

October Awareness Month

Help us Black Out Rett Syndrome in October!

October has always been our time to make a difference; however this October has a special call to action! Help us Black Out Rett Syndrome! Rett syndrome has had an immeasurable impact on our children, our families and our community. It is the leading cause of severe impairment in girls yet the general public still doesn't know about it. Let's change this. Ask the world to embrace our children and help us Black Out Rett Syndrome!

IRSF is here to help you make each activity a success. Contact IRSF for assistance in turning your ideas into reality, or leverage one of our ideas listed below. This month is dedicated to raising awareness and it can only happen with your involvement!

YOUR HELP IS OUR HOPE!

Contact IRSF to get started on the activity of your choice TODAY!

Contact our Director of Family Support, Paige Nues pnues@rettsyndrome.org, or our Family Resource Manager, Jennifer Endres jendres@rettsyndrome.org, for assistance in raising awareness today for our cause.

YOU ASKED FOR THEM: Personalized Angel Awareness Cards

IRSF is introducing the NEW Personalized Angel Awareness Cards in response to your overwhelming interest. Simply download the template (available soon), add your child's picture and her story to the front side, print and share with your community. IRSF will print free cards for the first 100 requests for October Awareness Month!

Request your cards today!

Card Example

Having trouble? Email your child's picture and story to lgeglein@rettsyndrome.org for assistance setting up your Angel Awareness Cards TODAY!

Participate in an Event Near YOU!

Be a part of raising awareness in your community by supporting an event near you. Visit IRSF's Event Calendar to get dates and details on upcoming events!

Create Your Own Fundraiser

Black Out Rett Syndrome in October by building awareness through fundraising! Think about activities that your family and friends already enjoy doing and tie fundraising to it. Often, there is no additional effort to fundraise in this way. Check out some suggestions here. Additional ideas and resources can be found in the "Fundraising and YOU" section of the IRSF website.

Contact IRSF's Special Events Manager, Marcy Fritter, at mfritter@rettsyndrome.org to help you get started on the fundraiser of your choice!

Clint Black Rett Syndrome PSA

Ask TV and Radio Stations to play the IRSF Clint Black PSA! Visit the custom website to see which stations have received and/or played the PSAs, and find easy to follow telephone scripts or form letters to ask your station to renew the momentum of airplay in your community. Families have been found, and many diagnoses have been made because of this PSA. This is a no-cost way for you to raise a LOT of awareness.

Governor State Proclamations

Governors in several U.S. states honor our children by signing proclamations declaring October to be Rett Syndrome Awareness Month. These proclamations then become available to you and can be downloaded for your use to raise awareness within a state, facilitate news media coverage, and to support local fundraisers and education efforts. IRSF encourages you to incorporate them when appropriate into your advocacy efforts. We are supporting and tracking the efforts to procure proclamations in each state. [Click here](#) to see if your state obtained a proclamation in 2011.

Live outside of the United States? Check if your province or territory will sign a declaration in honor of your child!

Merchandise Sale

Use coupon code 'blackoutrett' to receive a 15% discount when you purchase awareness items through the IRSF online store starting September 15th through the month of October!

Materials

IRSF has created materials to help you raise awareness for Rett syndrome. Contact lgeglein@rettsyndrome.org for questions.

Fundraising Flier 2012 420.08 Kb

Awareness Flier 2012 1.87 Mb

Rett Syndrome PPT 1 1.28 Mb - Examples by Parents for Teaching Opportunities

Rett Syndrome PPT 2 9.60 Mb - Examples by Parents for Teaching Opportunities

Sample Press Release 2012 21.90 Kb

Rett Brochure 1.22 Mb

Fact Sheet 2012 1.79 Mb

Awareness Ideas for October Awareness Month 67.03 Kb

IRSF hosts an open conference call each year for families to learn how to make October Rett Syndrome Awareness Month incredible. Speakers shared motivating stories, tips on how to get started and how IRSF is able to support the activity that best fits you and your family. Listen to the audio recording of the most recent call now and get started with your plans!

Open National Call

2012's Audio Recording

2011's Audio Recording

2010's Audio Recording

2009's Audio Recording

Why October?

October Rett Syndrome Awareness Month (ORSAM) was initiated in 1992 by parent Paul Jochim. Paul, father of Jill with Rett syndrome, composed an article for the front page of the Rett Syndrome Association of Illinois (RSAI) Newsletter. Paul inserted the Proclamation from Governor Jim Edgar in the newsletter along with informational cards about Rett syndrome. Paul positioned the idea of an awareness month to the IRSA Board of Directors. Paul Jochim and Rosalind (Ro) Vargo, mother of Rett angel Rosalind, were made Chairpersons of the Collaboration Awareness Campaign. In March of 1993, Ro sent out a letter requesting everyone to participate in an October Rett Syndrome Awareness Month. October of 1993 was the first official ORSAM sponsored by IRSA. Many governors have since followed suit by issuing proclamations declaring October as Rett Syndrome Awareness Month in their respective states. One such governor was George W. Bush, governor of Texas, who issued a proclamation in 1997.