



Communications toolkit for the Parkinson's community and Parkinson's UK

How to use this toolkit

This toolkit has everything you need to support you to talk about the virtual [2021 UK Parkinson's Excellence Network Awards and Conference](#) to:

- your Parkinson's UK or volunteer colleagues
- people with Parkinson's and the people who love and care for them
- health and social care professionals.

Excellence Network Awards and Conference overview

The [UK Parkinson's Excellence Network](#) brings together health and social care professionals who work with people with Parkinson's. The Excellence Network Awards and Conference will champion best practice and innovation in delivering Parkinson's services. The events will highlight how services and individuals have risen to the challenges presented by coronavirus (COVID-19), as well as celebrating and reflecting on five years of the Excellence Network.

The Awards and Conference programmes have been designed by and for a multi-disciplinary healthcare professional team, including people living with Parkinson's. The conference welcomes all those involved in the care and support of people with Parkinson's to learn, share and discuss this year's theme of: 'Progression beyond the pandemic: what have we learned from coronavirus (COVID-19)?'. The Parkinson's



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Awards & Conference

community are encouraged to attend to hear about innovation in healthcare services and share their lived experiences.

To make the virtual Awards and Conference as accessible as possible, the live awards ceremony and the live conference will be held a week apart. Conference content will be made available on demand after the live event.

Event dates

- Awards ceremony - 28 October, 6pm-8pm
- Conference - 4 November, 8am-6pm [start and finish times TBC]

Awards

Key messages

- The [2021 UK Parkinson's Excellence Network Awards](#) will bring together professionals, people with Parkinson's and the people who love and care for them to recognise outstanding work by the Parkinson's health and care community and celebrate the achievements of the Excellence Network since 2015.
- Professionals, people with Parkinson's and the people in their lives are invited to nominate a health or social care professional, team or service that they feel has contributed to excellent Parkinson's care. This may be through outstanding service in their clinical or care role; or through improved service delivery and shared learning.
- We are introducing brand new awards categories for 2021:
 - > Innovation in practice
 - > Sharing learning and education
 - > Person-centred approach
 - > Wellbeing and resilience

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- The Awards ceremony is free for all to attend.

Key dates

- 30 April: Awards nominations, entry and event registration opens
- 30 June: Awards nominations close
- 6 August: Awards entry closes
- 27 October: Awards event registration closes
- 28 October: Awards ceremony event, 6pm-8pm

Find more information on the awards on the [Awards and Conference webpage](#).

Conference

Key messages

- This year the theme of the [2021 UK Parkinson's Excellence Network Conference](#) is **'Progression beyond the pandemic: what have we learned from coronavirus (COVID-19)?'**
- A virtual conference format will allow more people to attend, in a way that suits them.
- The conference will bring together professionals, people with Parkinson's and the people in their lives, to focus on the future and to share learning and experiences across the themes of:
 - > Restarting life
 - > Restarting services
 - > Technology
 - > Research
 - > Exercise
- The winners of the Excellence Network Awards will present their work as part of the conference programme.

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- Professionals are invited to submit abstracts for scientific conference posters for work which does not meet the criteria for an awards entry.
- Anyone in the Parkinson's community - all people with Parkinson's and the people in their lives - is invited to submit abstracts for conference e-posters on service user initiatives they have been involved in which relate to one of the conference themes.
- All content will be available on the virtual platform for one month after the event. Registration will remain open after the live event so that the conference content can be watched on demand.
- The conference will have a strong focus on wellbeing with various prompts for attendees to take a moment to focus on their wellness throughout the day.
- The conference is free for people in the Parkinson's community to attend.

Key dates

- 30 April: Conference registration opens
- 30 April: Scientific conference e-poster abstract and service user initiative abstract submission opens
- 31 August: Scientific conference e-poster abstract service user initiative abstract submission closes
- 4 November: Conference takes place
- 12 November: Conference registration closes

Get involved!

People with Parkinson's and the people who care for them

- Awards: Nominate a health or social care professional, team or service you feel has done a great job delivering care that's made a real difference to you or the person that you care for.
- Find out more about the [Awards and Conference](#) and register for your free place.

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Health and social care professionals

- Awards: Nominate a colleague, team or service you feel has done a great job in delivering care, improving services, or sharing learning.
- Find out more about the [Awards and Conference](#) and register now.

How to share

- Tell your Parkinson's community contacts, volunteer colleagues and health and social care professionals about the Awards and Conference and encourage them to nominate for the awards, enter the awards and book their places for the events.
- [Share the flyer](#) by email to volunteer colleagues and people in the Parkinson's community.
- Share across social media using this shortened link: <https://bit.ly/3xuY9rW>, the hashtag #ParkinsonsExcellence.