

Balance Awareness Week 2025

14-20 September 2025

Tools and ideas to support
Balance Awareness Week 2025.

There are lots of ways to get involved and we hope this pack will give you the ideas and resources you need to make the week your own.



Ménieré's Society
for dizziness and balance disorders
Registered charity number 297246

Thank you for supporting **Balance Awareness Week 2025**



Balance Awareness Week is a global effort to raise awareness of vestibular conditions.

Living with any chronic illness, such as a vestibular disorder, can be isolating and lonely. These conditions can interfere with people's ability to socialise and participation in everyday activities.

Raising awareness of vestibular disorders is important to encourage people to not only become more aware of vestibular conditions but also to take action.

Why should I get involved?

Whether you're a member/supporter, health professional or family/friend of someone with a vestibular condition, we'd love you to get involved in Balance Awareness Week 2025!

What's on?

We've got a range of activities taking place during Balance Awareness Week, including:

- Mindfulness sessions
- Presentations from health professionals
- Meniere's Society AGM
- Social media posts and activities
- ...and more!

Visit www.menieres.org.uk/support-us/baw and/or follow us on social media for further details.

We'd love you to participate in Balance Awareness Week 2025.

This guide can help to get you started...

“

“It's not just feeling a bit dizzy. It's extreme tinnitus, sound distortion to the point you can't bear to hear sounds, vertigo, drop attacks, imbalance, head pressure, fatigue, deafness and more!

It's completely debilitating yet you look ok so nobody believes just how bad it really is.”

”

“

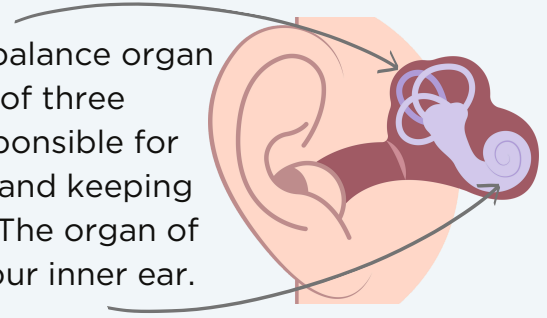
“I want them to believe me when I say I'm having an attack, because they can't see the illness I have.”

”

What is a vestibular condition and how are people affected?



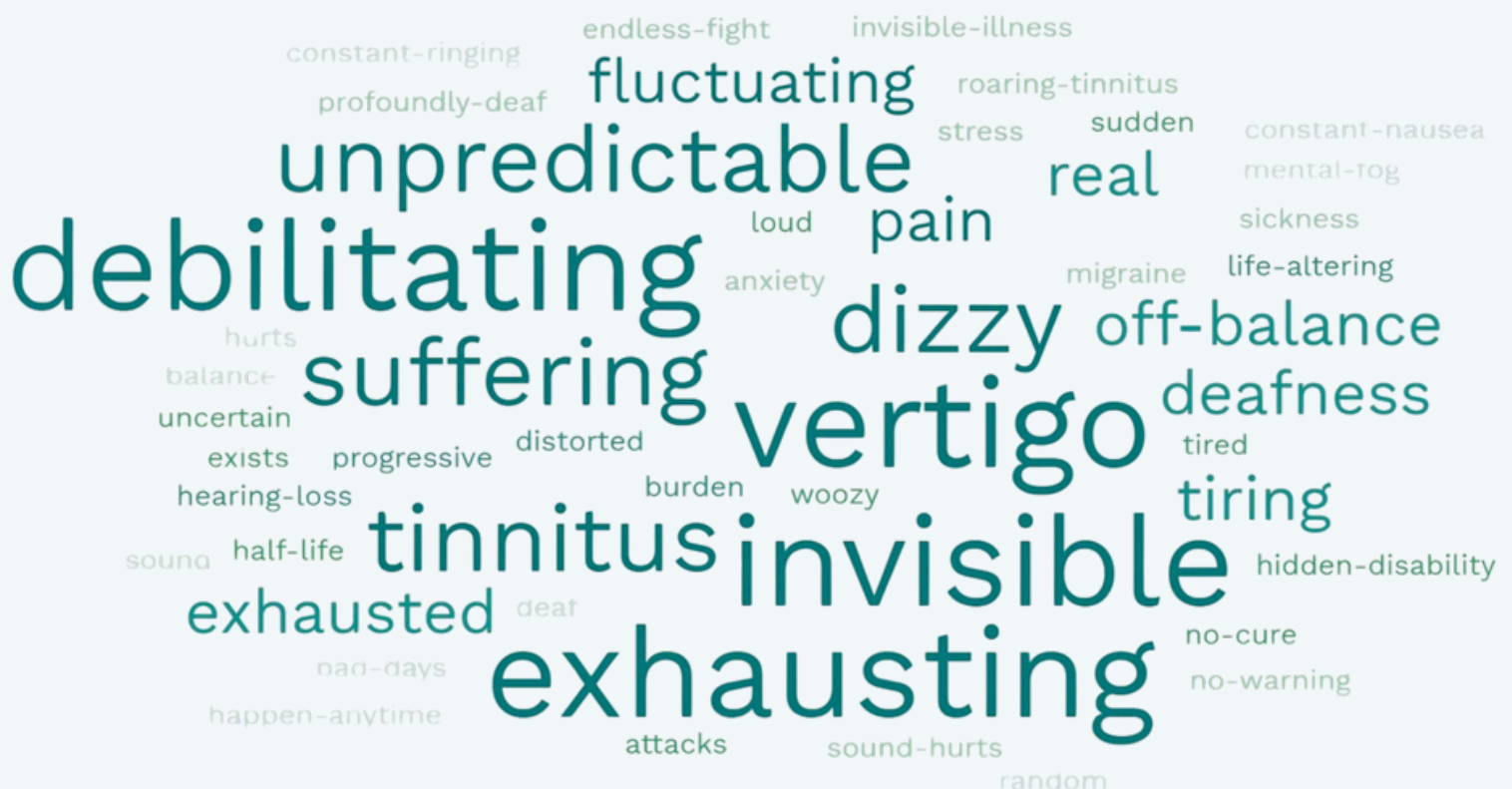
The **vestibular system** is the balance organ in the inner ear. It is made up of three semicircular canals and is responsible for maintaining balance, posture and keeping the body upright day to day. The organ of hearing (**cochlea**) is also in your inner ear.



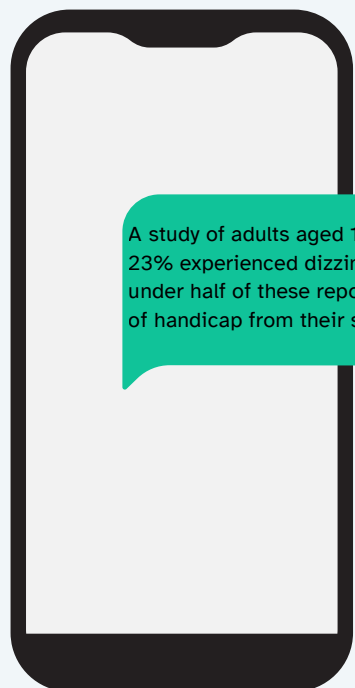
The balance system works by coordinating information in your brain from the three senses used for balance: the balance organ in your ears, your eyes and the body's internal sense of balance. If you feel dizzy, it means your brain has not been able to coordinate the information from all these senses properly.

Vestibular conditions include:

- Benign Paroxysmal Positional Vertigo (BPPV)
- Bilateral Vestibulopathy (BVH)
- Endolymphatic Hydrops
- Labyrinthitis
- Mal de Debarquement Syndrome (MdDS)
- Meniere's Disease/Syndrome
- Perilymph Fistula
- Persistent Postural-Perceptual Dizziness (PPPD)
- Superior Semicircular Canal Dehiscence (SSCD)
- Vestibular Migraine
- Vestibular Neuritis/Neuronitis



Social Media



Follow us on social media to keep up with what's happening during Balance Awareness Week. Find us on Facebook, Instagram and LinkedIn.

Share your Balance Awareness Week photos or videos on social media.

Tag [@MenieresSociety](#) and use the hashtags:
[#BalanceAwarenessWeek2025](#)
[#IAmBalanceAware](#)

Tell Your Story

Raise awareness about vestibular conditions and the impact they have on people's day to day lives.

- Share your personal story of living with a vestibular condition and what it's like to be affected by dizziness, tinnitus, hearing loss, headache, migraine, nausea/sickness and imbalance.
- Partners/family members share your story of supporting someone living with a vestibular condition.

Write a social media post, share a photo, use the [#BalanceAwarenessWeek2025](#) hashtags and tag us so we can share your story too!



“Over some years I have received a lot of helpful information and support from the Ménière's Society, without which I would not have had the strength and courage to continue on my diagnostic pathway. It was their information that allowed me to continue on what was at times a challenging journey - like many other peoples' diagnostic pathway. If it hadn't been for the team at the Ménière's Society, I probably wouldn't be where I am today. I would encourage others who might be daunted or overwhelmed by their health situation to reach out, don't be afraid to ask, even if you don't know exactly what it is you need to find out!”



Some ideas for activities you can take part in during Balance Awareness Week

Information Stand

Display information at work or in your local community.

Ask us for leaflets, posters, etc

Cake Sale

Hold a cake sale for family, friends or colleagues.

Ask them to make a donation in exchange for a cake!

Share Your Story

Be a Balance Awareness Week Case Study.

Contact
info@menieres.org.uk
for details.

Go to www.menieres.org.uk/baw for more ideas and resources!

Dizziness and Me

When words are not enough, show others how you feel through the medium of art.
www.menieres.org.uk/support-us/raise-awareness/dizzinessandme

Coffee Morning

Host a coffee morning at work, in church or with your book club to raise awareness of the Meniere's Society.

Sponsored Events

Take part in a live or virtual sponsored event and support the Society. You could:
walk - run - swim - cycle - dance - read - stay silent!

One in five UK working age adults (1) reported dizziness in the last month

50% of these reported some degree of handicap

40% reported an impact on their work

57% of patients with Ménière's and 65% with vestibular migraine suffer from anxiety compared to 20% of general population (2)



Top Ten Tips for Organising an Event



1

Enjoy

Choose something fun!

2

Know your stuff

Stick to something you know or have experience with.

3

Organise yourself

Set a date, time, venue and fundraising goal.

4

Ask around

Do you have contacts and resources you can call upon? If so, ask!

5

Shout about it

Spread the word using posters, friends, social media, etc.

6

Tell us

We can offer guidance and promotional tools to help you.

7

Stay safe

Ensure you seek relevant permissions and licences to run your event. Visit our website for additional information.

8

Remember

Remind yourself why you are doing it and who you'll be helping.

9

Take snaps

We'd love to see your photos to celebrate your achievement and inspire others.

10

A pat on the back

Raising awareness of the Ménière's Society is something to be proud of.

Media Tips

During Balance Awareness Week 2025 we want to raise more awareness of vestibular conditions. In the run up to the week, you may want to contact your local newspaper or radio station to get them involved.

As we only have a small team of staff, we're extremely grateful for any support we receive in this area.

Here are some tips and pointers for those of you who choose to help us in this way.

What is Balance Awareness Week all about?

Balance Awareness Week is a global effort to raise awareness of vestibular conditions which cause dizziness and balance problems.

Share your personal experience

Give your own personal reasons for supporting Balance Awareness Week. Personal stories are great and others can relate to them.

Signpost for support

It's really important for people to be aware that support is available from the Ménière's Society, so please give our contact details:

For more details and a free information pack about vestibular disorders, please contact the Ménière's Society
tel: 01306 876883
email: info@menieres.org.uk
visit: www.menieres.org.uk

Give a positive example of how the Ménière's Society has supported you.

www.menieres.org.uk



Don't Forget!

Don't give medical advice (unless you're a qualified medical professional).

Please make it clear you are a supporter and not a formal representative of the Ménière's Society.

Don't refer to 'facts' as these may not be well sourced or may even be changed or misinterpreted by the reporter.

Speak from the heart and share your personal experiences.

Let us know your success

If you've secured a news item in your local paper or on a local tv/radio station, do let us know so we can look/listen out for it. Send us a copy or a link so we can share your success too.

Visit our website and social media for updates and information in the run up to and during **Balance Awareness Week 2025.**



www.menieres.org.uk



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About the Ménière's Society

We're here to help people with vestibular disorders. We provide essential support and information to enable people to cope positively and get the right diagnosis. We are a voice for sufferers within the medical community and raise awareness for greater public understanding. Our charity works towards a brighter future through investment in vital medical research.

Ménière's Society

The Atrium, Curtis Road, Dorking, Surrey RH4 1XA

+44 (0) 1306 876 883

info@menieres.org.uk

www.menieres.org.uk

RCN 297246



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