

# STOP THE POP

stopthepopnow.org

#STOPTHEPOP  
SOCIAL MEDIA TOOLKIT

## CONTENTS

**01** Why  
Stop the Pop

**02** The Need &  
Your Impact

**03** How You Can  
Help

**04** Why We  
Should Care

**05** Shareable  
Assets

**06** Share Your  
Story



CELEBRATING THE BRAIN ANEURYSM FOUNDATION  
SAVING AND IMPROVING LIVES FOR  
**25 YEARS**

#STOPTHEPOP

# WHY 'STOP THE POP?'

*Brain aneurysms are common.  
Brain aneurysms affect the young and old.  
Brain aneurysms are treatable...*

## OUR MISSION

For 25 years, it's been our honored mission to save and improve lives.

This campaign is about just that: it's creating awareness for people who otherwise might not engage with or hear about aneurysms. It's about saving lives, even lives that don't know yet that they need to be saved.

*...And yet most people have no idea what an aneurysm is.*

## SO... WHY A BALLOON?

Brain aneurysms are serious and we take them seriously. So... why a balloon? Because it's a direct, visual way to explain an aneurysm to people that might not otherwise give it a thought. The balloon is the aneurysm, the pop is the rupture. Simple. But it's a simplification that opens a conversation, that begins engagement. And with greater engagement, we can, and will, push this killer back.

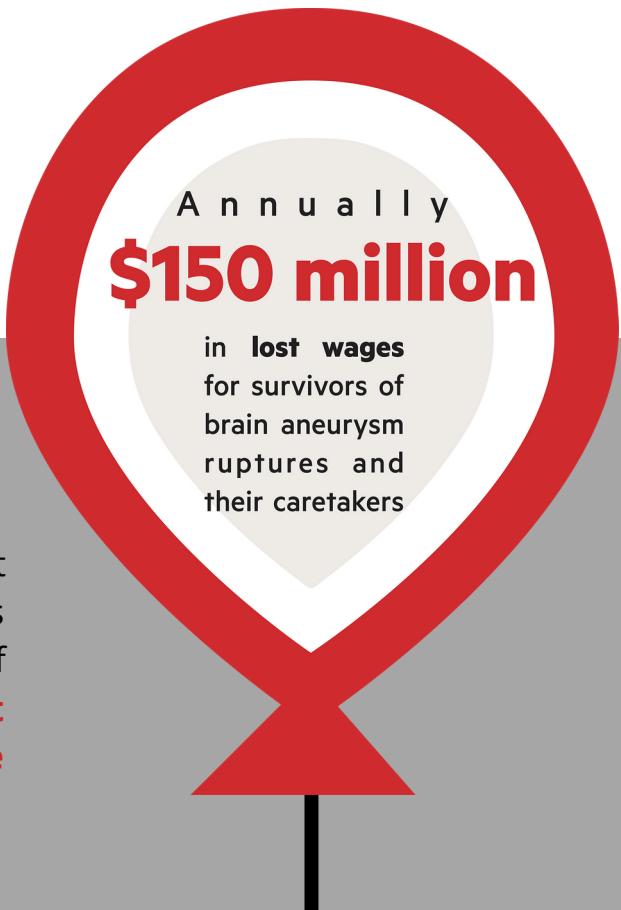
**Together we can Stop the Pop!**

1 in  
150

people in the U.S.  
has a brain aneurysm

# The Need & Your Impact

Brain aneurysms have a seismic impact, not only on those who are diagnosed or who experience a rupture, but on their families and caregivers. The loss of income and livelihood is staggering.

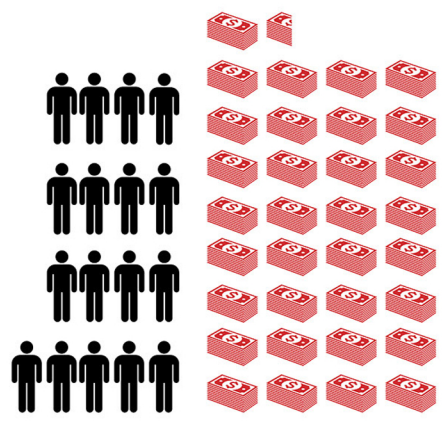


## A DANGEROUS DISPARITY

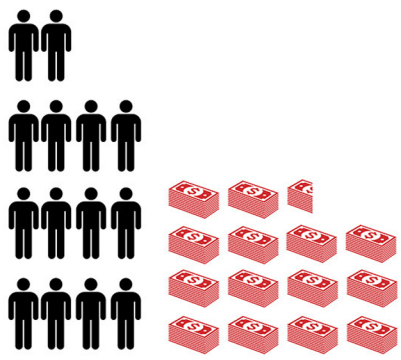
Despite this economic impact and the fact that thousands die from ruptured brain aneurysms each year, federal funding is a fraction of similarly impacted communities. **Your support and donations have a direct and immediate impact on the brain aneurysm community.**

## NUMBER OF DEATHS - FEDERAL FUNDING IN 2019

Brain Cancer, Ovarian Cancer and Brain Aneurysms



BRAIN CANCER



OVARIAN CANCER

**DONATE**



BRAIN ANEURYSMS

 = 1,000 deaths   
  = \$10 million

Sources:  
 National Institutes of Health "Estimates of Funding for Various Research, Condition, and Disease Categories (RCDC)," FY2019  
 American Cancer Society, Cancer Facts & Figures 2019, Atlanta: American Cancer Society; 2019  
 National Institute of Neurological Disorders and Stroke (NINDS), "Cerebral Aneurysms Fact Sheet"

#STOPTHEPOP

# HELP STOP THE POP



## FOR INFLUENCERS

1 Update your FB profile with one of our custom **Stop the Pop frames.**

RED, WHITE, RED & WHITE

2 Share a FAST FACT, tag a friend and hashtag **#StopthePop** on social media.

3 Tag us **@BAFound** on your posts

## FOR SURVIVORS FRIENDS & FAMILY

1 **Post a photo** or video sharing yours or a loved one's story.

2 **Mark a red balloon** with an impactful **date.**

3 Use **#StopthePop**

## GET INVOLVED

And Share with Others!

## BECOME AN AMBASSADOR

Be a part of the Stop the Pop movement and become an Ambassador. Join your state's team and help raise money for the cause.

FOLLOW US ON SOCIAL



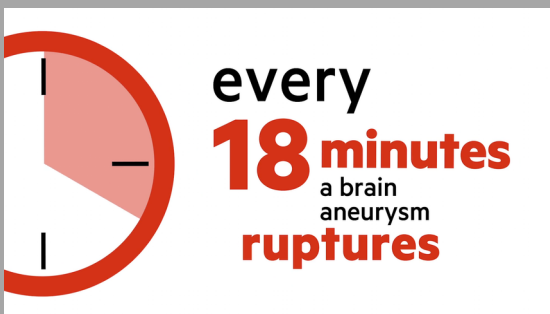
# Why We Should Care

Spreading awareness starts with educating the public. By making the notable common statistics on brain aneurysms more available and well known, we can start to make the disease a priority!

## WIDESPREAD PROBLEM

VS

## COMMON MISCONCEPTIONS



People · 8 hours ago  
Former Raiders Linebacker Neuron Ball Dead at 27 After Battling a Rare Brain Condition

CBS Sports · 11 hours ago  
Neuron Ball, former Florida linebacker, dies at 27 after battling rare brain condition

NEW YORK POST  
Ex-Raiders linebacker Neuron Ball dead at 27 from rare brain condition

heavy.  
heavy. BREAKING NEWS  
Neuron Ball D Facts You Ne

The media is misrepresenting brain aneurysms.

Create awareness and educate through sharing the Facts!

# Know the facts. Share the facts. Save a life.



brain aneurysms occur  
most often in people ages

**35 to 60**



but can occur in

**children  
too**



## DOWNLOAD SOCIAL ASSETS & SPREAD THE WORD!

Be a part of Stop the Pop by posting these ready-to-go assets on your Facebook, Instagram, or Twitter channels! Head to [stopthepopnow.org/social](http://stopthepopnow.org/social) to get started.

### SHAREABLE ASSETS

1. Fast Fact balloons
2. Fast Fact stills
3. Fast Fact gifs
4. Fast Fact & CTA Videos
5. Facebook frames

WHITE, RED, RED & WHITE

### POSTING SOMETHING? USE OUR HASHTAG!

**#STOPTHEPOP**

**CLICK HERE!**

#STOPTHEPOP

# Sharing Survivors' Stories



Elizabeth | Survivor

"I feel a great sense of responsibility for my good fortune. I feel I owe it to those who passed away because of aneurysms or suffered permanent damage to raise awareness and encourage research to improve outcomes. I was so excited to hear about the BAF Arterial Challenge because it gave me a way to get involved, raise awareness, meet other survivors, and honor those who were not as lucky as I was."

March,  
2018

Our stories of support and survival are our greatest weapons against this silent killer.



2012

For **Pam Barile**, life changed in a second, but that didn't mean life ended. After suffering a ruptured brain aneurysm in 2012, her family was told she had a small chance for survival. After weeks in the Neurological ICU, and time spent in rehab to recover motor skills and relearn basic tasks. She has found opportunities that didn't exist before her event.



Dec,  
2017

**Thomas** has been an active duty Special Operations Diver for the United States Navy since 2011. In December of 2017 he was completing a routine dive when he surfaced he began to experience worrying symptoms such as vertigo, tinnitus, nausea and had difficulty walking.

## SHARE Your Story

### Spreading Awareness Starts with Your Story!

1. **Post** a photo or video sharing yours or a loved one's story.
2. Mark a red balloon with an impactful **date**.
3. Use **#StopthePop**