



National Reye's Syndrome Foundation, Inc.  
National Headquarters – Bryan, Ohio

Dear Potential Representative,

The information about becoming a representative may seem in depth and startling at first. Please feel free to take as much time as you need to go through it. We have many members and volunteers of the foundation, but are always looking to welcome new ones. They bring fresh ideas and enthusiasm, which then inspires others.

There are many ideas for getting involved with the foundation in the enclosed packet. If you decide to become an official representative of the foundation, let me know and I will get the things listed on the supply kit out to you.

I look forward to hopefully hearing from you soon. No matter what your connection is with this condition, any person willing to share information about an experience with Reye's Syndrome has the potential to help save lives. It makes your story necessary and worth sharing to others!

If there is anything else I can do, please do not hesitate to call. And thank you again for your interest in helping the foundation.

Sincerely,

Terri Freudenberger  
Secretary

Cathy Zraik  
Administrative Assistant



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### Becoming a Representative

It goes without saying, that most individuals interested in helping the National Reye's Syndrome Foundation are motivated by awareness. One must remember in order to promote awareness and distribute literature; it is necessary to also raise funds. Without contributions, the foundation would not be able to exist. The NRSF neither seeks nor receives any governmental funding. All the monies received are from individuals such as you. As a Representative it is important for you to realize the necessity for fund raising. It goes hand in hand with your work spreading awareness.

The following is a list of suggestions. Review all of your materials carefully. If you have questions, please call the National Office at 1-800-233-7393.

1. You may want to place a short article (try to include a photo) in the local newspaper announcing that you have become a Representative of the National Reye's Syndrome Foundation. List your name and phone number. This will be a way to reach Reye's Syndrome families and interested individuals who may want to help you. Please forward a copy of the article to the National Office when it appears.
2. Obtain a listing of all the civic groups from the Chamber of Commerce. There may be a small charge, but usually it is free. Contact each group via letter with an offer to present a program on Reye's Syndrome to their group. If the list is too long, we suggest that just 25 groups be contacted at a time.
3. A rubber stamp, with your name and address, should be purchased at an office supply store. If you desire, a telephone number can be included. The stamp is used to place your name on brochures and other pieces of literature that will be distributed, as a local contact.
4. Reye's Syndrome Awareness Month is September, with Reye's Syndrome Awareness Week typically being the third full week of the month. Contact your Mayor, write a press release, or have a photo taken to represent this important event. You may even try to have the "Medications Containing Aspirin" list and the Reye's Syndrome Awareness Brochure printed throughout the week.
5. The Emergency Room Posters can be taken to hospitals, medical clinics, and doctors' offices. More are available if needed. If possible, with regard to hospital privacy regulations, try to establish a contact with an individual at area hospitals that can call you with information when a patient is admitted with Reye's Syndrome.
6. Pharmacies are another excellent place to try to set out brochures, or have the pharmacist put up a poster in a well-traveled area of the store. You may want to meet with the pharmacist and suggest they become aware of the aspirin product list.

7. Contact your local school systems in the fall to make sure they will duplicate the information in the Superintendents' Packet. Usually the District Nurse is your best contact. If schools in your area did not receive one or a new school opens, send us their address and we will get a packet to them.
8. Try to have information printed in your church bulletin – especially beginning in the fall/winter months. Pass the information on to other area churches and organizations.
9. Make sure your local libraries have information packets available for their vertical health files. Check University and Medical libraries also.
10. A Representative may not take part in any activity that would jeopardize the tax-exempt status of the foundation or would in any other way be harmful to the organization as determined by the Board of Directors of the National Reye's Syndrome Foundation, Inc.
11. A Representative may not make expenditures for: 1) entertainment or 2) salaries.
12. Any assets made through efforts of Representatives are the property of the National Reye's Syndrome Foundation, Inc., Bryan, Ohio.

### Awareness Bulletins

Awareness Bulletins (also available in Spanish) are used for mass distribution. Brochures are too expensive for this purpose. Awareness bulletins have proven to be an economical way to reach the families of young children. A child bringing home a mimeographed sheet from a group activity will receive a welcome response from parents who are usually eager to be involved in their child's activities. The sample should only be changed to include your local chapter's name and address. Any other changes must receive approval from our Medical Director.

### Certificate of Appreciation

Certificates should be given to those individuals, companies or organizations that have supported your efforts. It is a nice way to thank someone and it also encourages him or her to continue supporting your efforts.

### Acknowledgement Cards

Acknowledgement Cards can be used in the same manner as certificates of appreciation; they are a nice way to say "thank you". The cards can also be used to acknowledge a contribution or memorial. When acknowledging a memorial, remember to notify the family whose member is being honored because they will have no record of the contribution. They may also want to express their appreciation to the donor.

### Stationery and Envelopes

Use the provided stationery and envelopes for all correspondence and make a photocopy for your own records. Print your name and address on the letterhead in a place of your choosing. Larger envelopes (6 1/2" x 9 1/4" and 9" x 12") are available from the National Office for special mailings.

### Emergency Room Posters

Emergency Room Posters are available for distribution to hospitals, clinics and doctors' offices. A smaller size poster (8 ½" x 11" on bond paper) is available if you want to reproduce for mass distribution.

### VHS Video

"A Real and Present Danger" has been produced by the foundation. A complimentary copy has been sent to you for your use in promoting awareness. Additional copies may be purchased for \$25.00 (or \$35.00 for closed captioning). This video is also available for rent; and a copy of the rental form is enclosed for your information.

These are just a few ideas to get you going. Don't try to do them all at once! Keep a pace that you are comfortable handling. If you would like to try something else that is not listed, please let us advise you about the event to make sure it fits into our guidelines, and will not jeopardize the tax-exempt status of the foundation.

All funds raised would be forwarded to the national office and will be credited to your group.

We are grateful for your support and will supply you with all the materials you need.

## Starter Kit Supply List

Qty	Item
250	Because You Need to Know Brochure – English
25	Because You Need to Know Brochure – Spanish
250	What is Reye’s Syndrome?
50	NRSF Brochures
25	Acknowledgment Cards and Envelopes with Logo
50	Letterhead and Envelopes
12	Awareness Bulletin/Aspirin List – English
12	Awareness Bulletin/Aspirin List – Spanish
12	Topical Products List
12	Large Emergency Room Poster
12	Small Emergency Room Poster
5	Generic Posters
1	VHS Tape “A Real and Present Danger”
3	Printed Radio Scripts
1	CD – Reye’s Syndrome & It’s Mimickers
12	Certificates of Appreciation
1	RS Logo Lapel Pin
12	Newsletters
12	Badges
12	Case Reporting Forms

## Public Service Announcement Scripts

:20 Seconds

Protect your children. Learn about Reye's Syndrome. Do not use aspirin-containing medications to treat the symptoms of viral infections. It increases your risk of developing the disease. Reye's can be swift and deadly. It strikes children and young adults of both genders and every race. NO ONE IS IMMUNE! Find out more about Reye's Syndrome by calling 1-800-233-7393 or logging on to [www.reyessyndrome.org](http://www.reyessyndrome.org).

:15 Seconds

It strikes swiftly with little warning. Its victims are usually children and young adults...Reye's Syndrome! Your support is needed to find answers to the many puzzling questions about this disease. Protect your children. Learn about Reye's Syndrome by calling 1-800-233-7393 or logging on to [www.reyessyndrome.org](http://www.reyessyndrome.org).

:20 Seconds

Protect your children. Learn about Reye's Syndrome. Reye's is a swift and deadly disease that can attack without much warning. Above all, do not take aspirin-containing medications to treat the symptoms of a viral illness, such as the flu or chicken pox. Heed this warning. Know the signs of Reye's syndrome. It could save your child's life. For more information, call 1-800-233-7393 or log on to [www.reyessyndrome.org](http://www.reyessyndrome.org).

:20 Seconds

As the cold and flu season approaches, parents need to know about Reye's Syndrome. Reye's syndrome usually follows a viral illness and strikes without much warning. It can be fatal. Although it is a disease that typically afflicts children, NO ONE IS IMMUNE. Aspirin-containing medications can increase a person's chance of developing the disease and should be avoided when suffering from these illnesses. Learn about Reye's syndrome by calling 1-800-233-7393 or logging on to [www.reyessyndrome.org](http://www.reyessyndrome.org).

:15 Seconds

The cold and flu season is here again. It is also the time of year to be especially aware of the danger of Reye's Syndrome. Reye's Syndrome is a disease associated with aspirin use. Individuals should use caution when taking medications during a viral illness. Reye's Syndrome affects all ages, both genders and every race. To learn more about Reye's Syndrome, call 1-800-233-7393 or log onto [www.reyessyndrome.org](http://www.reyessyndrome.org).



## Symptoms

### **Stage 1**

- Persistent or continuous vomiting
- Listlessness, loss of energy

### **Stage 2**

- Drowsiness, Excessive sleeping, hard to wake up
- Disorientation, unable to identify whereabouts, family members or answer simple questions

### **Stage 3**

- Personality changes, irritable, slurred speech, sensitivity to touch or light, motor skills hampered
- Combativeness, striking out at people trying to help them

### **Stage 4**

- Delirium, convulsions, loss of consciousness

These symptoms may follow this pattern; however, not all symptoms have to be present, nor do they have to occur in this order. In children under 1 year of age, vomiting is rarely exhibited.

## Facts

Fact: No one is immune. Reye's affects all ages, both men and women, and every race.

Fact: Reye's generally appears after a viral illness or upper respiratory infection, such as cold, flu, etc.

Fact: A fever need not be present

Fact: Reye's occurs year-round, not just during the winter months.

Fact: Aspirin and other components only increase your chances of contracting the disease.

Fact: A person diagnosed with Reye's must be hospitalized and treatment begun immediately.

## Reye's Syndrome Presentation Outline

If desired, visual aids can put life into your presentation and help you relax if you are nervous. They divert attention away from you, and you can use them to remind yourself where you are going with your message.

Some important points about visual aids are:

1. **Organize your presentation.** Samples have been provided for your reference. Organize visual aids to make a point-by-point structure that will make your presentation easy to understand and easy for you to deliver.
2. **Use the right number of visuals.** The appropriate number of visual aids help keep you on schedule and help keep the audience's attention. With too few images, you lose your audience. With too many, you may end up racing through them all trying to finish. Practicing before the presentation will help you judge how many visual aids will fit your time limit.
3. **Show each visual aid for only a short time.** People take about 15 seconds to get a message, which is about the length of a TV commercial. If you use overheads, turn them off, so the audience's attention comes back to what you are saying.
4. **Avoid crowding the information.** Too many words on the screen, slide, or graph are hard to read and are confusing. You can lose your audience's attention when they are busy reading instead of listening.
5. **Avoid putting several points on a single visual aid.** For example, make several overheads, or cover up part of them transparency and reveal points as you make them.
6. **Use large hand-lettered visual aids instead of small typed ones.** They communicate better.
7. **Save brief bits of information to write on the visual aid,** or circle words as you talk.

Other points of help:

- Practice in front of a mirror. Use a lectern or other piece furniture to practice hand gestures and body movements.
- Tape record your presentation. Play it back to analyze your voice quality and tone inflection.
- Carry index cards to the lectern, but unless necessary, never read from a prepared speech
- Practice your presentation. Then, try it out on family members or friends. While talking, also consciously practice making eye contact with this trial audience, as eye contact is of vital importance.
- Join a club that's devoted to public speaking, such as Toastmasters International which has over 5,000 such clubs spanning 48 countries.

# **Reye's Syndrome Sample Presentation**

## Introduction

Ask for a show of hands from those who have heard about RS

Ask for a show of hands from those who know about the link between RS and aspirin products.

Ask for a show of hands from those who know you can still contract RS without aspirin products. (watch the hands drop)

## Present a case history

Freudenberger Story- 1974

## What is Reye's Syndrome?

Dr. R. D. K. Reye- Australian Pathologist

Main Targets of Reye's

Theories on the development

What does it do to the body

## What are the symptoms?

Stages and when they may occur

Possible misdiagnosis

What are the chances for survival

How the symptoms are treated

Residual effects

## The National Reye's Syndrome Foundation was formed

Freudenbergers

Research-Awareness-Emotional Support Services

Affiliates

## What is the role of aspirin products?

Epidemiologic association with these products

## **National Spokesperson**

Dick Van Dyke- granddaughter Jessica died in 1987

## Public Service Announcements

### Closing

List the facts of Reye's Syndrome once again. Good visual aid would work real well.

Offer a brochure, etc. to audience. If an individual does not want a brochure, perhaps they may pass it along to a family member, friend or neighbor with children.

Tell them awareness is our best weapon we have. Please spread the word. Duplicate our information, pass it along.

### **Question & Answers**

**Thank them for inviting you to speak**