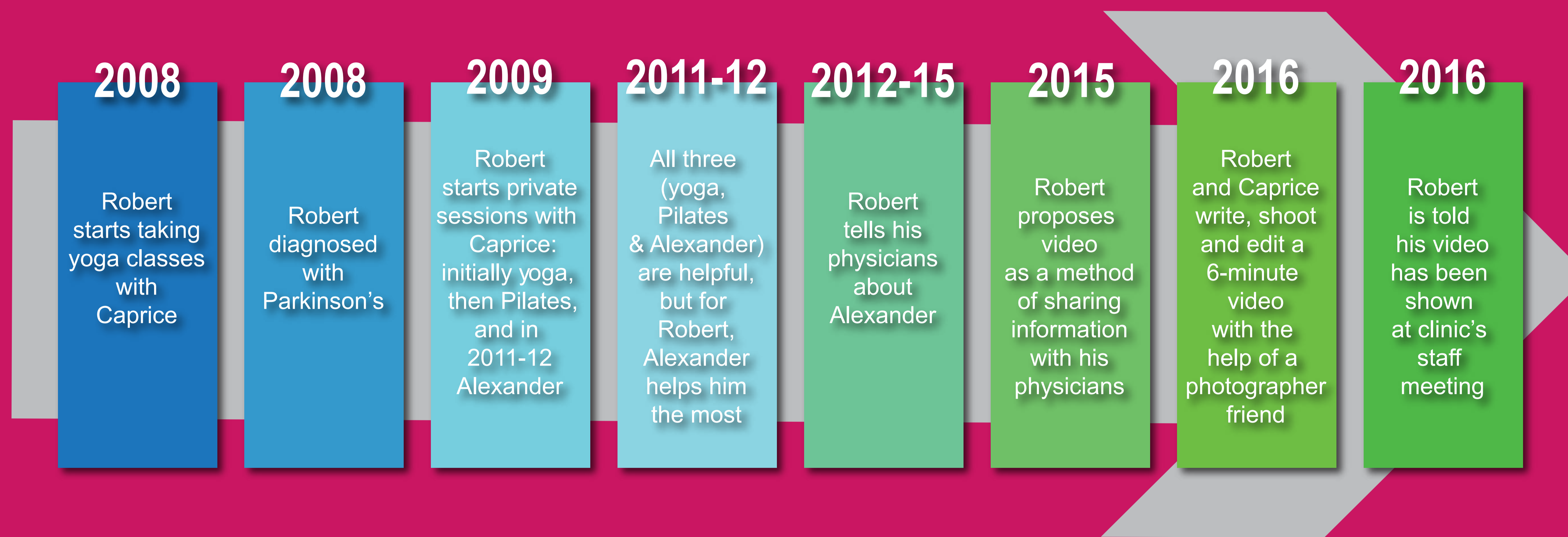


HOW I EXPLAINED ALEXANDER TECHNIQUE TO MY DOCTORS

ALEXANDER TECHNIQUE TEMPORARILY MITIGATES MY SYMPTOMS OF PARKINSON'S DISEASE







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How to Create a Supplementary Communications Tool

	FOR ROBERT	FOR YOU
MOTIVATION 	Busy physicians were unable to visit an Alexander lesson.	What do you want to share? Why do you want to share it? Example: A desire to introduce physician to a new tool in symptom management.
FORMAT 	Robert chose video because he has experience with it and the physicians indicated they liked the format.	Other possible formats: Flyer, Newsletter, Podcast, Printed Labelled Photos, PowerPoint or Poster. Use your imagination!
FOCUS 	Robert focussed on defining Alexander and how it applies to Parkinson's.	Go for clarity: Select 1-3 main points and stay strictly on topic. Aim for a concise, focussed product.
CONTENT 	The video was intentionally aimed at a medical audience: it had a time limit, streamlined language, and references to relevant research. Two physician friends provided guidance.	Who is your "target audience"? How will you sustain interest? How will you persuade? How will you effect change? Do you know someone in the field to provide feedback?

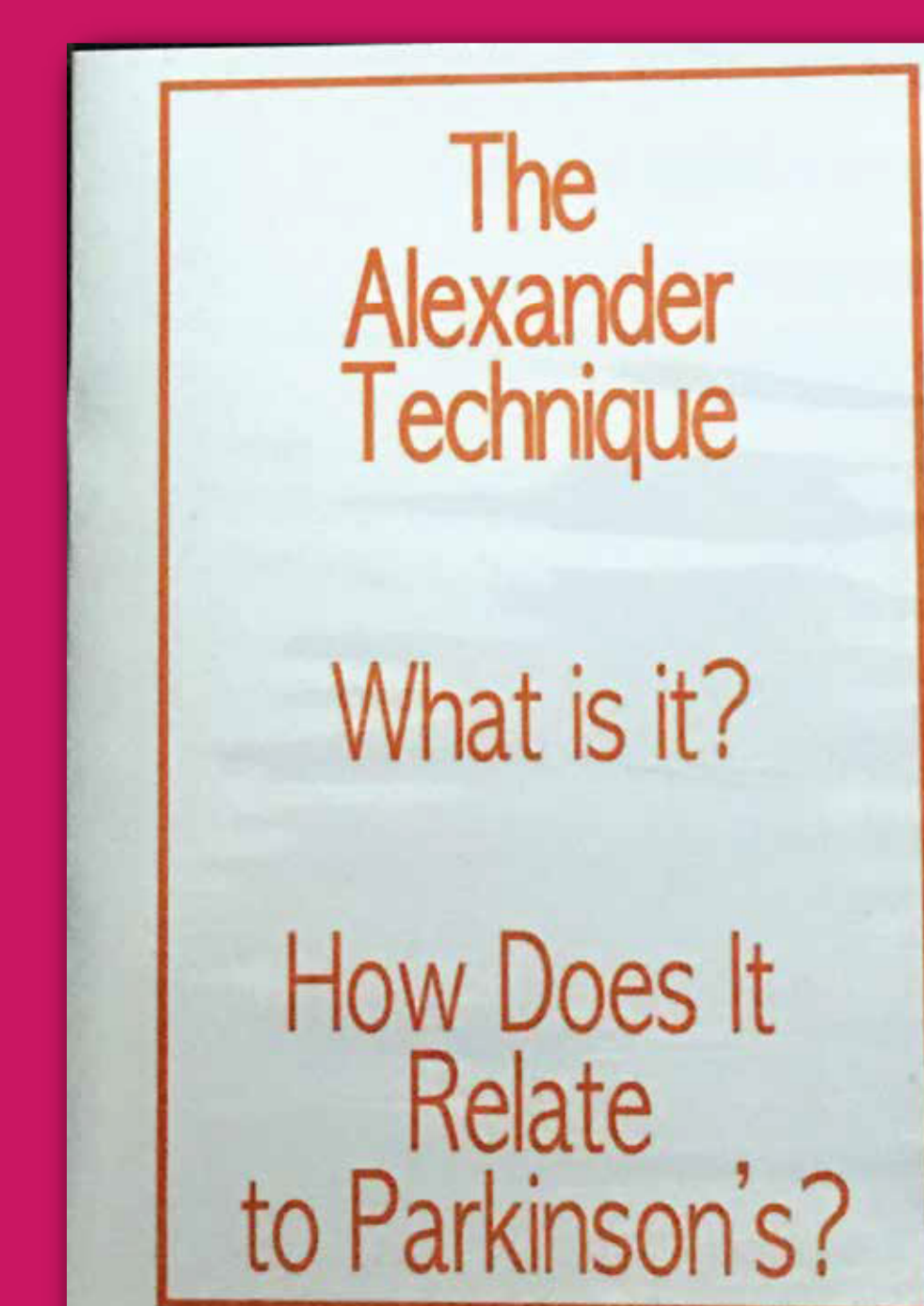
HOW ALEXANDER TECHNIQUE HELPS ROBERT HANDLE PARKINSON'S

- teaches him how to walk with a more natural gait
- helps him move his body in a more fluid fashion
- makes him more body-aware and able to recognize different states of tension and relaxation
- improves his sleep pattern: Robert is frequently able to use his newfound awareness to reduce tension and pain, and fall back to sleep at night. His total sleep hours have increased from 2-4 hours per night to 5-8 hours per night.



Screen captures from video

- The package included:
- 1 regular DVD,
 - 1 Blu-Ray DVD
 - DVD disk with video files playable on just about any iOS, Mac or Windows device.
 - Links to Vimeo on-line hosting



- www.alexforparkinsons.ca
- stream videos
 - download communications tips
 - contact information