



***Epilepsy Foundation of America  
Epilepsy Awareness and Education***

**2008 - 2009**

**The Challenge:**

Epilepsy is widely misunderstood among Hispanic communities. Common myths and misconceptions of this medical condition create barriers to Hispanics living with / affected by epilepsy, preventing many from understanding proper seizure first aid response to seeking medical assistance for this treatable condition.

**The Solution:**

To dispel myths and increase knowledge and awareness of epilepsy by influencing US Hispanic perceptions and behaviors towards this common medical condition via a multi-year, multi-media Spanish-language health marketing campaign featuring the following messages:

- Epilepsy is a more prevalent than commonly thought—La Epilepsia Es Más Común de lo Que Piensas (Epilepsy Is More Common Than you Think)
- Success stories of Hispanics living with epilepsy
- Advice from epilepsy medical experts respected within Hispanic communities
- Proper response to seizure first aid
- Promotion of Epilepsy Foundation's Spanish-language website and toll-free helpline

**Elements of our Multimedia Campaign with the Epilepsy Foundation**

- Radio
  - Eight 60 second radio segments broadcasted on HCN's national radio network
  - Spokesperson interviews broadcasted on HCN's national Spanish-language weekly long-format radio programs
- Print
  - Two Editorial columns distributed for publication on HCN's national newspaper network
- Online
  - Website design, development and promotional launch
  - 3 varieties of online banner ads
  - Placement of banner ads on targeted Spanish-language websites
- Media Relations
  - National media tour on major Spanish-language TV network morning talk shows
  - Local media tours with Epilepsy Foundation spokespersons in Los Angeles, Miami