

World FTD Awareness Week 2026

September 28 – October 4



Spotlight on FTD

Campaign Theme: Put a Spotlight on FTD

Campaign Dates: Start: Monday, September 28, 2026
End: Sunday, October 4, 2026 (7 days)

Key Participants: World FTD United member organizations, FTD families, FTD / Dementia advocates, Dementia researchers, clinicians, social workers

Hashtags: #spotlightFTD, #endFTD

Background

Frontotemporal Dementia (FTD) is still widely unknown outside specialist dementia circles. Many people encounter FTD for the first time only when it affects their own family or work. **This campaign aims to change that** – not through complex explanations, but through **human, hopeful, and personal messages**.

Personal messages and stories get the best traction.

Objectives

- Increase **public awareness** of FTD around the world
- Humanize FTD through **personal stories and appreciation**
- Encourage **broad participation** from the public and professionals
- If possible, create visible momentum that can lead to **media attention and trending**

Target Audience

Everyone is invited to participate **as yourself** and to use simple, everyday language.

- **People with FTD and their caregivers/families.** We encourage broad engagement of individuals, families and organizations with a connection to FTD.
- **Professionals**, such as doctors, researchers, psychologists, social workers
- **General public**

World FTD Awareness Week 2026

September 28 – October 4



Core Message

Everyone can put someone – or something – in the spotlight.

Put a **Spotlight on FTD** and the people affected by it to raise awareness of FTD around the world. Together we will improve understanding, care and help find a cure. To put a **Spotlight on FTD**, simply:

1. **Post** positive, personal messages about people who live with FTD, who support FTD families/caregiver or who work to improve FTD awareness, care, or research.
2. **Challenge** others to do the same. **Let's make this campaign go viral!**

Tone: Hopeful, human, connecting, inclusive and a little lightness is welcome. This is about **visibility and appreciation**, not medical explanations.

Hashtags: Use #endFTD and #spotlightFTD

Message #1: "I want to put ____ in the spotlight."

- This can be: a loved one, a person living with FTD, a caregiver, a doctor or researcher

Message #2: "I want to put FTD in the spotlight."

- a fact about the disease
- a fact about FTD research
- something that gives you hope for the journey

Call to Action:

Who do you want to put in the spotlight?

Participants are encouraged to:

- **Post** (text, photo, or video) on one day or as many as you can during the week.
- **Challenge** another person to join the campaign: **Tag** (@another person) to **spotlight FTD** to raise even more awareness.

Platforms and Content

Platforms: Instagram, Facebook, Bluesky/Threads, LinkedIn, YouTube (short videos) (TikTok and X are welcome, but are not currently a focus for WFTDU)

- WFTDU's Campaign website - people not using social media can add a comment or quote to this site: [WFTDU website](#)

World FTD Awareness Week 2026

September 28 – October 4



Platforms and Content (continued)

Content types: Posts, Stories, Reels/short videos depending on your comfort with social media

Posting guidance: All participation is great! Keep it simple or get creative. You decide.

- Post 1x or more during the week as you are able
- Perfection is NOT required. One sentence is enough.
- Participation can be **anonymous**. You do not have to identify the person you spotlight by name.
- Use the hashtags **#spotlightFTD** and **#endFTD**
- Tag **World FTD United**, and your organization in posts
- Tag another person to invite them to get involved, too!
- Mention your country (optional)
- **Share** posts from the campaign to increase impact
- Add the **blue #endFTD Ribbon** to your profile picture to show you support the campaign
- Use the **Spotlight** graphic in your posts for fun!

These are the essentials of the global campaign. Individuals and partner organizations are welcome to build on these basic elements if they wish. Please honour the minimum guidance here to grow the identity and impact of this annual campaign.

Support

Campaign Brief (this document)

- Available by request and on July 1st at: [WFTDU website](#)

Social Media Toolkit: including campaign graphics (blue #endFTD ribbon, Spotlight sticker), promotional, first and last day posts, and sample messages.

- Available July 1st at: [WFTDU website](#)

For Questions Contact: worldftdunited20@gmail.com

Measuring Impact

Success of the campaign includes reaching more countries and deepening engagement with member and partner organizations. Help us know the impact. After the campaign ends on October 4th **tell World FTD United about your success.** If you can, help us get a picture of the reach and impact of the week. Email to

worldftdunited20@gmail.com

- # posts
- # impressions
- # engagements

World FTD Awareness Week 2026

September 28 – October 4



Example Posts

1. Family member/ personal connection

I want to put my dad in the spotlight.
Because even as FTD changed our lives, his kindness never left.

📍 Netherlands
#spotlightFTD

2. Caregiver

I want to put caregivers in the spotlight.
Because they are there every day, often unseen.

📍 Australia
#spotlightFTD

3. Professional

I want to put my patients in the spotlight, not their diagnosis.
They are always more than FTD.

📍 United Kingdom
#spotlightFTD

4. Researcher / doctor

I want to put early signs of FTD in the spotlight.
Because recognising them earlier can make a real difference.

📍 United States
#spotlightFTD

Example Closing Lines

This week, people around the world are putting FTD in the spotlight.
I'm passing the light on, who will help shine a light on FTD next?

This week, people around the world are putting FTD in the spotlight.
I'm passing the Spotlight to @name, will you help shine a light on FTD?

I'm passing the Spotlight, who is next?

Thank you for being part of this exciting global effort. Your voice
makes the campaign stronger.

Together we will #endFTD.