hope is that the campaign will rewire the fight-or-flight reaction most people have when seeing someone have a seizure and replace it with empathy and action. At the heart of the campaign are 14 people with diverse stories of epilepsy. They are joined by celebrities and influencers, such as Greg Grunberg, Rick Harrison, John O'Hurley, and graffiti artist Saber, and others who want to make a difference in the lives of millions by using their social media platforms to share how they are using their brains to End Epilepsy.

How You Can help

Use Your Brain to End Epilepsy. Use your public platform and talents to:

- **Build Awareness** - Spread the word that epilepsy can affect anyone with a brain, and anyone with a brain can affect epilepsy. Show how you are using your brain to End Epilepsy. Share the campaign's [Public Service Announcement](#).
- **Educate about Seizure First Aid** - Show others how they can use their brains to take care of someone having a seizure. Seizure First Aid is simple —Three Ss: Stay, Safe, Side. Use the new poster and language to empower people to remain calm because they know what to do. **Stay** with the person having a seizure. Make sure they are **Safe**. If they convulse, turn them on their **Side**. Never put anything in their mouth and if the seizure persists longer than 5 minutes, call 911. Stay. Safe. Side. Simple
- **Encourage Others to Take Action** - Share the campaign stories (and your story if you have one) and encourage people to take action at [EndEpilepsy.org](#).

LET'S ALL USE OUR BRAINS TO END EPILEPSY

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