

#ALifeInterrupted

Thank you for supporting **#ALifeInterrupted** campaign. This document contains all the key messages, suggested social media posts, hashtags and stand out statistics to help you develop your social media messaging.

HASHTAGS

#ALifeInterrupted

#ShapeEpilepsyResearch

KEY MESSAGES

Epilepsy interrupts the lives of ordinary, extraordinary people. It's invisible. It's unpredictable. It's frightening.

A life free from epilepsy **is** possible
But **only** through research.

If your life has been interrupted by epilepsy
You could shape the future of research.

SUGGESTED SOCIAL MEDIA POSTS

SHAPING RESEARCH

- Epilepsy Research UK want to build the biggest ever community of people living with epilepsy to influence and **#ShapeEpilepsyResearch**. If your life has been interrupted by epilepsy, have your say: epilepsyresearch.org.uk/ShapeNetwork
- Epilepsy interrupts the lives of ordinary, extraordinary people. It's invisible. It's unpredictable. It's frightening. If your life has been interrupted by epilepsy, YOU can **#ShapeEpilepsyResearch**. Have your say: epilepsyresearch.org.uk/ShapeNetwork
- A life free from epilepsy is possible. But only through research. If your life has been interrupted by epilepsy, YOU can **#ShapeEpilepsyResearch**. Have your say: epilepsyresearch.org.uk/ShapeNetwork

FUNDING INEQUALITIES

- Epilepsy isn't getting its fair share of research funding. Epilepsy costs the NHS £1.5 billion a year, but epilepsy research receives only 7% of neurological research funding. epilepsyresearch.org.uk/ALifeInterrupted **#ALifeInterrupted**
- Epilepsy isn't getting its fair share of research funding. Research into epilepsy receives less than 0.3% of the £4.8 billion spent on health-related research in the UK each year. epilepsyresearch.org.uk/ALifeInterrupted **#ALifeInterrupted**
- Opportunities to accelerate progress in epilepsy treatment and diagnosis are being missed due to lack of investment. epilepsyresearch.org.uk/ALifeInterrupted **#ALifeInterrupted**
- Government needs to work with the epilepsy research community with a view to identifying and addressing the blocks that are limiting funding. epilepsyresearch.org.uk/ALifeInterrupted **#ALifeInterrupted**