

Muscular Dystrophy Awareness Month Toolkit

Shining a spotlight on muscle wasting conditions

September is Muscular Dystrophy Awareness month, a fantastic opportunity for us to come together and shine a spotlight on muscle wasting conditions.

Throughout the month, we'll be increasing awareness, sharing stories and raising vital funds to support our work.

The facts about muscle wasting conditions

- **The conditions the charity support are a group of rare conditions that cause muscles to weaken and waste.** You may also hear them called neuromuscular conditions or muscle wasting conditions.
- This includes not only those with the words 'muscular dystrophy' in the name, like Duchenne muscular dystrophy, but also conditions like Charcot-Marie-Tooth disease (CMT), myasthenia gravis (MG) and spinal muscular atrophy (SMA). A full list of over 60 conditions is on [our website](#).
- **They are usually inherited conditions and are caused by changes (mutations) in the genes** which are responsible for the structure and function of our muscles.
- **Muscle wasting conditions are progressive conditions.** This means they will worsen over time. Currently, there is no cure for any muscle wasting condition.
- **The symptoms of muscle wasting conditions, and the age at which symptoms occur are different in each person.** Common symptoms could include muscle weakness, muscle stiffness or pain, changes in mobility, such as difficulty walking, difficulty in lifting things and increased occurrence of falls.
- **Some types of muscle wasting conditions can affect the heart or the muscles used for breathing.** In severe cases, they may have life-threatening complications.

About Muscular Dystrophy UK

We're the leading charity for over 110,000 people in the UK living with one of over 60 muscle wasting and weakening conditions.

- We share expert advice and support people to live well now.
- We fund groundbreaking research to understand the different conditions better and to lead us to new treatments.
- We work with the NHS towards universal access to specialist healthcare.
- Together, we campaign for people's rights, better understanding, accessibility, and access to treatments.

How you can support

Use your social media accounts

Use your social media accounts to raise awareness of muscle wasting conditions and the support we offer.

Follow us to keep up to date, share and engage with our posts:



[Facebook](#)



[Instagram](#)



[LinkedIn](#)



[YouTube](#)

As well as sharing our messages, here are some sample posts:

Sample social post 1

Our muscles matter. We need them to walk, eat, smile, breathe – to live. But over 110,000 people in the UK live with a muscle wasting condition, which gradually damages the way their muscles work.

For some, their condition stops them from living day-to-day life. For others, it cuts their lives short.

September is #MuscularDystrophy AwarenessMonth, and we're supporting Muscular Dystrophy UK to help change the future of muscle wasting conditions.

Sample social post 2

This September we're supporting #MuscularDystrophyAwarenessMonth and Muscular Dystrophy UK. Over 110,000 people in the UK are living with one of over more than 60 muscle wasting conditions– progressive conditions which worsen over time and in some cases cut lives short.

So we're supporting Muscular Dystrophy UK's vision of a world without limits for people living with a muscle wasting condition – a world where conditions are treated early and everyone gets the support they need.

[Find out more.](#)

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DYSTROPHY
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**This September
we're raising
awareness of
muscle wasting
conditions.**

Further social posts and a range of graphics available [here](#).

Add information to your website, blog, newsletters, bulletins and intranet

Below is suggested copy for you to use in both your external and internal communication channels. You could also use our graphics and link to our website and social media accounts above.

September is Muscular Dystrophy Awareness Month, a fantastic opportunity for us to come together and shine a spotlight on muscle wasting conditions.

Our muscles matter. We need them to walk, eat, smile, breathe – to live. But over 110,000 people in the UK live with a muscle wasting condition which gradually damages the way their muscles work. And over time stops them from living everyday life. In some cases, lives will be cut short. There is currently no cure for any muscle wasting condition.

We're supporting Muscular Dystrophy Awareness Month and Muscular Dystrophy UK to help them achieve their vision of a world without limits for people living with muscle wasting conditions.

For more information about muscle wasting conditions and details of how to get involved in Muscular Dystrophy Awareness Month visit: musculardystrophyuk.org.

Don't forget to tell your colleagues and other organisations about Muscular Dystrophy Awareness Month and help us spread the word. For more information, email pressoffice@musculardystrophyuk.org

Please give us feedback – was this toolkit useful? How have you used the toolkit?
Email pressoffice@musculardystrophyuk.org.

Thank you. Together we can make a difference.