Tardive Dyskinesia (TD) Awareness Toolkit

Resources and Materials for HEALTHCARE PROFESSIONALS, PATIENTS/RESIDENTS, AND CARE PARTNERS

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Toolkit Introduction

Approximately 6% of US adults, about 15.4 million people, live with a serious mental illness (SMI).[1] Antipsychotic medication (AP) is the main treatment option for managing SMIs, both in the acute phase of illness and for longer-term management. TD is a drug-induced movement disorder (DIMD) associated with dopamine receptor blocking agents, including antipsychotics.[2,3] To learn more about the connection between SMI and TD, click **here**.

TD is an involuntary movement disorder characterized by uncontrollable movements of the face, torso, limbs, and fingers or toes.[2, 4-6] There are at least an estimated 800,000 people in the United States living with TD, and, of those, ~60% have not yet been diagnosed.[7] Approximately 25% of all patients taking antipsychotic medications may have TD according to a 2017 meta-analysis of 41 studies[8,a]

In addition to the burden on the individual, studies show a significant economic burden associated with TD. For people with TD, the mean total all-cause healthcare costs increased by 26.2% post diagnosis. The major cost driver was inpatient admissions, with an increase of 56.1%, but outpatient clinic, outpatient pharmacy, and emergency room service costs were all also substantially higher.[9] The US total yearly healthcare and medication costs for people with TD were nearly double the costs for those without TD—$54,656 vs $28,777 per person, respectively.[9]

As we address the challenges of caring for individuals with SMIs, it's crucial to raise awareness of TD. Findings reinforce the significant negative impact TD has on patients' daily lives in terms of functional, psychological and social impact, even among those with mild to moderate involuntary movements.[10,b] Increasing awareness of TD within your organization ensures that healthcare providers, patients/residents, and care partners are better equipped to recognize and manage the condition. This collective awareness promotes timely, informed care, reduces stigma, and may ultimately improve the quality of life for those affected by both SMIs and TD.

Neurocrine is pleased to introduce the 2026 TD Awareness Toolkit, designed to provide comprehensive educational materials and resources that help build awareness and understanding of TD among your care teams, patients/residents, and their care partners. This toolkit also includes a variety of digital communication templates that your organization can use throughout the year to increase awareness of TD and its impact both internally and within the broader community across your digital channels. These templates include emails and social media content, all crafted to effectively promote TD awareness.

To learn more about Neurocrine's toolkit and how it can be integrated seamlessly within your organization, please see pages 4-6.

Neurocrine is committed to relieving patient suffering, supporting care teams, and reducing disease burden. Thank you for playing a pivotal role in ensuring the vulnerable population living with TD gets the diagnosis, treatment, and relief they need.

[a]30% of patients on first-generation antipsychotics. 20.7% of patients on second-generation antipsychotics (with unspecified first-generation antipsychotic use), 7.2% of patients on second-generation antipsychotics with no prior history of first-generation antipsychotics.

[b]The TD patient survey was conducted online in the U.S. by The Harris Poll on behalf of Neurocrine Biosciences. The survey included 150 patients with mild/moderate TD (n=112) or severe TD (n=38) aged 18 or older who have been diagnosed with TD by a healthcare provider. The survey was conducted from December 12, 2024 to December 31, 2024.

REFERENCES

1. Mental illness. National Institute of Mental Health. Updated March 2023. Accessed July 11, 2024. https://www.nimh.nih.gov/health/statistics/mental-illness **2.** American Psychiatric Association. *Diagnostic and Statistical Manual of Mental Disorders*. 5th ed. American Psychiatric Association; 2023. **3.** Caroff SN, Hurford I, Lybrand J, Campbell EC. Movement disorders induced by antipsychotic drugs: implications of the CATIE schizophrenia trial. *Neurol Clin*. 2011;29(1):127-148. **4.** Task Force on Tardive Dyskinesia. Tardive dyskinesia: A Task Force Report of the American Psychiatric Association. Washington, DC: American Psychiatric Association; 1992. **5.** Cloud LJ, Zutshi D, Factor SA. Tardive dyskinesia: therapeutic options for an increasingly common disorder. *Neurotherapeutics*. 2014;11(1):166-176. doi:10.1007/s13311-013-0222-5 **6.** Guy W. *ECDEU Assessment Manual for Psychopharmacology*. Rev. 1976. U.S. Dept. of Health, Education, and Welfare, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, National Institute of Mental Health, Psychopharmacology Research Branch, Division of Extramural Research Programs; 1976] **7.** Data on file. Neurocrine Biosciences, Inc. **8.** Carbon M, Hsieh CH, Kane JM, Correll CU. Tardive dyskinesia prevalence in the period of second-generation antipsychotic use: a meta-analysis. Psychiatrist.com. March 29, 2017. Accessed July 11, 2024. https://www.psychiatrist.com/jcp/tardive-dyskinesia-prevalence/ **9.** Resources and Options Regarding Tardive Dyskinesia. Utah Department of Health & Human Services. November 2023. Accessed June 2, 2024. https://le.utah.gov/interim/2023/pdf/00004492.pdf **10.** Harris Insights & Analytics. (2025). Tardive Dyskinesia (TD) Patient Survey [Unpublished survey]. The Harris Poll.

How It Works

TD may have an impact on quality of life and on healthcare utilization and costs.[1] Accurate diagnosis of TD is crucial for its effective treatment and management but is challenging due to the subtle and gradual onset and fluctuating nature of symptoms. The risk of TD associated with second-generation antipsychotic treatment is often underestimated, and mild cases may not be easily distinguished from everyday habits, tics, and mannerisms.[2] Even upon evaluation, TD may be difficult to identify as movements can present at rest but diminish when a person performs any form of volitional movement (eg, tongue dyskinesia reduces when they are asked to protrude their tongue).[3]

To improve the likelihood of identifying the subtle and changing presentation of TD symptoms earlier in the disease, it is crucial for care teams, care partners, and patients/residents to be aware of the signs and remain vigilant.

Routine screenings for abnormal, involuntary and repetitive movements in people taking antipsychotic medication are essential for earlier detection, diagnosis and appropriate management to help improve therapeutic outcomes.

Toolkit Components and Use

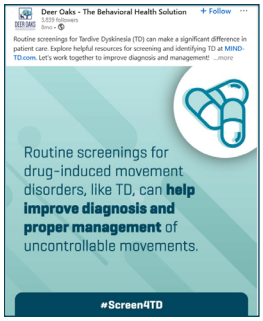
This toolkit consists of **3 sections**, offering resources to help your organization raise TD awareness **year-round**, during **TD Awareness Week**, and throughout **other awareness and appreciation weeks**. These resources are specifically designed for your care teams, patients/residents, care partners, and the broader community.

All content within this toolkit is available for digital download. For print versions of any materials, please contact your Corporate Account Manager.

Section 1: Year-Round TD Awareness

This section includes resources to educate on TD **year-round**—what it is, why it matters, and what care teams, patients/residents, and care partners should watch for. It also provides digital communications to engage those within the organization's digital footprint.

Use Case:



Care Team Resources

- **How:** Printed and distributed or shared digitally; can be provided ad hoc or incorporated into education sessions
- **Who:** All care team members who interact with patients/residents, including nonclinical staff

Patient/Resident and Care Partner Resources

- **How:** Printed and distributed at appointments or at bedside (as appropriate)
- **Who:** All patients/residents who are being treated with an antipsychotic (as appropriate) and their care partners

Communication Resources

- **How:** Using the digital communication platforms your organization prefers (eg, social media, e-blasts)
- **Who:** Subscribers of your organization's digital communication platforms (internal, patients/residents, care partners, community)

REFERENCES

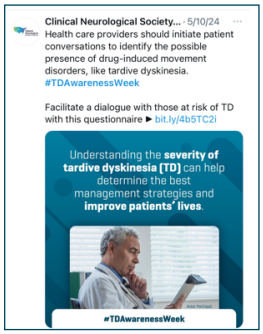
1. Carroll B, Irwin DE. Health care resource utilization and costs for patients with tardive dyskinesia. *J Manag Care Spec Pharm.* 2019;25(7):810-816. doi: 10.18553/jmcp.2019.25.7.810 **2.** Kremens DE. Earlier diagnosis of tardive dyskinesia. Psychiatrist.com. December 10, 2019. Accessed July 7, 2024. https://www.psychiatrist.com/jcp/diagnosing-tardive-dyskinesia/ **3.** Vasan S, Padhy RK. Tardive dyskinesia. Updated April 24, 2023. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024. https://www. ncbi.nlm.nih.gov/books/NBK448207/

How It Works (cont.)

Section 2: TD Awareness Week

This section includes resources to educate on TD during **TD Awareness Week (TDAW)**, which takes place from **May 3-9, 2026** and unites the mental health community to recognize the physical, social, and emotional effects of TD and reinforces the need for early healthcare provider assessment of TD and discussion of available FDA-approved treatments. Nationwide, organizations that manage or advocate for patients/residents with SMI dedicate this week to hosting events and sharing educational materials to raise awareness about TD within their organizations and communities. While the use cases for TDAW materials are like those for year-round materials, they should be specifically deployed during the first full week of May to join hundreds of other organizations in driving awareness during this dedicated week.

Use Case:



Care Team Resources

How: Printed and distributed or shared digitally; can be provided ad hoc or incorporated into education sessions during TDAW

Who: All care team members who interact with patients/residents, including nonclinical staff

Communication Resources

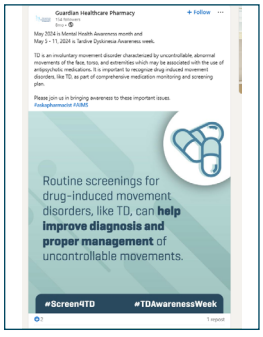
- **How:** Using the digital communication platforms your organization prefers (eg, social media, e-blasts) during TDAW
- **Who:** Subscribers of your organization's digital communication platforms (internal, patients/residents, care partners, community)

Section 3: Awareness and Appreciation Weeks

Given that TD is a concern for patients/residents with SMIs on antipsychotics, consider extending TD awareness efforts throughout May to coincide with Mental Health Awareness Month, and then again during Mental Illness Awareness Week in October. This section offers communication resources to help engage the broader community during these key periods.

Recognizing the invaluable role your care teams play in identifying, screening, diagnosing, and managing TD, this section also includes communication templates to celebrate the crucial contributions of your staff during their respective appreciation weeks.

Use Case:



Communication Resources

- **How:** Using the digital communication platforms your organization prefers (eg, social media, e-blasts) during Mental Health Awareness Month, Mental Illness Awareness Week, as well as during care team appreciation weeks (refer to **pages 23-27** for a comprehensive list of all appreciation and awareness week dates)
- **Who:** Subscribers of organizations' digital communication platforms (internal, patients/residents, care partners, community)

How It Works (cont.)

In addition to sharing TD awareness resources with care teams, patients/residents, and care partners during day-to-day engagements, organizations can host more dynamic activities during TDAW and throughout the year to spread TD awareness and education. Your Neurocrine Corporate Account Manager can collaborate with you on various initiatives, whether in-person or virtual, offering opportunities to further raise awareness within your organization and communities.

Host webinars

to educate care teams, patients/residents, and care partners. Individual TD awareness resources can be shared pre- or post-webinar.

Conduct live education sessions

for care teams, patients/residents, and care partners. Individual TD awareness resources can be shared pre- or post-session.

YEAR-ROUND TD AWARENESS

CARE TEAM RESOURCES

TD Fact Sheets

These fact sheets provide foundational TD information, including causes, risk factors, prevalence, and the importance of routine screening. They also highlight mental health prevalence and disparities in care.

TD Fact Sheet


Understanding Tardive Dyskinesia

What Is Tardive Dyskinesia (TD)?

How Common Is TD?

What Causes TD?

What Are the Risk Factors for TD?

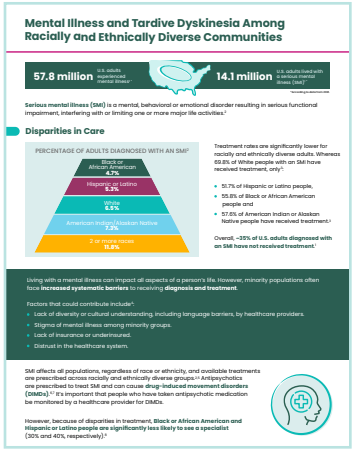
How Does TD Affect Everyday Lives?

Could It Be TD?

Access helpful resources, including a doctor discussion guide, at TalkAboutTD.com.

Download this resource to provide care teams with an overview of TD, including risk factors and the importance of routine screenings for DIMDs, such as TD.

Mental Health and TD Among Diverse Communities Fact Sheet


Mental Illness and Tardive Dyskinesia Among Racially and Ethnically Diverse Communities

57.8 million U.S. adults experienced mental illness*

14.1 million U.S. adults lived with a serious mental illness (SMI)*

Serious mental illness (SMI) is a mental, behavioral or emotional disorder resulting in serious functional impairment, interfering with or limiting one or more major life activities.

Disparities in Care

PERCENTAGE OF ADULTS DIAGNOSED WITH AN SMI

Black or African American 6.7%

Hispanic or Latino 5.2%

White 6.5%

American Indian/Alaskan Native 7.2%

2 or more races 11.3%

Treatment rates are significantly lower for racially and ethnically diverse adults. Whereas 69.8% of White people with an SMI have received treatment, only:

- 51.7% of Hispanic or Latino people,
- 55.8% of Black or African American people and
- 57.6% of American Indian or Alaskan Native people have received treatment.

Overall, ~35% of U.S. adults diagnosed with an SMI have not received treatment.

Living with a mental illness can impact all aspects of a person's life. However, minority populations often face **increased systematic barriers** to receiving **diagnosis and treatment**.

Factors that could contribute include:

- Lack of diversity or cultural understanding, including language barriers, by healthcare providers.
- Stigma of mental illness among minority groups.
- Lack of insurance or underinsured.
- Distrust in the healthcare system.

SMI affects all populations, regardless of race or ethnicity, and available treatments are prescribed across racially and ethnically diverse groups. Antipsychotics are prescribed to treat SMI and can cause **drug-induced movement disorders (DIMDs)**. It's important that people who have taken antipsychotic medication be monitored by a healthcare provider for DIMDs.

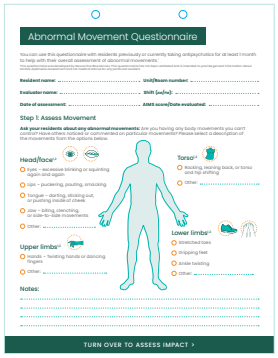
However, because of disparities in treatment, **Black or African American and Hispanic or Latina people are significantly less likely to see a specialist** (30% and 40%, respectively).

Download this resource to educate care teams about disparities in care among adults diagnosed with SMI and the risk of DIMDs, including TD.

TD Screening Resources

Once awareness is established, how can your organization ensure proper screening and diagnosis of TD by your staff? **Download** these resources that can support care teams in effectively screening for TD. Resources can be used by a range of staff, from nonclinical to clinical.

Abnormal Movement Questionnaire



To help HCPs with their overall assessment of a patient's/resident's abnormal movements.

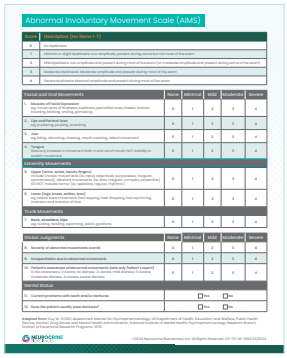
MIND-TD Questionnaire

To help HCPs facilitate a dialogue with those at risk for TD about the presence and impact of uncontrollable movements.

AIMS Instructional Booklet

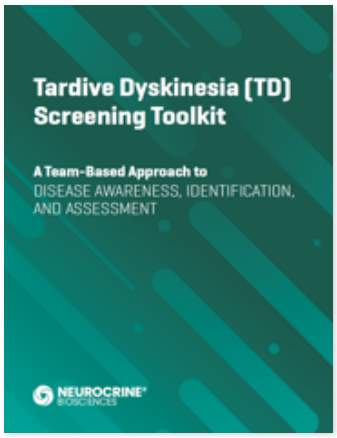
To help HCPs learn how to use the AIMS to assess the severity and progression of TD over time.

AIMS Scorecard



To help HCPs assess the severity and progression of TD over time.

Screening Toolkit



Screening Toolkit that includes the individual resources mentioned above, along with additional education and messaging tailored to nonclinical and clinical staff.

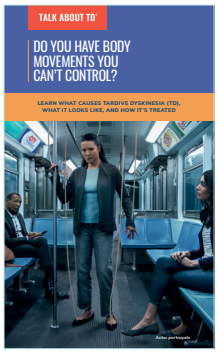
YEAR-ROUND TD AWARENESS

PATIENT/RESIDENT AND CARE PARTNER RESOURCES

Understanding TD Resources

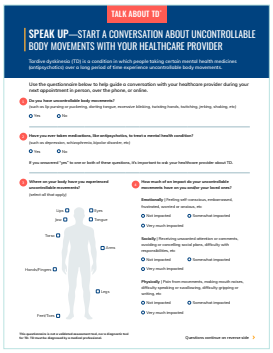
Download these resources to help educate patients, residents, and care partners about TD—explaining what causes it, what it looks like, and how it's treated—while also supporting more productive conversations with care teams and reinforcing understanding after information is shared.

Brochure: Talk About TD®



Download this resource to help educate patients/residents and care partners on the causes of TD, what it looks like, and how it is treated.

Discussion Guide: Talk About TD®



Download this resource to help patients/residents and care partners prepare for discussions with their care teams about TD.

Testing TD Knowledge

Download this resource to share with patients/residents and care partners to help assess their understanding of TD after they have received information on the condition.

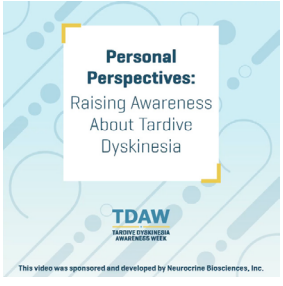
Patient Testimonials: Jeff's Story

Download this video to hear Jeff's story regarding his journey with TD. **Spanish subtitles are also available.**

Patient Testimonials: April's Story

Download this video to hear April's story regarding her journey with TD. **Spanish subtitles are also available.**

Patient Testimonials: Raising Awareness About TD



Download this video to hear Jeff and April discuss the impact TD has had on their lives and the importance of raising awareness. **Spanish subtitles are also available.**

YEAR-ROUND TD AWARENESS COMMUNICATION RESOURCES

Email: Year-Round TD Awareness

Click **here** to view an Outlook Template (OFT) that your organization can customize and share with internal and external distribution lists throughout the year.

DID YOU KNOW?

Tardive dyskinesia (TD)
is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs, and fingers or toes.[1-4]

Click here to download a TD Fact Sheet

TD is associated with use of antipsychotic medication
that may be necessary to treat individuals living with mental illnesses such as bipolar disorder, major depressive disorder, schizophrenia, and schizoaffective disorder.[3,5]

Click here to learn about risk factors for TD

There are at least **800,000** people in the United States living with TD

AND

approximately **60 percent** of them have not yet been diagnosed.[6]

Proactive recognition and treatment of TD can make a positive impact for many people who are already managing mental illness, including their loved ones or care partners.

To learn more, visit

MIND-TD.com

A compendium of educational resources for all clinical team members to facilitate identification of TD and its differentiation from other movement disorders.

Resources include **clinician-led podcasts**, **videos**, and **presentations** alongside **tools for use in clinical practice** and **real-world patient case videos**.

REFERENCES: 1. Task Force on Tardive Dyskinesia. Tardive dyskinesia: A Task Force Report of the American Psychiatric Association. Washington, DC: American Psychiatric Association; 1992. **2.** Cloud LJ, Zutshi D, Factor SA. Tardive dyskinesia: therapeutic options for an increasingly common disorder. *Neurotherapeutics*. 2014;11(1):166-176. doi:10.1007/s13311-013-0222-5 **3.** American Psychiatric Association. *Diagnostic and Statistical Manual of Mental Disorders*. 5th ed. American Psychiatric Association; 2023. **4.** Guy W. *ECDEU Assessment Manual for Psychopharmacology*. Rev. 1976. U.S. Dept. of Health, Education, and Welfare, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, National Institute of Mental Health, Psychopharmacology Research Branch, Division of Extramural Research Programs; 1976. **5.** Caroff SN, Hurford I, Lybrand J, Campbell EC. Movement disorders induced by antipsychotic drugs: implications of the CATIE schizophrenia trial. *Neurol Clin*. 2011;29(1):127-148. doi:10.1016/j.ncl.2010.10.002. **6.** Data on file. Neurocrine Biosciences, Inc.

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Social Media Copy: Year-Round TD Awareness

Below are suggested template posts for your preferred social channel that can be tailored as appropriate year-round outside of TD Awareness Week. The social copy seen below can be **downloaded** here. High-resolution social graphics sized for Facebook, X, Instagram, and LinkedIn can be found on **page 15**.

Awareness

- An estimated 800,000 adults in the U.S. live with tardive dyskinesia (TD) — an involuntary, drug-induced movement disorder—yet nearly 60% remain undiagnosed. Learn more about TD and find tips for talking to a healthcare provider at TalkAboutTD.com.
- Uncontrolled movements of the face, body, limbs, fingers and toes could be tardive dyskinesia (TD), an involuntary movement disorder associated with antipsychotic medication use that may be necessary to treat serious mental illnesses. Learn more about it at TalkAboutTD.com.

Impact

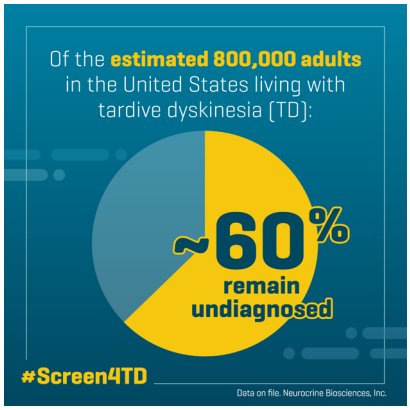
- The abnormal, involuntary and repetitive movements of tardive dyskinesia (TD) can affect one's ability to work, drive, walk or eat and drink. Hear from people living with TD at TalkAboutTD.com.
- The impact of tardive dyskinesia (TD) isn't limited to those who have it. Survey care partners shared their loved one's TD movements had "some" or "a lot" of impact on their ability to be productive, socialize and take care of themselves. Learn more at: https://bit.ly/4a23pre

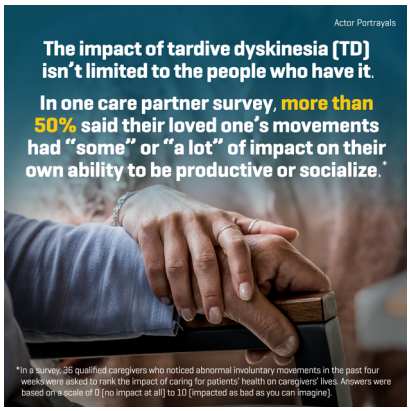
Seeking Help

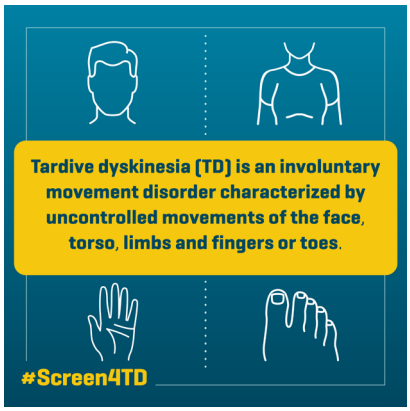
- People taking antipsychotic medication should be routinely monitored by their healthcare provider for drug-induced movement disorders, such as tardive dyskinesia (TD). Access helpful resources, including a doctor discussion guide, at TalkAboutTD.com. #Screen4TD
- If you're taking antipsychotic meds for your mental health, be sure to discuss your risk for tardive dyskinesia with your healthcare provider and report any signs of abnormal, involuntary or repetitive movements. Find a discussion guide at TalkAboutTD.com.

Social Media Graphics: Year-Round TD Awareness

Download these graphics to incorporate into your social media posts, cover images, or existing messaging to help spread awareness about TD year-round.







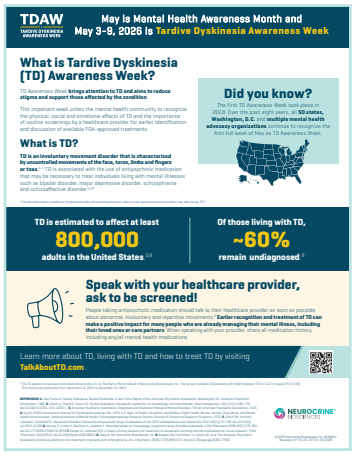
TD AWARENESS WEEK (TDAW)

CARE TEAM RESOURCES

TDAW Backgrounders

These resources provide foundational information on TD and TDAW, highlighting prevalence, impact, and the importance of recognition and screening.

TDAW Backgrounder: Care Team



Download this resource to provide care teams with information about the prevalence and impact of TD and the significance of TDAW.

State Level TDAW Backgrounder

Download this resource to educate care teams on state mental health prevalence rates and encourage recognition and support for those living with mental illness by raising awareness about TD. This backgrounder is available for each state and Washington, D.C.

TD AWARENESS WEEK (TDAW)

COMMUNICATION RESOURCES

Email: TDAW

Click **here** to view an Outlook Template (OFT) that your organization can customize and share with internal and external distribution lists during TDAW.

TDAW
TARDIVE DYSKINESIA AWARENESS WEEK

May 3-9, 2026 marks the 9th annual Tardive Dyskinesia (TD) Awareness Week, a week dedicated to elevating discussions on TD to reduce stigma and empower those impacted by the condition.

Tardive dyskinesia (TD)
is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs, and fingers or toes.[1-4]

Click here to download a TD Fact Sheet

TD is associated with use of antipsychotic medication
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Resources include **clinician-led podcasts**, **videos**, and **presentations** alongside **tools for use in clinical practice** and **real-world patient case videos**.

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Social Media Copy: TDAW

Throughout the week, we'll be publishing content on the Neurocrine Biosciences social media channels: Facebook, X and LinkedIn. The suggested social media posts below are provided for use across your organization's channels. Please tag us and use **#TDAwarenessWeek** and **#Screen4TD** in your posts. The social copy can be downloaded **here**. High-resolution social graphics can be found on **page 21**.

Awareness

- This #TDAwarenessWeek, we're helping start the conversation about tardive dyskinesia (TD), an involuntary movement disorder characterized by uncontrolled movements of the face, torso, limbs, fingers and toes. Learn more at TalkAboutTD.com.
- #TDAwarenessWeek, recognized the first full week of May during Mental Health Awareness Month, brings attention to any physical, social and emotional impacts of tardive dyskinesia (TD). Access helpful resources, including a doctor discussion guide, at TalkAboutTD.com.
- Tardive dyskinesia (TD) is a chronic condition that is unlikely to improve without treatment and affects an estimated 800,000 adults in the U.S. Approximately 60% remain undiagnosed. To learn more about TD and its impact, visit TalkAboutTD.com. #TDAwarenessWeek

Impact

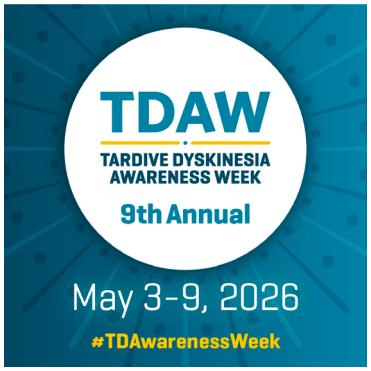
- Living with tardive dyskinesia (TD) — and caring for someone with the condition — can feel isolating. This #TDAwarenessWeek, let's listen, share and build understanding of TD's impact. Hear from people living with TD and find helpful resources at TalkAboutTD.com.
- This #TDAwarenessWeek, the mental health community unites to spotlight the physical, social and emotional impact of tardive dyskinesia (TD) — and the need for early intervention and treatment. Learn more: TalkAboutTD.com
- Tardive dyskinesia (TD) can impact daily life — even for those with mild TD movements. In a survey of 150 adults diagnosed with TD, 86% agreed that their movements made them feel judged or stared at. This #TDAwarenessWeek, visit TalkAboutTD.com for helpful resources.
- The impact of tardive dyskinesia (TD) isn't limited to those who have it. Surveyed care partners shared their loved one's TD movements had "some" or "a lot" of impact on their ability to be productive, socialize and take care of themselves. Learn more at: http://bit.ly/4a23pre

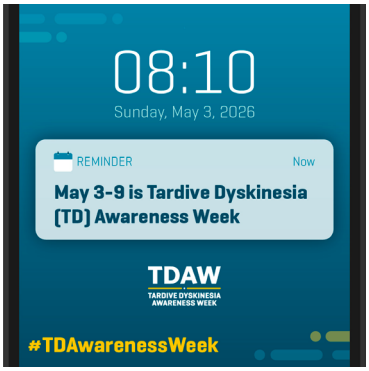
Screening

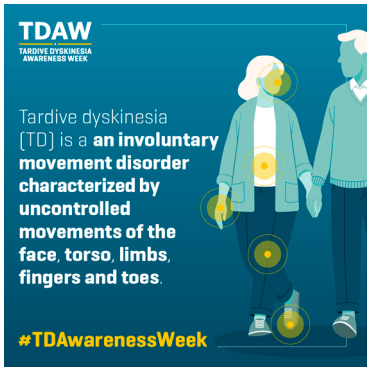
- Abnormal, involuntary and repetitive movements could be signs of tardive dyskinesia (TD), a drug-induced movement disorder. Speak up and seek the help you deserve. Access helpful resources at TalkAboutTD.com. #TDAwarenessWeek
- If you're taking antipsychotic medication and notice abnormal, involuntary or repetitive movements, talk to your healthcare provider about your medications and treatment history. It could be tardive dyskinesia (TD), a drug-induced movement disorder. Visit TalkAboutTD.com.
- People taking antipsychotic medication should be routinely monitored by a healthcare provider for drug-induced movement disorders such as tardive dyskinesia (TD). Find tips for starting the conversation at TalkAboutTD.com. #TDAwarenessWeek #Screen4TD
- Routine screening for tardive dyskinesia (TD) matters, as earlier recognition and treatment of TD can help people who are already managing their mental illness. Get tips to start the conversation with your healthcare provider: TalkAboutTD.com. #TDAwarenessWeek #Screen4TD

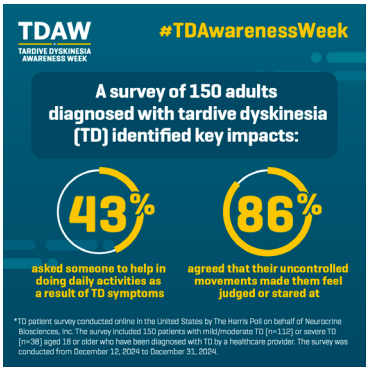
Social Media Graphics: TDAW

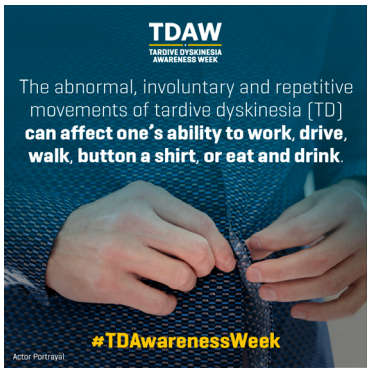
Download these graphics to incorporate into your social media posts, cover images, or existing messaging to help spread awareness during TDAW.

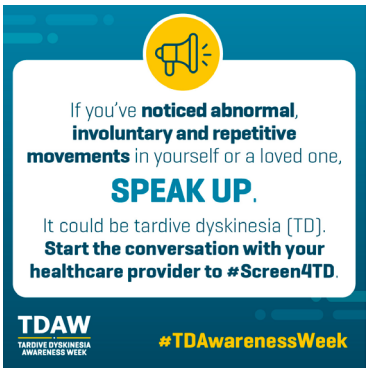


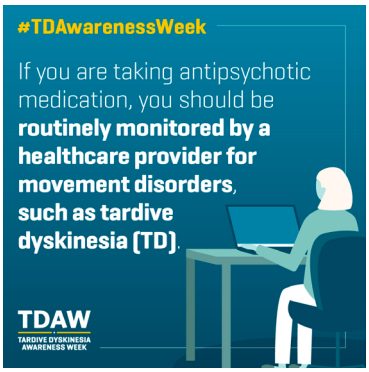


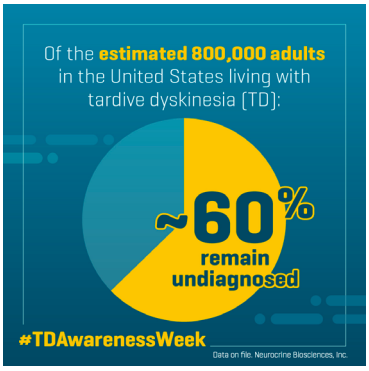


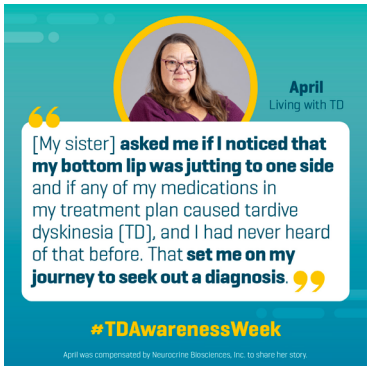






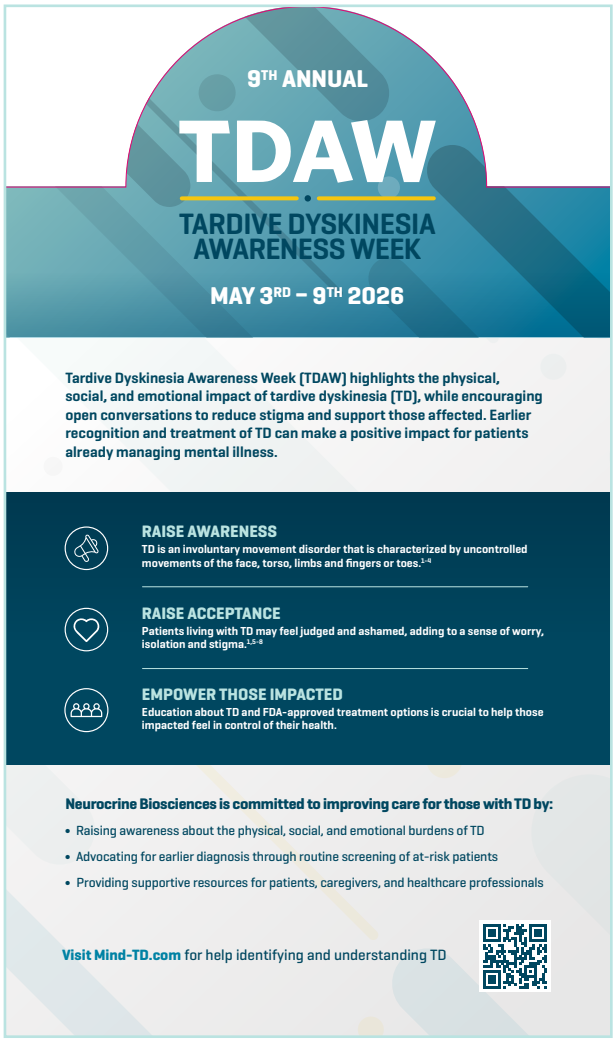




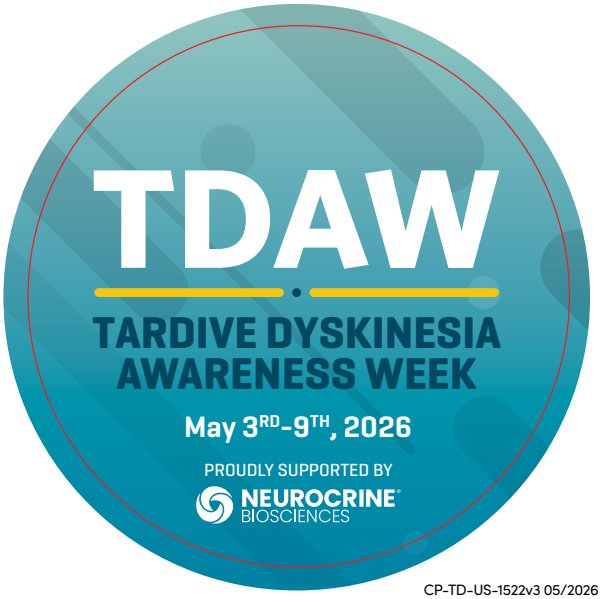


Handouts: TDAW

This TDAW sticker and tent card can be placed in waiting and communal areas, as well as appointment rooms, to raise awareness during TDAW. Contact your Neurocrine Corporate Account Manager to request copies of these materials.



Tent Card



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Sticker

OTHER AWARENESS AND APPRECIATION WEEKS

COMMUNICATION RESOURCES

Email: Mental Health Awareness Month

Click **here** to view an Outlook Template (OFT) that your organization can customize and share with internal and external distribution lists during **Mental Health Awareness Month**.

MENTAL HEALTH AWARENESS MONTH

MAY 2026

May marks **Mental Health Awareness Month**, a pivotal time to highlight the challenges faced by millions of Americans living with mental health conditions.

Since 1949, Mental Health Awareness Month has played a crucial role in fostering understanding, promoting support, and reducing the stigma surrounding mental health.

1 in **5**
U.S. adults experience mental illness each year[1]

1 in **20**
U.S. adults experience a serious mental illness (SMI) each year[1]

SMIs are a group of debilitating conditions that include schizophrenia, acute mania, bipolar disorder, major depressive disorder, delusional disorder, severe agitation, borderline personality disorder, Tourette syndrome, dementia, and substance-induced psychotic disorder.[2]

Antipsychotic medication (AP) is the main treatment option for managing SMIs, both in the acute phase of illness and for longer-term management.[3] APs are effective in controlling SMI symptoms, but their prolonged use can lead to a movement disorder called **tardive dyskinesia** (TD).[3]

There are at least 800,000 people in the United States living with TD

AND

approximately 60 percent of them have not yet been diagnosed.[4]

As we observe **Mental Health Awareness Month**, it is important to include TD in conversations because of the physical, social, and emotional consequences this disorder can have on people already living with mental health issues.[5]

Click here to download a TD Fact Sheet

REFERENCES: 1. Mental health by the numbers. National Alliance on Mental Illness. Updated April 2023. Accessed February 16, 2026. https://www.nami.org/about-mental-illness/mental-health-by-the-numbers/ **2.** Chokhawala K, Stevens L. Antipsychotic Medications. In: StatPearls. Treasure Island (FL): StatPearls Publishing; February 26, 2023. **3.** Howe J, Lindsey L. The role of pharmacists in supporting service users to optimise antipsychotic medication. *Int J Clin Pharm*. 2023;45(5):1293-1298. doi: 10.1007/s11096-023-01630-9 **4.** Data on file. Neurocrine Biosciences, Inc. **5.** Ascher-Svanum H, et al. Tardive dyskinesia and the 3-year course of schizophrenia: Results from a large, prospective, naturalistic study. *J Clin Psych*. 2008;69(10):1580-1588. doi:10.4088/jcp.v69n1008

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Social Media Copy and Graphics: Mental Health Awareness Month

Below are suggested template posts for your preferred social channel that can be tailored as appropriate and used during **Mental Health Awareness Month**. High-resolution social graphics sized for Facebook, X, Instagram, and LinkedIn are also provided. The social copy and graphics can be downloaded **here**.

Social Media Copy:

- May is Mental Health Awareness Month. 1 in 5 U.S. adults experience mental illness each year, but only half get the treatment they need. Let's reduce the stigma and encourage everyone to seek help. #MentalHealthAwareness #EndTheStigma
- May is Mental Health Awareness Month. Let's include tardive dyskinesia (TD) in the conversation. TD, an involuntary movement disorder linked to antipsychotic meds, affects 800,000 people in the U.S. and many remain undiagnosed. Early detection is key! Learn more at **MIND-TD.com**. #MentalHealthAwareness #Screen4TD
- Mental Health Awareness Month: Tardive Dyskinesia (TD) impacts people with mental health conditions caused by long-term meds. Early screenings for TD may improve care & outcomes. Let's raise awareness! More info: **MIND-TD.com** #MentalHealthAwareness #Screen4TD
- During Mental Health Awareness Month, let's talk about Tardive Dyskinesia (TD)—an involuntary movement disorder caused by long-term antipsychotic meds. Early detection through routine screenings may improve outcomes for those affected. Learn more at **MIND-TD.com**. #MentalHealthAwareness #Screen4TD

Social Media Graphics:

Social Media Copy and Graphics: Other Awareness and Appreciation Weeks

Below are suggested template posts for your preferred social channel that can be tailored as appropriate and used during **Mental Illness Awareness Week** (October 4-10, 2026) or specific **Care Team Appreciation Weeks** throughout the year. High-resolution social graphics sized for Facebook, X, Instagram, and LinkedIn are also provided. The social copy and graphics can be downloaded **here**.

Mental Illness Awareness Week (October 4-10)
This Mental Illness Awareness Week, let's include tardive dyskinesia (TD) in the conversation. TD, an involuntary movement disorder linked to antipsychotic meds, affects 800,000 people in the U.S., many undiagnosed. Early detection is key! Learn more at **MIND-TD.com**. #MentalIllnessAwarenessWeek #Screen4TD

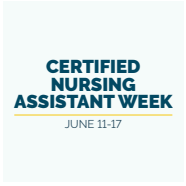
Care Team Appreciation Weeks

May '26

Nurses Week (May 6-12)
This #NursesWeek, let's recognize the critical role nurses play in the screening and identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, nurses, for your dedication and commitment to patient well-being! #ThankYouNurses #Screen4TD

Skilled Nursing Week (May 10-16)
This #NSNCW, let's recognize the critical role skilled nurses play in the screening and identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, skilled nurses, for your dedication and commitment to patient well-being! #ThankYouSkilledNurses #Screen4TD

June '26



Certified Nursing Assistant Week (June 11-17)
This #CNAWeek, let's recognize the critical role certified nursing assistants play in the early screening and identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, CNAs, for your dedication and commitment to patient well-being! #ThankYouCNAs #Screen4TD

Social Media Copy and Graphics: Other Awareness and Appreciation Weeks

Care Team Appreciation Weeks (cont.)

September '26

Advanced Practice Provider Week (September 21-25)
This #APPWeek, let's recognize the critical role advanced practice providers play in diagnosing, screening, and managing Tardive Dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, APPs, for your dedication to care! #ThankYouAPPs #Screen4TD

October '26

Physician Assistant Week (October 6-12)
This #PAWeek let's recognize the critical role physician assistants play in diagnosing, screening, and managing Tardive Dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, PAs, for your dedication to care! #ThankYouPAs #Screen4TD

Occupational Therapy Week (October 19-25)
This #OTWeek, let's recognize the role occupational therapists play in the early identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, OTs, for your dedication and commitment to patient well-being! #ThankYouOTs #Screen4TD

Pharmacist Week (October 19-25)
This #PharmacyWeek, let's recognize the role pharmacists play in the early identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, pharmacists, for your dedication and commitment to patient well-being! #ThankYouPharmacists #Screen4TD

Medical Assistant Week (October 19-23)
This #MAWeek, let's recognize the critical role medical assistants play in the early screening and identification of tardive dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, MAs, for your dedication and commitment to patient well-being! #ThankYouMAs #Screen4TD

November '26

Nurse Practitioner Week (November 8-14)
This #NPWeek, let's recognize the critical role nurse practitioners play in diagnosing, screening, and managing Tardive Dyskinesia (TD). Affecting 800,000 people in the U.S., TD often goes undiagnosed—but early detection makes all the difference. Thank you, NPs, for your dedication and commitment to patient well-being! #ThankYouNPs #Screen4TD

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