

An Associated member of The International Bureau of Epilepsy (IBE)

Honorary Patron

The Hon. Mrs. Anson Chan, GBM, GCMG, CBE, JP

IRD Charitable Status No: 91/6578



香港啟迪會

「紫在乎您」關注腦癇症推廣活動

「標出紫色」網上活動

香港啟迪會於2002年成立，是香港唯一一個關注腦癇症的、非醫療的慈善機構。啟迪會開展一系列免費的、雙語的關注於腦癇症的計劃如社區推廣、患者支援及福利服務、學校及企業培訓等，旨在提高香港社會對腦癇症的關注，并提供社區支援服務給予直接或間接地受到腦癇症影響的人士，幫助改善他們的生活素質。

由於社會對於腦癇症存有誤解與偏見，不太理解箇中症狀，令腦癇症患者怯於承認和公開病情。我們認為必先提升社會對腦癇症的關注，才可改善腦癇症患者的生活質素。於是，香港啟迪會透過每年3月份的「腦癇症關注月」，特此舉辦為期一個月之「紫在乎您」關注腦癇症推廣活動，讓公眾藉著參與，燃起對腦癇症患者的關懷之火。

「紫在乎您」關注腦癇症推廣活動

每年三月二十六日是「關注腦癇紫色日」，這是一個由民間發起的運動，為了致力提高全球對腦癇症的認知而設立的。世界各地都會以薰衣草(紫色)代表腦癇症，並鼓勵他人在三月二十六日當天穿上紫色衣服，以表達對腦癇症患者的支持。

因此，香港啟迪會每年都視「紫在乎您」為重要的腦癇症推廣活動，鼓勵香港市民一同參與、消除對腦癇症的誤解，為大眾提供一個正面、正確的資訊，並宣傳安全急救實踐幫助受腦癇症影響的人士。

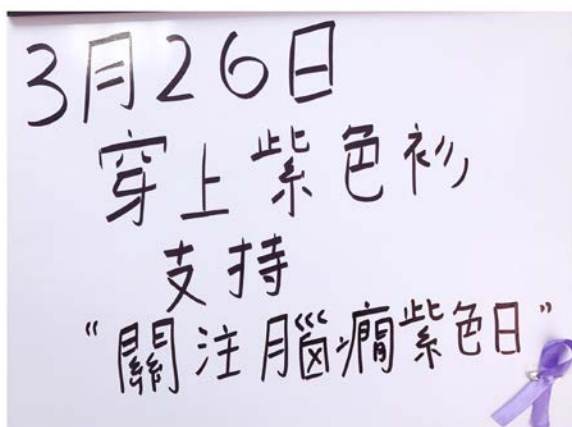
「標出紫色」遊戲

根據統計，每 110 人當中，就有 1 人患上「腦癇症」。不論性別、年齡，都有機會患上此病，所以每個人都不應輕視，更不應該戴上有色眼鏡歧視「腦癇症」病者與家屬。反而，應該賦予更多關心與支持鼓勵，讓香港成為一個共融、和諧之都。

藉此，香港啟迪會籌備了社交媒體 (Social Media) 遊戲活動，「標出紫色」，讓公眾參與。公眾可於“Instagram”和“Facebook”，只需上傳紫色圖片或有關紫色口號和指定標籤 (#PTTP2017)，然後標出三個朋友來推廣關注腦癇紫色日(3月26日)，並鼓勵市民在當天穿上紫色衣服，以表達對腦癇症患者的支持。

希望各位玩得開心之餘，透過這個簡單又有趣的方式來將【「紫在乎您」·共融社會】的訊息傳遞給您身邊的每一位。

例子：



「標出紫色」網上活動

香港啟迪會 - 「紫」在乎您關注腦癇推廣活動2017



"Tag Purple" Social Media Game

Enlighten - Action for Epilepsy "Paint the Town Purple 2017"

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Enlighten – Action for Epilepsy “Paint the Town Purple” Awareness Campaign 2017 “Tag Purple” Social Media Game

Enlighten- Action for Epilepsy is the only epilepsy-focused, non- medical Hong Kong charity, established in 2002, which aims to benefit anyone directly or indirectly affected by epilepsy, and to remove public prejudice through community education. It provides a range of complimentary, bi-lingual epilepsy-focused services to all sectors of the Hong Kong community. Currently, Enlighten runs Community support & Welfare Programs, Education & Training Programs, and Epilepsy Awareness Programs aimed towards meeting the organization’s mission.

People with epilepsy are no different from you and I, however they live in silence due to a strong stigma associated with Epilepsy. Enlighten believes that raising public awareness on epilepsy, may let individuals have a voice and stand up and be counted, to build an inclusive community environment also. Therefore, Enlighten thought every March “Epilepsy Awareness Month” and launched “Paint the Town Purple” Awareness Campaign hopes to encourage everyone to go purple and support those affected by epilepsy.

“Paint the Town Purple” for Epilepsy Awareness Campaign 2017

26th March is recognized worldwide as “Purple Day” (www.purpleday.com) dedicated to raising epilepsy awareness. The color purple is associated with epilepsy as the lavender flower symbolizes seclusion and isolation, feelings shared by many of those affected by the mental disorder.

On that day, people all over the world are encouraged to wear purple in support of epilepsy awareness. Therefore, every year “Paint the Town Purple” is one of the most significant event held, where Hong Kong public are encouraged to get involved in eliminating misconceptions about epilepsy, providing an accurate and positive perspectives on the condition and promoting safe first aid practice to help those affected by a seizure.

“Tag Purple” Game

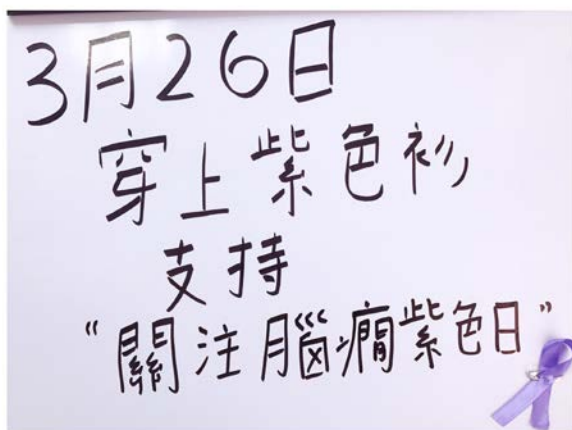
According to the statistics, 1 person will suffer from "Epilepsy" in 110 people. In 2002, only 37,000 people disclosed that they were living with epilepsy; this has now increased to more than 70,000.

Regardless of gender and age, everyone may suffer from the disease, so everyone should not be despised, and should not discriminate the patients and their families. Instead, we should give more love and support to them, let Hong Kong becomes an inclusive and harmonious city.

Enlighten – Action for Epilepsy has organized social media game, “Tag Purple”, for public to participate and support the Paint the Town Purple Campaign. Public can promote purple day (26 March) by uploading pictures with purple or slogan about purple, and add a specify hash tag (#PTTP2017) on Facebook or Instagram. Then, tag three friends to play the game and also encourage friends to wear purple on Purple Day showing support and love to epilepsy patient.

I hope that you will be happy to pass the message of “Paint the Town Purple – an inclusive community” to everyone around you by this simple and interesting way.

Examples:



「標出紫色」網上活動

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"Tag Purple" Social Media Game

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