

**Tardive  
Dyskinesia  
Awareness**

# Toolkit

 MAY 4-10, 2025



## **Materials for** PATIENT ADVOCACY ORGANIZATIONS

Provided by:



# Introduction

Tardive dyskinesia (TD) is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs and fingers or toes.<sup>1-4</sup> The condition 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.<sup>3,5\*</sup> **TD is estimated to affect at least 800,000 adults in the United States.<sup>2,6</sup> Of those living with TD, approximately 60% remain undiagnosed.<sup>6</sup>**

Neurocrine Biosciences, Inc. is dedicated to providing education and eliminating stigma associated with TD during TD Awareness Week (May 4–10, 2025) and throughout the year. As part of this awareness week, we are committed to increasing routine screenings to improve earlier recognition and diagnosis of TD.

**We invite your organization to join us in conducting educational efforts in recognition of TD Awareness Week and throughout the year. To support you, we are providing this toolkit of resources and templates,** which you can use to help individuals understand TD, recognize its symptoms and have a conversation with a healthcare provider about routine screening and ways to manage TD, including treatment options. Some resources have also been translated to Spanish.

Mental health continues to be a significant challenge in the U.S., and it is important to include TD in the conversation because of the physical, social and emotional impacts this disorder can have on people trying to maintain mental health stability with antipsychotic medication.<sup>7</sup> Earlier recognition and treatment of TD can make a positive impact for many people living with a mental illness, including in the lives of their loved ones and care partners.

More information about TD is available at [Neurocrine.com/TD-awareness](https://www.neurocrine.com/TD-awareness), and resources can be accessed at [TalkAboutTD.com](https://www.talkabouttd.com).

Please [contact us](#) for support or suggestions on how to implement your own efforts in supporting those with TD throughout the year. Thank you for your help in raising awareness about TD.

\*Certain prescription medicines (metoclopramide and prochlorperazine) used to treat gastrointestinal disorders may also cause TD.<sup>8,9</sup>

## REFERENCES

1. Task Force on Tardive Dyskinesia. Tardive Dyskinesia: A Task Force Report of the American Psychiatric Association. Washington, DC: American Psychiatric Association; 1992.
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9. Sanger GJ, Andrews PLR. A history of drug discovery for treatment of nausea and vomiting and the implications for future research. *Front Pharmacol*. 2018;9:913. doi:10.3389/fphar.2018.00913

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# TD Awareness Week

**TDAW**  
TARDIVE DYSKINESIA  
AWARENESS WEEK



## About TD Awareness Week

May 4-10, 2025, marks the 8th annual TD Awareness Week, a week dedicated to elevating discussion on TD to reduce stigma and empower the at least 800,000 adults in the U.S. impacted by the condition.<sup>1,2</sup> May is also Mental Health Awareness Month, and as we work to increase awareness and support for those impacted by mental health conditions, it's important to remember that those living with a mental health condition who have taken necessary antipsychotic medication may develop or may already have TD.<sup>3,4</sup>

Participants can help educate people across the U.S. on the physical, social and emotional effects of TD, as well as the significance of consulting a healthcare provider regarding the presence and impact of abnormal, involuntary and repetitive movements and available Food and Drug Administration-approved treatment options.<sup>5</sup> As the reach for TD Awareness Week continues to grow each year, you'll be joining other advocates from across the country who are bringing awareness to TD.

There are several ways to get the word out about TD during TD Awareness Week. For example, you can create a [blog post](#) from the template in this toolkit, [host a webinar](#), [post on social media](#) using [these graphics](#) and so much more! We've included [examples of previous TD Awareness activities](#) hosted by advocates on [page 19](#). We encourage you to use this guide to implement your own efforts in supporting TD Awareness Week.

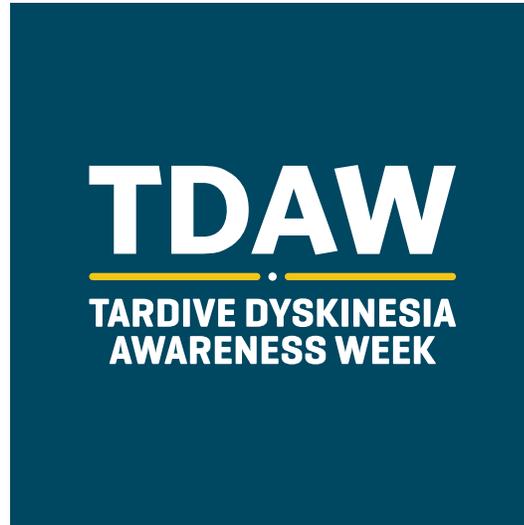
While Neurocrine Biosciences focuses on ongoing efforts to educate about TD, we recognize the first full week in May as another opportunity to inspire others to eliminate stigma associated with TD and elevate the importance of routine screening for TD to improve earlier diagnosis. Follow and join the conversation online by sharing [#TDAwarenessWeek](#) and [#Screen4TD](#). Thank you for your participation in efforts to raise awareness of Mental Health Awareness Month and TD Awareness Week.

### REFERENCES

1. Data on file. Neurocrine Biosciences, Inc.
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3. American Psychiatric Association. *Diagnostic and Statistical Manual of Mental Disorders*. 5th ed. American Psychiatric Association; 2023.
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## TD Awareness Week Logo

**Download** the official TD Awareness Week logo below for use in any of your TD Awareness Week materials. The logo is available in both light and dark versions.



# TD Awareness Week Social Media



## TD Awareness Week Template Social Media Posts

Throughout the week, we'll be publishing content on the Neurocrine Biosciences social media channels: X, Facebook and LinkedIn, which are linked below. Please tag us and use **#TDAwarenessWeek** and **#Screen4TD** in your posts. The social copy below can be **[downloaded here](#)**. High-resolution social graphics can be found on **page 11**.



Facebook



X



LinkedIn

- The first full week of #MentalHealthAwarenessMonth is #TDAwarenessWeek. Tardive dyskinesia (TD) is an involuntary movement disorder associated with the use of antipsychotics. Early recognition and treatment can make a positive impact. Learn more: [TalkAboutTD.com](http://TalkAboutTD.com) #Screen4TD
- This #TDAwarenessWeek, groups across the U.S. unite for the 8th year to raise awareness about tardive dyskinesia (TD), a disorder characterized by involuntary movements of the face, torso, limbs and fingers or toes. Learn about TD's impact at [TalkAboutTD.com](http://TalkAboutTD.com).
- Join us to support #TDAwarenessWeek, focused on increasing screenings for tardive dyskinesia (TD), an involuntary movement disorder affecting ~800,000 adults in the U.S. Together, we can help those living with TD better manage the condition. Find resources at [TalkAboutTD.com](http://TalkAboutTD.com).
- Tardive dyskinesia (TD) is characterized by abnormal, involuntary and repetitive movements that can affect a person's physical, social and emotional well-being. This #TDAwarenessWeek, commit to learning more about TD to reduce the stigma at [TalkAboutTD.com](http://TalkAboutTD.com).
- The involuntary movement disorder, tardive dyskinesia (TD), can present differently from person to person. Talk with a healthcare provider about routine screenings to identify drug-induced movement disorders and learn TD symptoms at [TalkAboutTD.com](http://TalkAboutTD.com). #TDAwarenessWeek #Screen4TD
- Routine screenings can improve earlier recognition of drug-induced movement disorders, such as tardive dyskinesia (TD). While ~800,000 adults in the U.S. live with TD, ~60% remain undiagnosed. Visit [TalkAboutTD.com](http://TalkAboutTD.com) for tips on talking about TD screening. #TDAwarenessWeek #Screen4TD
- Tardive dyskinesia (TD) is associated with the use of antipsychotic medication or some prescription medicines for gastrointestinal disorders. Routine screening for drug-induced movement disorders like TD can help improve recognition. [TalkAboutTD.com](http://TalkAboutTD.com) #TDAwarenessWeek #Screen4TD

## TD Awareness Week Template Social Media Posts (cont'd)

- When taking antipsychotic medication, routine screenings for drug-induced movement disorders (DIMDs), such as tardive dyskinesia (TD), are key for early detection and management. For tips to discuss routine screenings, visit [TalkAboutTD.com](http://TalkAboutTD.com). #TDAwarenessWeek #Screen4TD
- What happens after a tardive dyskinesia (TD) diagnosis? Fortunately, there are options to manage TD, an involuntary movement disorder, with FDA-approved treatments. This #TDAwarenessWeek, access resources for you or a loved one: [bit.ly/48pzRSr](http://bit.ly/48pzRSr).
- Have you or a loved one been diagnosed with tardive dyskinesia (TD)? People living with TD may feel judged, ashamed, isolated and/or stigmatized, so it's important to have a support network in place. Resources are available at [bit.ly/48pzRSr](http://bit.ly/48pzRSr). #TDAwarenessWeek
- This #TDAwarenessWeek, we encourage a proactive dialogue between patients and their healthcare providers about the risk of involuntary movement disorders, such as tardive dyskinesia (TD), when taking antipsychotic medications. Learn more here: [TalkAboutTD.com](http://TalkAboutTD.com) #Screen4TD
- Do you know someone experiencing involuntary movements after the use of antipsychotic medication? It might be tardive dyskinesia (TD). This #TDAwarenessWeek, learn the symptoms and importance of routine screenings for TD. Visit [TalkAboutTD.com](http://TalkAboutTD.com) for more info. #Screen4TD

# TD Awareness Week Template Social Media Graphics

We encourage you to [download these graphics](#) to incorporate into your social media posts to help spread awareness during TD Awareness Week.

The grid contains 24 social media graphics for TD Awareness Week, organized as follows:

- Row 1:**
  - Graphic 1: "BREAK THE STIGMA" featuring a woman's portrait and "TDAW TARDIVE DYSKINESIA AWARENESS WEEK" logo.
  - Graphic 2: "JOIN THE CONVERSATION" with a megaphone icon, "Know the signs. Reduce the stigma.", and "Tardive Dyskinesia Awareness Week - May 4-10, 2025".
  - Graphic 3: "~800,000 people in the United States are living with tardive dyskinesia." with a map of the US.
  - Graphic 4: "MAY 4-10, 2025" with text: "Since its inception in 2018, all 50 states, Washington, D.C., and multiple mental health advocacy organizations have recognized Tardive Dyskinesia Awareness Week."
- Row 2:**
  - Graphic 5: "Tardive dyskinesia (TD) is an involuntary movement disorder characterized by uncontrollable movements of the face, torso, limbs and fingers or toes." with a human figure icon.
  - Graphic 6: "The many impacts of living with tardive dyskinesia" with icons for PHYSICAL, SOCIAL, and EMOTIONAL impacts.
  - Graphic 7: "JOIN THE CONVERSATION KNOW THE SIGNS REDUCE THE STIGMA" with a megaphone icon.
  - Graphic 8: "MESSAGES" series: "Wake up, it's Tardive Dyskinesia (TD) Awareness Week!", "Did you know routine screenings for involuntary movements in people taking antipsychotic medications are recommended for earlier diagnosis of TD?", "Let's talk to your doctor at your next appointment."
- Row 3:**
  - Graphic 9: "Those living with tardive dyskinesia (TD) may feel judged and ashamed, creating a sense of worry, isolation and stigma." with a woman's portrait.
  - Graphic 10: "~60% of people living in the United States with tardive dyskinesia (TD) remain undiagnosed." with a clipboard icon.
  - Graphic 11: "Receiving my tardive dyskinesia (TD) diagnosis validated what I was experiencing, but ... it was also a moment of sadness. I still did not know to what extent TD was going to impact my life." with a woman's portrait.
  - Graphic 12: "It's important for providers to know not just to address the symptoms of tardive dyskinesia, but also the social aspect of what they're going to be dealing with in the community ... rejection, stigma and stares by strangers who really don't know the person." with a man's portrait.
- Row 4:**
  - Graphic 13: "MAY 2025" calendar with the week of May 4-10 circled and a note: "The first full week of May is Tardive Dyskinesia (TD) Awareness Week".
  - Graphic 14: "08:10 Sunday, May 4, 2025" with a "REMEMINDER" icon for "Tardive Dyskinesia (TD) Awareness Week".
  - Graphic 15: "8th ANNUAL TDAW TARDIVE DYSKINESIA AWARENESS WEEK May 4-10, 2025".
  - Graphic 16: "Access helpful patient and care partner resources for people living with tardive dyskinesia (TD)." with a "TALK ABOUT TD" button and "TalkAboutTD.com".
- Row 5:**
  - Graphic 17: "Everybody's talking about Tardive Dyskinesia (TD) Awareness Week! Check #TDAwarenesWeek to follow along" with a speech bubble icon.
  - Graphic 18: "TDAW TARDIVE DYSKINESIA AWARENESS WEEK #TDAwarenesWeek".
  - Graphic 19: "TDAW TARDIVE DYSKINESIA AWARENESS WEEK #TDAwarenesWeek".
  - Graphic 20: "Factors that may cause disparities in tardive dyskinesia (TD) care:" with a list: "Lack of diversity or cultural understanding", "Stigma of mental illness among minority groups", "Lack of insurance or underinsured", "Distrust in the healthcare system".

TD Awareness Week Social Media

# TD Awareness Week Template Social Media Graphics (cont'd)

Black or African American people have about **2x** the risk of developing **tardive dyskinesia (TD)**

Actor Portrayals



Frai K. Parkinsonism Relat Disord. 2019;58:151-154.

**#TDAwarenessWeek**

**Taking Antipsychotic Medication?**

Actor Portrayals



Talk to your healthcare provider about **routine screenings for drug-induced movement disorders**, such as tardive dyskinesia (TD).

**#TDAwarenessWeek**



Experiencing uncontrollable body movements? **It could be tardive dyskinesia (TD)**

Access the **Doctor Discussion Guide** to help navigate a conversation with your healthcare provider about the potential presence of TD.

[TalkAboutTD.com](http://TalkAboutTD.com)

Cloud LJ et al. Neurotherapeutics. 2014;11(1):109-116.

**#TDAwarenessWeek**

**TD Awareness  
Week Social  
Media**

# TD Awareness Week Resources



# TD Awareness Week Infographic

**Download** the infographic below for information about the prevalence and impact of TD and the significance of TD Awareness Week. You may share it via email, fax, website or print. **Available in English and Spanish.**



May is Mental Health Awareness Month and  
May 4-10, 2025 is **Tardive Dyskinesia Awareness Week**

**Tardive dyskinesia (TD)** is an involuntary movement disorder associated with the 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.<sup>1,2†</sup>

TD is characterized by uncontrollable movements of the face, torso, limbs and fingers or toes.<sup>3-5</sup>

\*Certain prescription medicines (metoclopramide and prochlorperazine) used to treat gastrointestinal disorders may also cause TD.<sup>6,7</sup>

**TD is estimated to affect at least 800,000 adults in the United States.<sup>3,8</sup>**

**Of those living with TD, approximately 60% remain undiagnosed.<sup>8</sup>**

**It is important that people who have taken antipsychotic medication be monitored by a healthcare provider for drug-induced movement disorders, such as TD.<sup>4,9</sup>**

**The abnormal, involuntary and repetitive movements of TD can negatively impact people physically, socially and emotionally.<sup>10</sup>**

According to a survey, people with a confirmed TD diagnosis (n = 75) reported that the condition extremely negatively affected them in areas such as the following<sup>††</sup>:



**57%**  
Social life<sup>†</sup>



**51%**  
Mental health<sup>†</sup>



**45%**  
Ability to perform their job<sup>†</sup>

HOLD FOR FINAL

**Earlier recognition and treatment of TD can make a positive impact for many people living with a mental illness, including in the lives of their loved ones and care partners. U.S. Food and Drug Administration-approved treatment options are available for TD.**



**Make an Impact!**

Since its inception in 2018 and over the past seven years, all **50 states, Washington, D.C., and multiple mental health advocacy organizations** continue to recognize the first full week of May as TD Awareness Week.

Learn more about TD, living with TD and how to treat TD by visiting [TalkAboutTD.com](https://TalkAboutTD.com).



†Results based on a survey of 175 people with a confirmed TD diagnosis (n = 75) or with suspected TD (n = 100) who were asked to rate the effects of the condition on various aspects of life. Results shown include the number of responses among people with a confirmed TD diagnosis (n = 75) who gave a 6 or 7 on the scale to indicate that the aspect of life is "extremely negatively affected" by TD.

††Base: TD Patients ATO 2024. Responses based on survey question: "Since first experiencing [CONDITION], how have the following areas of your life been affected, if at all?" Please use a scale of 1 to 7 when 1 means "Not at all affected" and 7 means "Extremely negatively affected."

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**TD Awareness Week Resources**

# Template Blog Post/Email

Below is a templated blog post for your website or suggested copy for email newsletters, which your advocacy organization can tailor to post on your website and/or share as an email to internal and external distribution lists. Placeholders are included throughout to tailor content accordingly. **We recommend sharing this content the morning of Monday, May 5, to kick off TD Awareness Week.** [Download text here.](#)

**Please refer to page 38 for state-specific prevalence data of U.S. adults with any mental illness.**

## **[IF SENDING AS AN EMAIL, INSERT SUGGESTED SUBJECT LINE]**

May 4-10, 2025, Is Tardive Dyskinesia [TD] Awareness Week — Learn More

## **[IF SENDING AS AN EMAIL, INSERT THE FOLLOWING]**

Dear All,

## **[IF POSTING ONLINE, INSERT SUGGESTED TITLE]**

May 4-10, 2025, Is Tardive Dyskinesia [TD] Awareness Week

We are proud to recognize May 4-10, 2025, as Tardive Dyskinesia [TD] Awareness Week to reduce stigma and empower those impacted by the condition.

TD is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs and fingers or toes.<sup>1-4</sup> The condition 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.<sup>3,5\*</sup>

TD is estimated to affect at least 800,000 adults in the United States.<sup>2,6</sup> Of those living with TD, approximately 60% remain undiagnosed.<sup>6</sup>

By declaring the first full week of May as TD Awareness Week, **[Insert State/states around the country are]** helping to:

- Provide education and decrease stigma surrounding TD.
- Advocate for the need for routine screenings to help improve earlier recognition and diagnosis of TD.
- Empower the mental health community to discuss the impact of TD.
- Raise awareness of the availability of U.S. Food and Drug Administration-approved treatments for TD.

May is also Mental Health Awareness Month, an important time to acknowledge the one in five U.S. adults living with a mental illness.<sup>7</sup>

## **[FOR LOCAL ADVOCACY CHAPTERS — PULL FROM STATE STATS ON PAGES 38-39]**

Approximately **[XXX,XXX]** adults in **[Insert State]** are living with a mental illness, and many people living with a mental illness may also have TD.<sup>8</sup>

## **[FOR ALL]**

The abnormal, involuntary and repetitive movements of TD can negatively impact people physically, socially and emotionally.<sup>9</sup> TD can affect one's ability to work, drive, walk, button a shirt or eat and drink.<sup>6</sup> In a recent survey, 57% of diagnosed TD patients reported their social life was extremely negatively affected, 51% reported that their mental health had been extremely negatively affected and 45% stated that TD extremely negatively affected their ability to perform their job.<sup>1,†§</sup> People living with TD may also feel judged and ashamed, adding to a sense of worry, isolation and stigma.<sup>1,9-12</sup>

## **[FOR LOCAL ADVOCACY CHAPTERS]**

Thank you for your commitment to elevating the discussion on TD to reduce stigma and empower those impacted by the condition. We encourage everyone across **[Insert State]** to acknowledge the first full

# Template Blog Post/Email (cont'd)

week of May as TD Awareness Week. To learn more about mental illness and TD, visit [TalkAboutTD.com](https://www.talkabouttd.com).

## [FOR NATIONAL ADVOCACY GROUPS]

**[Insert Advocacy Group]** commends the declaration of TD Awareness Week by states across the country and applauds their efforts to reduce stigma and empower those impacted by TD. To learn more about TD, living with TD and how to treat TD, visit [TalkAboutTD.com](https://www.talkabouttd.com).

## [IF SENDING AS AN EMAIL, INSERT SIGNATURE]

Sincerely,

**[NAME]**

**[TITLE]**

\*Certain prescription medicines (metoclopramide and prochlorperazine) used to treat gastrointestinal disorders may also cause TD.<sup>13,14</sup>

<sup>†</sup>Tardive Dyskinesia Patient ATU 2024 Wave 2. Target patients (diagnosed TD or suspected TD), n = 175.

<sup>‡</sup>Results based on a survey of 175 people with a confirmed TD diagnosis (n = 75) or with suspected TD (n = 100) who were asked to rate the effects of the condition on various aspects of life. Results shown include the number of responses among people with a confirmed TD diagnosis (n = 75) who rated a 6 or 7 on the scale to indicate that the aspect of life is “extremely negatively affected” by TD.

<sup>§</sup>Responses based on survey question: “Since first experiencing [CONDITION], how have the following areas of your life been affected, if at all?” Please select your rating using a scale of 1 to 7 when 1 means “not at all affected” and 7 means “extremely negatively affected.” Results shown include the number of responses greater than or equal to 6 on the scale.

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# Organizing a Landmark Lighting

**1. Decide on Your Landmark(s):** As soon as possible, determine which buildings or landmarks in your community or region you want to contact to illuminate in honor of TD Awareness Week.

These could include notable buildings, statues, bridges, town halls or natural landmarks [e.g., waterfalls, mountain peaks].

**2. Conduct Outreach:** We recommend reaching out to the manager of the building/landmark by phone, email or website contact form two to three months in advance to see if they light these monuments to show awareness — the sooner the better! You can find contact information on the building/landmark website (if it has one) or if you can't reach out by website, email or phone, you can visit the landmark and ask for the manager in person.

**3. Coordinate Logistics:** If a building or landmark can participate, confirm time frame for lighting it blue, which is the color for TD Awareness Week. We recommend having the building light up on May 5, if possible, or for the entire week if they are flexible.

**4. Let Us Know:** Once you secure a landmark or building, please [email us](#), so we can follow which buildings are going blue!

**5. Reach Out to Media:** Reach out to your local media and government officials to provide an overview of the building or landmark that will be lit up blue.

**6. Take Photos:** On the night(s) of the lighting, it's always wonderful if you are able to attend the lighting and capture photos. Don't forget to share your photos on social media using #TDAwarenessWeek!

## TD Awareness Week 2024 Landmark Lighting Examples



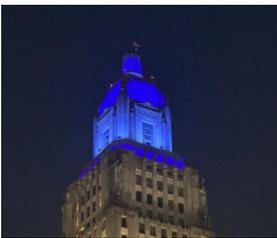
*New York State Capitol*



*Triangle Park in Lexington, KY*



*Western Massachusetts Landmark*



*Louisiana State Capitol Dome*



*Maryland Government House*



*Minnesota M5 Bridge*

## Local/Regional Media Relations

Below is a template outreach note that your advocacy organization can tailor to alert the media about your planned TD Awareness Week events. [Download text here.](#)

**Subject Line:** [INSERT ADVOCACY ORGANIZATION] Raises Awareness of Tardive Dyskinesia Awareness Week [May 4- 10] with [INSERT ACTIVITY, e.g., building lighting, webinar, etc.]

Dear [Reporter Name],

Did you know one in five U.S. adults live with a mental illness? Tardive dyskinesia (TD) is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs and fingers or toes. TD is associated with the 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.

TD is estimated to affect at least 800,000 adults in the U.S. Of those living with TD, approximately 60% remain undiagnosed. That's why, in recognition of TD Awareness Week, [INSERT ADVOCACY ORGANIZATION NAME] is [INSERT ACTIVITY] to raise awareness about the physical, social and emotional effects of TD, as well as the significance of consulting a healthcare provider regarding the impact of abnormal, involuntary and repetitive movements and available treatment options.

**[INSERT ADDITIONAL DETAILS ABOUT EVENT AS NECESSARY]**

Now in its 8th year, TD Awareness Week [May 4-10, 2025] encourages stakeholders and representatives to advance education, care and support for TD. May is also Mental Health Awareness Month, and as efforts are underway to increase awareness and support for those impacted by mental health conditions, it's important to remember those living with a mental health condition who have taken necessary antipsychotic medication may develop or may already have TD.

If you'd like to learn more [or attend INSERT ACTIVITY], please let me know.

I look forward to your thoughts.

Best,

[Insert name, title of organization]

[Insert email/phone]

# Examples and Best Practices: TD Awareness Week Activities

This TD Awareness Week, we encourage you to host activities to help spread awareness and education regarding TD and the negative physical, social and emotional impact that uncontrollable body movements can have on people’s lives.

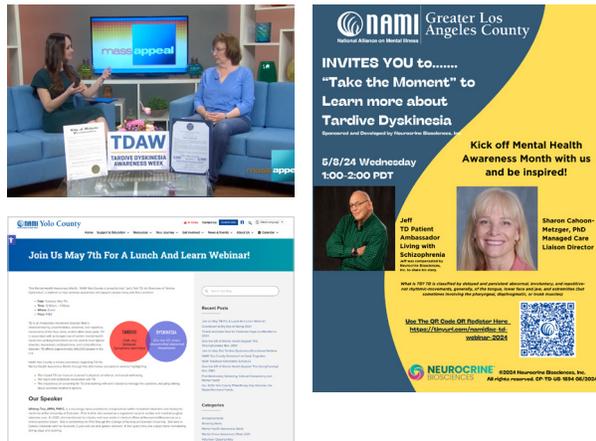
In 2024, advocates across the country hosted online activities, including launching dedicated TD web pages, e-newsletters, social media posts, webinars, in-person events and more. See below for just a handful of past activities hosted by local advocacy organizations.

Please share any updates or photos of your activities on social media using **#TDAwarenessWeek** — we’d love to hear how they go! Feel free to **reach out to us** with any questions!

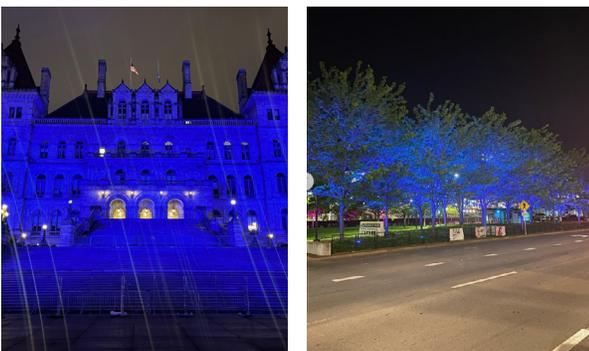
**Advocates shared TD Awareness Week materials at various events, including resource fairs, walks and legislative meetings.**



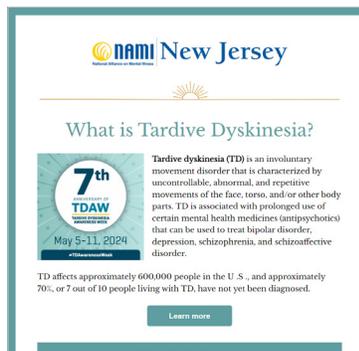
**Advocacy leaders worked with their members to share TD patient stories and healthcare provider perspectives through in-person events, webinars, social media and TV interviews.**



**Local organizations coordinated with their governments to light landmarks blue for TD Awareness Week.**



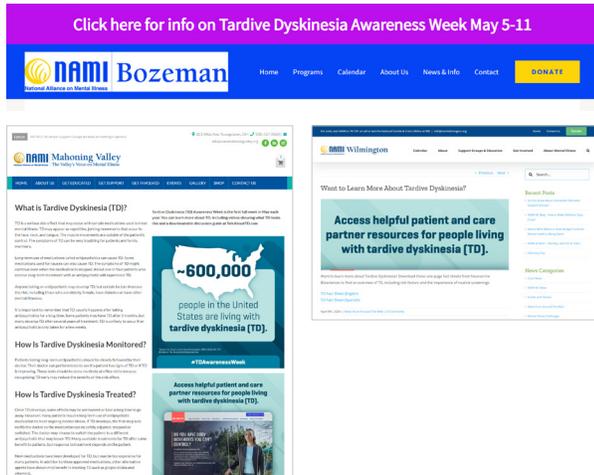
**TD Awareness Week and TD information was shared in e-newsletters.**



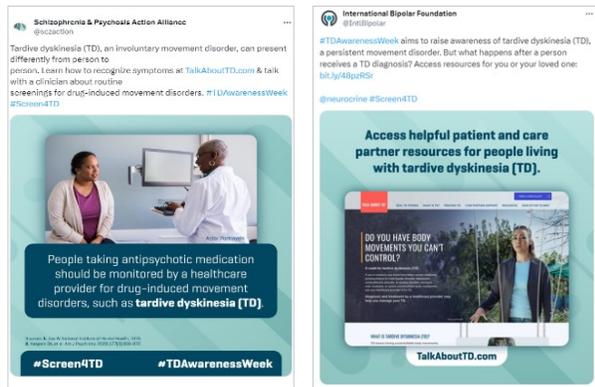
**TD Awareness Week Resources**

# Examples and Best Practices: TD Awareness Week Activities (cont'd)

Advocates updated their websites or web page banners with TD or TD Awareness Week information.



Advocacy organizations posted ~500 times across social media platforms during TD Awareness Week.



TD Awareness Week Resources

# TD Resources

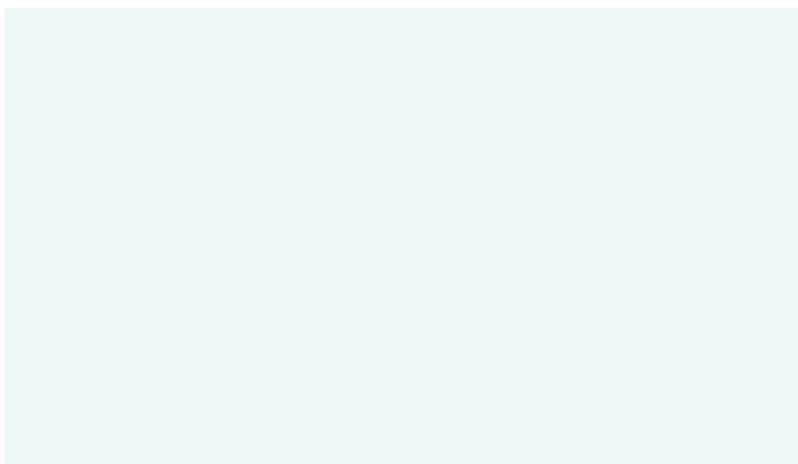
## Testimonials: April's Story

**Download** this video to hear April's story regarding her journey with TD. You can distribute this brief video during TD Awareness Week via email, social media or website. **Spanish subtitles are also available.**



## Testimonials: Jeff's Story

**Download** this video to hear Jeff's story regarding his journey with TD. You can distribute this brief video during TD Awareness Week via email, social media or website. **Spanish subtitles are also available.**



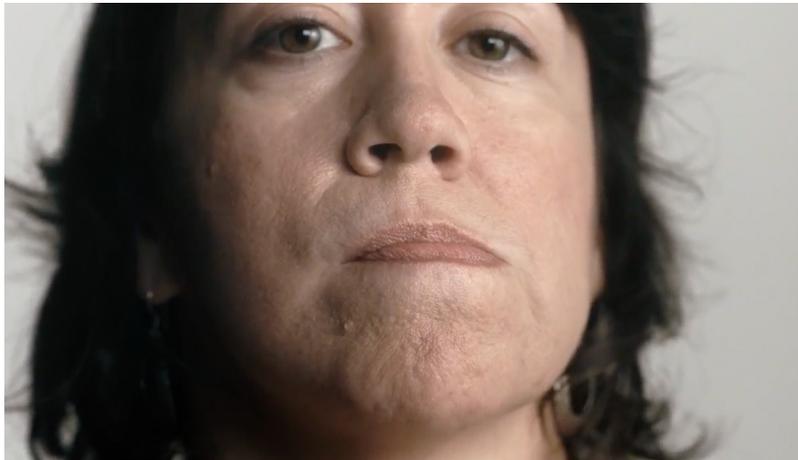
## Testimonials: Raising Awareness About TD

**Download** this video to hear Jeff and April discuss the impact TD has had on their lives and the importance of raising awareness. You can distribute this brief video during TD Awareness Week via email, social media or website. **Spanish subtitles are also available.**



## TD Movements Video Footage

**Download** this video to share on your social channels or with local media to demonstrate the symptoms of TD.



# TD Fact Sheet

**Download** the fact sheet below, which provides an overview of TD, including risk factors and the importance of routine screenings. You may share this fact sheet via email, social media, website or print. **Available in English and Spanish.**

## Tardive Dyskinesia (TD) Overview

Actor Portrayal



### What Is Tardive Dyskinesia?

TD is an involuntary movement disorder that is characterized by uncontrollable movements of the face, torso, limbs and fingers or toes.<sup>1,4</sup> The abnormal, involuntary and repetitive movements associated with TD may be rapid and jerky or slow and writhing.<sup>1,4,5</sup> This can be disruptive and negatively impact people living with TD.<sup>5</sup> TD is a chronic condition that is unlikely to improve without treatment.<sup>2,3</sup>

### What Causes TD?

TD is associated with the use of antipsychotic medication that may be necessary to treat individuals living with mental illnesses, such as<sup>3,5:</sup>

- Bipolar disorder
- Major depressive disorder
- Schizophrenia
- Schizoaffective disorder

Certain prescription medicines (metoclopramide and prochlorperazine) used to treat gastrointestinal disorders may also cause TD.<sup>6,7</sup>

### How Common Is TD?

TD is estimated to affect at least **800,000 adults in the United States**, and of those living with TD, approximately **60% remain undiagnosed.**<sup>2,8</sup>



### What Are the Risk Factors for TD?

In addition to taking antipsychotic medication, the following factors may also increase the risk of developing TD:

**HOLD FOR FINAL**

- Being older (55 years and above)<sup>9</sup>
- Being postmenopausal<sup>10</sup>
- Having a substance use disorder<sup>9,11</sup>

### How Does TD Affect Everyday Lives?

The abnormal, involuntary and repetitive movements of TD can negatively impact people physically, socially and emotionally.<sup>12</sup> Even mild uncontrollable body movements from TD could have emotional and social consequences.<sup>12</sup> These movements can cause worry, frustration and self-consciousness.<sup>13,14</sup>

According to a survey, people with a confirmed TD diagnosis (n = 75) reported that the condition extremely negatively affected them in areas such as the following<sup>8†</sup>:



<sup>†</sup>Results based on a survey of 175 people with a confirmed TD diagnosis (n = 75) or with suspected TD (n = 100) who were asked to rate the effects of the condition on various aspects of life. Results shown include the number of responses among people with a confirmed TD diagnosis (n = 75) who gave a 6 or 7 on the scale to indicate that the aspect of life is "extremely negatively affected" by TD.

<sup>†</sup>Base: TD Patient ATU 2024. Responses based on survey question: "Since first experiencing [CONDITION], how have the following areas of your life been affected, if at all? Please use a scale of 1 to 7 when 1 means "Not at all affected" and 7 means "Extremely negatively affected."

### Could It Be TD?

It's important that people who have taken antipsychotic medication be monitored by a healthcare provider for drug-induced movement disorders, such as TD.<sup>4,9</sup> Routine screenings for involuntary movements in people taking antipsychotic medication are essential for earlier detection, diagnosis and appropriate management to help improve therapeutic outcomes.<sup>9</sup>

If you have taken antipsychotic medication and are experiencing abnormal, involuntary and repetitive movements, initiate a conversation with your healthcare provider. U.S. Food and Drug Administration-approved treatments for TD are available.

Please visit **TalkAboutTD.com**, and follow **@Neurocrine** on Facebook, LinkedIn and X to learn more about TD and available resources.



**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; 2013. 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. Carroll SN, Hurlford J, Lybrand J, Campbell EC. Movement disorders induced by antipsychotic drugs: Implications of the CATIE schizophrenia trial. *Neurolog Clin*. 2012;29(1):127-148. doi:10.1016/j.ncl.2010.10.002. 6. Kenney C, Hunter C, Davidson A, Jankovic J. Metoclopramide, an increasingly recognized cause of tardive dyskinesia. *J Clin Pharmacol*. 2008;48(3):379-384. doi:10.1177/0091270007312258. 7. Sanger SJ, Andrews PK. A history of drug discovery for treatment of nausea and vomiting and the implications for future research. *Front Pharmacol*. 2018;9:953. doi:10.3389/fphar.2018.00953. 8. Data on file. Neurocrine Biosciences, Inc. 9. Keepers SA, Fachtmann LJ, Anala JM, et al. The American Psychiatric Association practice guideline for the treatment of patients with schizophrenia. *Am J Psychiatry*. 2020;177(8):868-872. doi:10.1176/appi.ajp.2020.177.08.10. Seeman MV. Interaction of sex, age, and neuroleptic dose. *Compr Psychiatry*. 1983;24(2):125-128. doi:10.1016/0191-4406(83)90100-1. Miller DD, McEvoy JP, Davis SM, et al. Clinical correlates of tardive dyskinesia in schizophrenia: baseline data from the CATIE schizophrenia trial. *Schizophr Res*. 2005;80(1):33-43. doi:10.1016/j.schres.2005.07.024. 12. Ascher-Svanum H, Zhu B, Farley D, Peng X, Knorr SJ, Taheri M. Tardive dyskinesia and the 3-year course of schizophrenia: results from a large, prospective, naturalistic study. *J Clin Psychiatry*. 2008;69(10):1550-1558. doi:10.4088/jcp.v69n10.08.13. Boumans CE, de Mooij KJ, Koch PA, van't Hof MA, Zitman FG. Is the social acceptability of psychiatric patients decreased by orofacial dyskinesia? *Schizophr Bull*. 1994;20(2):339-344. doi:10.1093/schbul/20.2.339. 14. Yassa R. Functional impairment in tardive dyskinesia: medical and psychosocial dimensions. *Acta Psychiatr Scand*. 1989;80(1):64-67. doi:10.1111/j.1600-0447.1989.tb01301.x

# TD Awareness Resources and Materials for Year-Round Education

TD Awareness  
Resources  
Year-Round

# Talk About TD® Patient Brochure

**Download** this brochure to help educate on the causes of TD, what it looks like and how it's treated. It can be distributed digitally via email or your website. Please contact your Neurocrine Biosciences Patient Engagement and Advocacy representative to request printed brochure copies. Please see **page 3** for contact information.

## DO YOU HAVE BODY MOVEMENTS YOU CAN'T CONTROL?

LEARN WHAT CAUSES TARDIVE DYSKINESIA (TD), WHAT IT LOOKS LIKE, AND HOW IT'S TREATED



**TD Awareness  
Resources  
Year-Round**

# Talk About TD<sup>®</sup> Doctor Discussion Guide

**Download** this resource to help guide conversations with healthcare providers about possible symptoms of TD during an appointment in person, over the phone or online. You may distribute this discussion guide via email, website, social media or by printing and sharing it at events.

**TALK ABOUT TD<sup>®</sup>**

## HAVE UNCONTROLLABLE BODY MOVEMENTS? IT COULD BE TARDIVE DYSKINESIA (TD)

Tardive dyskinesia (TD) is a condition in which people taking certain mental health medicines (antipsychotics) experience uncontrollable movements in different parts of their bodies.

Use the questionnaire below to help guide your conversation with your healthcare provider during your next appointment in person, over the phone, or online.

**1** Have you taken certain mental health medicines (antipsychotics) to treat any of the following conditions? (Select all that apply)

<input type="radio"/> Depression	<input type="radio"/> Anxiety disorder	<input type="radio"/> Other
<input type="radio"/> Schizoaffective disorder	<input type="radio"/> Bipolar disorder	_____

---

**2** Do you have mild, moderate, or severe uncontrollable body movements?

Yes     No

---

**3** Where on your body have you experienced uncontrollable movements, such as lip pursing or puckering, darting tongue, excessive blinking, twisting hands, dancing fingers, torso jerking, rocking, or twisting? (Select all that apply)

<input type="radio"/> Eyes	<input type="radio"/> Lips	<input type="radio"/> Torso	<input type="radio"/> Hands/Fingers	<input type="radio"/> Feet/Toes
<input type="radio"/> Tongue	<input type="radio"/> Jaw	<input type="radio"/> Arms	<input type="radio"/> Legs	

---

**4** How much of an impact have uncontrollable body movements had on your life?

Physically (e.g., household activities, sleeping, writing, typing)

<input type="radio"/> No impact	<input type="radio"/> Mild impact	<input type="radio"/> Moderate impact	<input type="radio"/> Significant impact
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Socially (e.g., personal relationships, employment)

<input type="radio"/> No impact	<input type="radio"/> Mild impact	<input type="radio"/> Moderate impact	<input type="radio"/> Significant impact
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Emotionally (e.g., frustration, anxiety, worry)

<input type="radio"/> No impact	<input type="radio"/> Mild impact	<input type="radio"/> Moderate impact	<input type="radio"/> Significant impact
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Other topics to discuss with your healthcare provider:

<input checked="" type="checkbox"/> When your uncontrollable body movements started and how frequently they occur	<input checked="" type="checkbox"/> How your uncontrollable body movements affect your thoughts and feelings
<input checked="" type="checkbox"/> If others have noticed your uncontrollable body movements	<input checked="" type="checkbox"/> How your uncontrollable body movements affect your relationships with others

This questionnaire is not a validated assessment tool, nor a diagnostic tool for TD. TD must be diagnosed by a medical professional.

**TD Awareness  
Resources  
Year-Round**

# Mental Health and TD Among Diverse Communities Fact Sheet

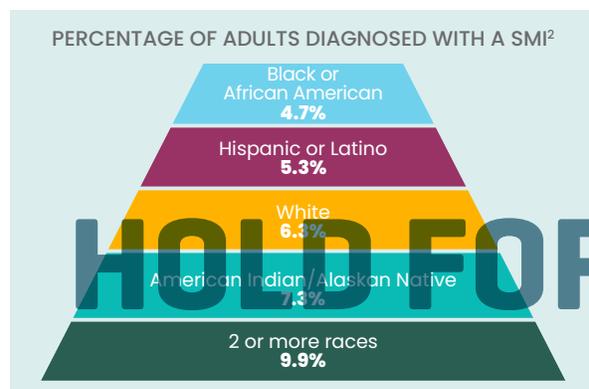
**Download** this fact sheet to learn about disparities in care among adults diagnosed with serious mental illness and the risk of drug-induced movement disorders, including TD. It can be shared via email, website or print. **Available in English and Spanish.**

## Mental Illness and Tardive Dyskinesia Among Racially and Ethnically Diverse Communities



**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.<sup>2</sup>

### Disparities in Care



Overall, **34.6% of U.S. adults diagnosed with a SMI have not received treatment.**<sup>1</sup> Further, treatment rates are significantly lower for racially and ethnically diverse adults. Only<sup>3</sup>:

- 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.
- In comparison, 69.8% of White people with a SMI have received treatment.<sup>3</sup>

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<sup>4</sup>:

- 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.<sup>2,5</sup> Antipsychotics are most commonly prescribed to treat SMI such as bipolar disorder, schizophrenia, schizoaffective disorder, and/or major depressive disorder, and can cause **drug-induced movement disorders (DIMDs).**<sup>6,7</sup> It's important that people who have been taking antipsychotic medication be monitored by a specialist, such as a neurologist or psychiatrist, for DIMDs. However, as a result of disparities in treatment, Black or African American and Hispanic or Latino people are **significantly less likely to see a specialist** (30% and 40%, respectively).<sup>8</sup>



# TD Social Media

## Template Year-Round TD Social Media Posts

Below are suggested template posts for your preferred social channels that can be tailored as appropriate year-round. These posts could be shared during other key mental health awareness milestones throughout the year, such as Mental Illness Awareness Week (first week of October) or National Caregivers Month (November), or added to content calendars where there are gaps in educational content. High-resolution social graphics sized for Facebook, X, Instagram and LinkedIn can be found on [page 32](#). The social copy below can be [downloaded here](#).

- Tardive dyskinesia (TD) is an involuntary movement disorder associated with the use of antipsychotic medication, characterized by uncontrollable movements of the face, torso, limbs and fingers or toes. Learn more about the signs, symptoms and management of TD: [TalkAboutTD.com](http://TalkAboutTD.com).
- Did you know tardive dyskinesia (TD) is associated with antipsychotic medication used to treat mental illnesses such as bipolar disorder, major depressive disorder and schizophrenia? Learn more about TD and access resources at [TalkAboutTD.com](http://TalkAboutTD.com).
- Symptoms of tardive dyskinesia (TD), an involuntary movement disorder, include uncontrollable, abnormal & repetitive movements of the face and/or body parts that may appear differently from person to person. Visit [TalkAboutTD.com](http://TalkAboutTD.com) for signs, symptoms and resources for TD.
- ~60% of people living with tardive dyskinesia (TD) remain undiagnosed. Routine screenings are essential for earlier detection, diagnosis and management of TD. Learn more at [TalkAboutTD.com](http://TalkAboutTD.com). #Screen4TD
- At least 800,000 people in the U.S. are living with tardive dyskinesia (TD), an involuntary, drug-induced movement disorder (DIMD), yet ~60% remain undiagnosed. Visit [TalkAboutTD.com](http://TalkAboutTD.com) to learn what TD may look like and tips for routine screenings for DIMDs. #Screen4TD
- Treatment for bipolar disorder, major depressive disorder, schizophrenia or other mental illnesses treated with antipsychotic medication may lead to drug-induced movement disorders, such as tardive dyskinesia (TD). To learn more, visit [TalkAboutTD.com](http://TalkAboutTD.com).
- To proactively detect and diagnose drug-induced movement disorders, such as tardive dyskinesia (TD), people taking antipsychotic medication should talk to a healthcare provider about routine screenings. Access a doctor discussion guide at [bit.ly/48pzRSr](http://bit.ly/48pzRSr). #Screen4TD
- People living with tardive dyskinesia (TD), an involuntary movement disorder, may face physical, social and emotional challenges due to uncontrollable movements of the face, torso, limbs and fingers or toes. Visit [TalkAboutTD.com](http://TalkAboutTD.com) to learn about TD and decreasing the stigma.

## Template Year-Round TD Social Media Posts (cont'd)

- Have you taken antipsychotic medication and experienced involuntary movements? Talk with your provider about getting screened for drug-induced movement disorders, including tardive dyskinesia [TD]. Download a doctor discussion guide at [bit.ly/48pzRSr](https://bit.ly/48pzRSr). #Screen4TD
- Having a support system can help with the negative physical, social and emotional impacts associated with the uncontrollable movements of tardive dyskinesia [TD]. Join the conversation and decrease the stigma: [TalkAboutTD.com](https://TalkAboutTD.com).
- One in 20 U.S. adults experience serious mental illness each year. Those who have taken antipsychotic medication should be monitored for movement disorders, such as tardive dyskinesia [TD] to lead to earlier recognition and treatment of TD. #Screen4TD
- Do you know someone experiencing uncontrollable movements of the face and/or body parts? It might be tardive dyskinesia [TD], a disorder associated with the use of antipsychotic medication. Learn more and share this post to increase TD awareness: [TalkAboutTD.com](https://TalkAboutTD.com)

# Template Year-Round TD Social Media Graphics

We encourage you to [download these graphics](#) to incorporate into your social media posts, cover images or existing messaging to help spread awareness about TD year-round.

**~60%** of people living in the United States with tardive dyskinesia (TD) remain undiagnosed.

#Screen4TD

Data on file, Neurocrine Biosciences, Inc.

**DID YOU KNOW?**

**57%** of people with a confirmed tardive dyskinesia (TD) diagnosis **reported that TD extremely negatively affected their social life.**

Tardive Dyskinesia Patient ATU (2024). Target patients (diagnosed or suspected TD), n = 175. Responses based on survey question: "Since first experiencing (CONDITION), how have the following areas of your life been affected, if at all?" Please use a score of 1 to 7 where 1 means "Not at all affected" and 7 means "Extremely negatively affected." Data on file, Neurocrine Biosciences, Inc.

**DID YOU KNOW?**

**51%** of people with a confirmed tardive dyskinesia (TD) diagnosis **reported that their mental health had been extremely negatively affected.**

Tardive Dyskinesia Patient ATU (2024). Target patients (diagnosed or suspected TD), n = 175. Responses based on survey question: "Since first experiencing (CONDITION), how have the following areas of your life been affected, if at all?" Please use a score of 1 to 7 where 1 means "Not at all affected" and 7 means "Extremely negatively affected." Data on file, Neurocrine Biosciences, Inc.

**DID YOU KNOW?**

**45%** of people with a confirmed tardive dyskinesia (TD) diagnosis **reported that TD extremely negatively affected their ability to perform their job.**

Tardive Dyskinesia Patient ATU (2024). Target patients (diagnosed or suspected TD), n = 175. Responses based on survey question: "Since first experiencing (CONDITION), how have the following areas of your life been affected, if at all?" Please use a score of 1 to 7 where 1 means "Not at all affected" and 7 means "Extremely negatively affected." Data on file, Neurocrine Biosciences, Inc.

**Factors that may cause disparities in tardive dyskinesia (TD) care:**

- Lack of diversity or cultural understanding
- Stigma of mental illness among minority groups
- Lack of insurance or underinsured
- Distrust in the healthcare system

Mental health disparities, diverse populations, American Psychiatric Association. Accessed January 18, 2023.

Black or African American people have about **2x** the risk of developing **tardive dyskinesia**.

Actor Portraits

Freik K. Parkinsonism. Primat Disord. 2018;50:151-154.

Tardive dyskinesia is a chronic condition unlikely to improve without treatment. **Get screened today.**

#Screen4TD

Actor Portraits

**Taking Antipsychotic Medication?**

Talk to your healthcare provider about **routine screenings for drug-induced movement disorders**, such as tardive dyskinesia.

Actor Portraits

Experiencing uncontrollable body movements? **It could be tardive dyskinesia (TD).**

Access the **Doctor Discussion Guide** to help navigate a conversation with your healthcare provider about the potential presence of TD.

TalkAboutTD.com

Cloud L, et al. Neurotherapeutics. 2014;11(1):65-176.

# Additional Program and Event Considerations

# Sharing Lived Experiences With TD

Highlighting testimonials regarding personal experiences with TD, including those experienced by loved ones, can serve as a powerful resource to help increase awareness, reduce stigma and drive education and advocacy. As you plan your organization's content throughout the year, we encourage you to provide opportunities for people to tell their personal stories regarding TD to instill hope and empower change. Please see below for ideas to consider on how to identify a potential advocate and how to help them share their story.

## 1. Identify a Patient Storyteller

Ask your organization's program leaders if anyone has experience with TD and would be willing to share their story. This may be someone currently living with TD or a loved one. Consider reaching out to individuals within your organization during an upcoming meeting, training, support group, class or through your organization's newsletter.

Depending on your organization's structure, consider reaching out to your state or the [\*\*Center for Patient Advocacy Leaders\*\*](#) to help identify someone who may be willing to share their lived experience with TD.

If someone is hesitant about sharing their story, consider encouraging them to share anonymously if it would help them feel more comfortable.

We've included ideas on ways you can work with individuals within your organization to share their lived experiences.

## 2. Capture Their Story

Once you identify someone willing to share their lived experience with TD, schedule time to meet with them in person or virtually to discuss their story. If you're meeting in person, make sure you choose a location that allows the advocate to feel comfortable. Potential questions you may ask them can include:

### For those with lived experience:

- When did you first notice your uncontrollable movements? What were your symptoms?
- When and how were you diagnosed?
- How has TD impacted your everyday life?
- Have you ever experienced stigma or discrimination because of TD? If so, how did you deal with it?
- Why is raising awareness of TD important to you?
- What resources did you find most helpful in learning more about TD when you were first diagnosed?
- What do you want people who may be experiencing uncontrollable movements of TD to know?

# Sharing Lived Experiences With TD (cont'd)

## For those sharing their perspective as a family member, friend or care partner of someone with TD:

- What is your relationship to the person who lives with TD?
- When did you first notice their uncontrollable movements? What were their symptoms?
- How has TD impacted their life and yours?
- How have you supported them on their journey living with TD?
- What would you tell someone who has recently taken on the care partner role for someone living with TD?

### 3. Ways They Can Share Their Story

Once you've discussed their story, determine how they may want to share their story with others. You can consider:

- Filming a video for your website.
- Coordinating an interview with the media.
- Including testimony in your newsletter.
- Submitting a letter/op-ed to your local newspaper.
- Repurposing quotes from these materials for social media content.
- Inviting your storyteller to speak at your future events and webinars.

We've included examples of advocacy organizations sharing patient stories in their community on **page 19**. **Make sure you gain approval from the person sharing their story before publishing.**

If your storyteller would prefer to stay anonymous, there are still many ways for them to share their story!

- Quotes from their interview could be published in your newsletter or social media content attributed to "a person living with TD" or their initials.
- Instead of showing their face in a video, utilize a graphic or animation and voice recording [potentially recorded by another individual].
- Most newspapers allow op-eds to be published anonymously.

To hear more first-hand stories from those living with TD, please visit [TalkAboutTD.com](https://www.talkabouttd.com). If someone is hesitant to share their story, we encourage them to listen to those stories online.

# Hosting a Webinar



To help spread awareness about TD, we encourage you to host a webinar. Follow these step-by-step instructions to help plan and execute your webinar.

- 1. Determine the Webinar Focus:** Consider the potential speakers you have available (or would like to feature) and the focus of the webinar. It could include general awareness and education on symptoms and the prevalence of TD, the importance of screening and diagnosis, an overview of real-life patient experiences or other key topics.
- 2. Set the Agenda:** Decide when and how long your webinar will be (45 minutes to one hour is our recommended time frame to allow for a Q&A) and what each speaker will discuss. You can consider having a moderator from your organization and multiple speakers to provide different perspectives (e.g., a government representative, someone living with TD who has been trained to tell their story, a member of your organization).
- 3. Reach Out to Speakers:** Contact your potential speakers to gauge their interest and availability for participating. If they are interested, set up a call to discuss the webinar's goals and timing, and determine if the speakers will provide their own slides and talking points. Make sure you reach out with ample time before the webinar! If you are reaching out to a government representative, their calendars fill up quickly, so reaching out months in advance of the webinar could be the difference between securing a government official for your webinar or not.
- 4. Develop a Promotion Plan:** Create a plan for how you will promote the webinar to your audiences (e.g., paid/organic social media, newsletter updates, email blasts, virtual save the dates, media outreach, promoting at other events). If it will take place during TD Awareness Week (in 2025, May 4-10), make sure to use #TDAwarenessWeek on social media!
- 5. Determine a Webinar Format:** We recommend using a user-friendly online service that your organization is already familiar with (e.g., Zoom's webinar platform).
- 6. Develop the Talking Points/Script and Slides:** Develop or compile talking points/script and slides ahead of the event. Make sure to share these with all participants of the webinar, so they know when to begin speaking.
- 7. Conduct a Tech Check:** Set up a rehearsal a few days before the webinar to run through the agenda, introduce the speakers to each other as needed, ensure that everyone is comfortable with the tech platform and that audio is working for everyone.
- 8. Host the Event:** On the day of the event, set up early to ensure everything is working properly. Share photos or testimonials with one of the contacts listed on [page 3!](#)

# Appendix

# Prevalence of U.S. Adults With Any Mental Health Condition

Below, please find fast facts regarding adults in the U.S. living with mental health conditions and those living with TD. We encourage you to use these facts in materials to support TD Awareness Week.

- One in five U.S. adults live with a mental illness.<sup>1</sup>
- TD is an involuntary movement disorder associated with the 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.<sup>2-4\*</sup>
- TD is estimated to affect at least 800,000 adults in the U.S.<sup>2,5</sup>

## Prevalence of U.S. Adults With Any Mental Illness<sup>†</sup>

Below, please find the prevalence of mental health conditions in each state. The percentage [%] refers to the percentage of people in each state with mental health conditions and the number [#] indicates the number of people in each state with mental health conditions. For example, 24% or 931,000 people have a mental health condition in Alabama. The below statistics have been secured from [The State of Mental Health in America 2024 Edition](#) (see page 15 in the report for adult prevalence of mental illness by state).<sup>6</sup>

States	%	#
Alabama	24	931,000
Alaska	25	132,000
Arizona	23	1,308,000
Arkansas	24	546,000
California	22	6,665,000
Colorado	26	1,186,000
Connecticut	21	599,000
Delaware	21	165,000
District of Columbia	27	143,000
Florida	20	3,563,000
Georgia	23	1,836,000
Hawaii	21	234,000
Idaho	28	402,000
Illinois	22	2,136,000
Indiana	24	1,260,000
Iowa	27	649,000
Kansas	24	532,000
Kentucky	24	813,000
Louisiana	24	838,000
Maine	24	268,000
Maryland	22	1,056,000
Massachusetts	23	1,292,000
Michigan	23	1,789,000
Minnesota	25	1,077,000
Mississippi	22	487,000

## Prevalence of U.S. Adults With Any Mental Health Condition (cont'd)

States	%	#
Missouri	27	1,248,000
Montana	27	234,000
Nebraska	26	376,000
Nevada	25	600,000
New Hampshire	23	259,000
New Jersey	19	1,389,000
New Mexico	26	414,000
New York	21	3,273,000
North Carolina	22	1,804,000
North Dakota	26	150,000
Ohio	25	2,214,000
Oklahoma	26	768,000
Oregon	27	922,000
Pennsylvania	23	2,352,000
Rhode Island	25	216,000
South Carolina	22	902,000
South Dakota	25	166,000
Tennessee	25	1,370,000
Texas	22	4,797,000
Utah	29	700,000
Vermont	27	141,000
Virginia	22	1,470,000
Washington	27	1,629,000
West Virginia	26	367,000
Wisconsin	24	1,082,000
Wyoming	27	121,000
National	23	58,867,000

\*Certain prescription medicines [metoclopramide and prochlorperazine] used to treat gastrointestinal disorders may also cause TD.<sup>7,8</sup>

<sup>1</sup>According to the Substance Abuse and Mental Health Services Administration, “Any Mental Illness (AMI) is defined as having a diagnosable mental, behavioral, or emotional disorder, other than a developmental or substance use disorder, assessed by the Mental Health Surveillance Study [MHSS] Structured Clinical Interview for the *Diagnostic and Statistical Manual of Mental Disorders—Fourth Edition—Research Version—Axis I Disorders* [MHSS-SCID], which is based on the 4th edition of the *Diagnostic and Statistical Manual of Mental Disorders* [DSM-IV].”

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**Tardive  
Dyskinesia  
Awareness**

# Toolkit

MAY 4-10, 2025



## **Materials for** PATIENT ADVOCACY ORGANIZATIONS

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