



# Let's **Start Conversations** about **Seizures** and **Rescue Therapies**

*A Messaging Guide for Partners*

Presented by Patty Osborne Shafer, RN, MN  
and CMEology

## Table of Contents

How to Use This Guide.....	3
Website/Newsletter Text.....	4
Social Media .....	4
Introduction to Rescue Therapies.....	5
Young Adults Video 1 .....	6
Young Adults Video 2 .....	7
Adults Video 1 .....	8
Adults Video 2 .....	9
Caregiver Video 1 .....	10
Caregiver Video 2.....	11
TikTok/Instagram Reel Script .....	12
Web Ads .....	12
Our Social Media .....	12

## How to Use This Guide

“Conversations About Epilepsy,” an online educational video series just launched! The program was created by clinical experts, people with epilepsy, and caregivers. The videos feature celebrity advocates, including Pearce Joza (“Disney’s ZOMBIES”), Brent Spiner (“Star Trek”), Gabrielle Ruiz (“Crazy Ex-Girlfriend”), and Colton Dunn (“Superstore,” “The Recruit”). The program can be accessed at <https://www.conversationsaboutepilepsy.org/>.

The videos are structured for young adults, adults, and caregivers of people with epilepsy. The videos take viewers through personal, eye-opening journeys that can help answer patient and caregiver questions about seizure action plans and rescue therapies.

The following sections contain text and images that can be used to discuss this new program and allow your audience to access this helpful information. Content is provided for use on websites, newsletters, Facebook, Instagram, TikTok, LinkedIn, and Twitter.

For more information, please feel free to contact Beth Goodwin at [bgoodwin@cmeology.org](mailto:bgoodwin@cmeology.org).

## Website/Newsletter Text

“Conversations About Epilepsy,” an online educational video series just launched! Check out what everyone is talking about: <https://www.conversationsaboutepilepsy.org/>. The program was created by clinical experts, people with epilepsy, and caregivers. The videos feature celebrity advocates, including Pearce Joza (“Disney’s ZOMBIES”), Brent Spiner (“Star Trek”), Gabrielle Ruiz (“Crazy Ex-Girlfriend”), and Colton Dunn (“Superstore,” “The Recruit”).

The over-arching purpose of this educational program is to enable, empower, and prepare people with epilepsy, caregivers, and healthcare providers to engage in conversations about epilepsy, seizure action plans, and rescue therapies.



## Social Media

**Image Download:**

<https://www.dropbox.com/s/d4rhsssnrq12618/1200x630-website-banner-image.jpg?dl=0>

# Introduction to Rescue Therapies



Use this link to view and download images:

<https://bit.ly/SRTImages>



## *Facebook/LinkedIn:*

If you live with seizures or help someone who does, it's time to talk about rescue therapies and seizure action plans. In a new video series launched by "Conversations About Epilepsy," celebrities, healthcare providers, caregivers, and people with epilepsy help you learn how to get the conversation started with your health care provider on rescue therapies. Check out what everyone is talking about: <https://www.youtube.com/watch?v=ydiSFPIXAIM>

## *Instagram:*

If you live with #seizures or help someone who does, it's time to talk about #RescueTherapies and #SeizureActionPlans. In a new video series launched by "Conversations About Epilepsy," celebrities, healthcare providers, caregivers, and people with #epilepsy all share their experience with rescue therapies and seizure action plans. Check out what everyone is talking about: <https://www.conversationsaboutepilepsy.org/>

## *Twitter:*

If you live with #seizures or help someone who does, it's time to talk about rescue therapies and #SeizureActionPlans. Watch the intro video on #RescueTherapies to get started: <https://www.youtube.com/watch?v=ydiSFPIXAIM>

## Young Adults Video 1



Use this link to view and download images:

<https://bit.ly/SRTImages>



### *Facebook/LinkedIn:*

As a young adult, you are already learning to manage life on your own. If you live with seizures too, that complicates things. Having a conversation with your healthcare provider about rescue therapies and seizure action plans can help. “Disney’s ZOMBIES” actor Pearce Joza walks us through a conversation about this topic with young adults who have lived through it. Hear from people just like you: <https://www.youtube.com/watch?v=VV9H2ndEGGI>

### *Instagram:*

As a young adult, you are already learning to manage life on your own. If you live with #seizures too, that complicates things. Having a conversation with your healthcare provider about #RescueTherapies and #SeizureActionPlans can help. “Disney’s ZOMBIES” actor @pearcejoza walks us through a conversation about this topic with young adults who have lived through it. Hear from people just like you: <https://www.conversationsaboutpilepsy.org/>.

### *Twitter:*

As a young adult, you are already learning to manage life on your own. If you live with seizures too, that complicates things. “Disney’s ZOMBIES” actor @PearceJoza walks us through a conversation with young adults about #RescueTherapies: <https://www.youtube.com/watch?v=VV9H2ndEGGI>

## Young Adults Video 2



Use this link to view and download images:

<https://bit.ly/SRTImages>



*Facebook/LinkedIn:*

Living with uncontrolled seizures? It's time to learn about rescue therapies. "Disney's ZOMBIES" actor Pearce Joza introduces us to three young adults who have had a conversation with their healthcare provider about rescue therapies. Hear from them and healthcare experts about what seizure rescue therapies are available and how to ask about them:

<https://www.youtube.com/watch?v=vTLvRTypaRY>

*Instagram:*

Living with uncontrolled #seizures? It's time to learn about #RescueTherapies. "Disney's ZOMBIES" actor @pearcejoza introduces us to three young adults who have had a conversation with their healthcare provider about rescue therapies. Hear from them and healthcare experts about what seizure rescue therapies are available and how to ask about them: <https://www.conversationsaboutepilepsy.org/>

*Twitter:*

Living with uncontrolled #seizures? It's time to learn about #RescueTherapies. "Disney's ZOMBIES" actor @PearceJoza introduces us to three young adults who have had a conversation with their healthcare provider about rescue therapies:

<https://www.youtube.com/watch?v=vTLvRTypaRY>

## Adults Video 1



Use this link to view and download images:

<https://bit.ly/SRTImages>



### *Facebook/LinkedIn:*

With uncontrolled seizures, you face a lot of uncertainty in life. Tools like rescue therapies and seizure action plans can help. In a new video series from “Conversations About Epilepsy,” “Star Trek” star Brent Spiner introduces adults with epilepsy who have had the rescue therapy conversation. Watch now: <https://www.youtube.com/watch?v=sCfAx5LBJkI>

### *Instagram:*

With uncontrolled #seizures, you face a lot of uncertainty in life. Tools like #RescueTherapies and #SeizureActionPlans can help. In a new video series from “Conversations About Epilepsy,” “Star Trek” star @brentjspinner introduces adults with #epilepsy who have had the rescue therapy conversation. Watch now: <https://www.conversationsaboutepilepsy.org/>.

### *Twitter:*

With uncontrolled seizures, you face a lot of uncertainty in life. Tools like #RescueTherapies and #SeizureActionPlans can help. “Star Trek” star @BrentSpiner introduces adults with #epilepsy who have had the rescue therapy conversation. Watch now: <https://www.youtube.com/watch?v=sCfAx5LBJkI>



## Adults Video 2



Use this link to view and download images:

<https://bit.ly/SRTImages>



### *Facebook/LinkedIn:*

If you're living with uncontrolled seizures, you might be wondering if there's anything that can help. Watch a video introduced by "Star Trek" star Brent Spiner where healthcare experts and real adults living with epilepsy explain their experience with rescue therapies. Find out what therapies exist and how to start the conversation. Watch now:

<https://www.youtube.com/watch?v=4HtjxdTP9Gc>

### *Instagram:*

If you're living with uncontrolled #seizures, you might be wondering if there's anything that can help. Watch a video introduced by "Star Trek" star @brentjspinier where healthcare experts and real adults living with #epilepsy explain their experience with #RescueTherapies. Find out what therapies exist and how to start the conversation. #epilepsy Watch now:

<https://www.conversationsaboutepilepsy.org/>.

### *Twitter:*

Living with uncontrolled #seizures? Watch a video introduced by @BrentSpiner where healthcare experts and real adults living with #epilepsy explain their experience with #RescueTherapies: <https://www.youtube.com/watch?v=4HtjxdTP9Gc>

## Caregiver Video 1



Use this link to view and download images:

<https://bit.ly/SRTImages>



### *Facebook/LinkedIn:*

Helping a loved one with uncontrolled seizures can be overwhelming. But tools like rescue therapies and seizure action plans can help. “Crazy Ex-Girlfriend” star Gabrielle Ruiz introduces a roundtable of caregivers who have insight into the process of asking and learning about rescue therapies. Listen to their stories to learn what steps you can take for your loved one. Watch now: <https://www.youtube.com/watch?v=tr3wVPesqP0&t=1s>

### *Instagram:*

Helping a loved one with uncontrolled #seizures can be overwhelming. But tools like #RescueTherapies and #SeizureActionPlans can help. “Crazy Ex-Girlfriend” star @gabrielleruiz introduces a roundtable of caregivers who have insight into the process of asking and learning about rescue therapies. Listen to their stories to learn what steps you can take for your loved one. #epilepsy Watch now: <https://www.conversationsaboutpilepsy.org/>

### *Twitter:*

Helping a loved one with uncontrolled seizures can be overwhelming. “Crazy Ex-Girlfriend” star @gabrielleruiz introduces a roundtable of caregivers who have insight into the process of asking and learning about #RescueTherapies: <https://www.youtube.com/watch?v=tr3wVPesqP0&t=1s>

## Caregiver Video 2



Use this link to view and download images:

<https://bit.ly/SRTImages>



### *Facebook/LinkedIn:*

If you are a caregiver for someone with seizures and thinking about starting the rescue therapies conversation with your provider, you might be wondering what's out there. In this video hosted by "Crazy Ex-Girlfriend" star Gabrielle Ruiz, learn about available rescue therapies and how to start the conversation. Hear from other caregivers who have been down this road and get inspired to talk to your healthcare provider. Watch now:

<https://www.youtube.com/watch?v=53uP8UtB50E>

### *Instagram:*

If you are a caregiver for someone with #epilepsy and thinking about starting the #RescueTherapies conversation with your provider, you might be wondering what's out there. In this video hosted by "Crazy Ex-Girlfriend" star @gabriellerruiz, learn about available rescue therapies and how to start the conversation. Hear from other caregivers who have been down this road and get inspired to talk to your healthcare provider. Watch now:

<https://www.conversationsaboutepilepsy.org/>

### *Twitter:*

If you are a caregiver for someone with #seizures and thinking about starting the #RescueTherapies conversation, watch this video hosted by "Crazy Ex-Girlfriend" star @gabriellerruiz about available rescue therapies:

<https://www.youtube.com/watch?v=53uP8UtB50E>

## TikTok/Instagram Reel Script

*Audio: Due to restrictions on TikTok accounts, it is difficult to use trending audio. Please find a generic audio with upbeat music to use in this video.*

Seizures are tough, whether you are a caregiver or living with epilepsy. But did you know there are tools that can help?

I am obsessed with this new video series where you hear from celebrities, caregivers, people with epilepsy, and healthcare providers about rescue therapies and seizure action plans.

Just starting the conversation can help bring some control back to your life.

Check out what everyone's talking about at [www.ConversationsAboutEpilepsy.org](http://www.ConversationsAboutEpilepsy.org).

## Web Ads

Download web banner ads:

<https://www.dropbox.com/scl/fo/6ibullegowz4ckw8f3nf8/h?dl=0&rlkey=fj15toalfke62pmko48po3zk4>

Download square web ads:

<https://www.dropbox.com/scl/fo/2ad2wwz3and2xbv9vr8fq/h?dl=0&rlkey=bjaxdp9pnv9slpdf3kxodmt3y>

Use this link to view and download all images:

<https://bit.ly/SRTImages>



## Our Social Media

**Please subscribe, like, follow and share.**

YouTube: <https://www.youtube.com/@talkaboutepilepsyandseizures>

Facebook: <https://www.facebook.com/Time-to-Talk-about-Epilepsy-and-Seizures-110232102035416/>

Twitter: <https://twitter.com/TimetoTalkEP>

Instagram: <https://www.instagram.com/timetotalkaboutepilepsy/>