



ALOPECIA AREATA AWARENESS MONTH

Social Media Toolkit

ABOUT NAAF® AND AAAM

Alopecia Areata Awareness Month

September is Alopecia Areata Awareness Month (AAAM), a month-long celebration and recognition of all those affected by alopecia areata. During September, the NAAF community works to increase awareness, reduce stigma, and empower those living with alopecia areata locally and nationally.

National Alopecia Areata Foundation®

The National Alopecia Areata Foundation (NAAF®) serves the community of people affected by an autoimmune skin disease called alopecia areata that results in hair loss and emotional pain. NAAF is a 501(c)(3) nonprofit organization founded in 1981 and headquartered in Novato, CA.

Mission: NAAF drives research to find a cure and accessible treatments for alopecia areata, supports those impacted, and educates the public about the disease.

Vision: An empowered community with a choice to embrace or live free of alopecia areata.

Find Us Online

NAAF Website

naaf.org

AAAM Webpage

naaf.org/aaam

Instagram

[naaf_alopecia](https://www.instagram.com/naaf_alopecia)

Facebook

[NAAFUSA](https://www.facebook.com/NAAFUSA)

LinkedIn

[National-Alopecia-Areata-Foundation](https://www.linkedin.com/company/National-Alopecia-Areata-Foundation)

Twitter/X

[NAAF_org](https://twitter.com/NAAF_org)

YouTube

[naaforg](https://www.youtube.com/naaforg)

Be sure to tag NAAF in your posts!

Hashtags

[#naaf](https://twitter.com/hashtag/naaf)

[#notjusthair](https://twitter.com/hashtag/notjusthair)

[#alopecia](https://twitter.com/hashtag/alopecia)

[#AAAM](https://twitter.com/hashtag/AAAM)

[#alopeciaareata](https://twitter.com/hashtag/alopeciaareata)



HOW YOU CAN HELP

Join the Walk For Alopecia Movement

Let's DO something about alopecia areata! Walk with us at the **4th Annual Walk For Alopecia® Presented by Pfizer** on Saturday, September 26* in a community near you to create hope, build community, and drive progress! Register today for the world's biggest alopecia areata fundraising and awareness campaign.

Join us at one of our Flagship Sites in Boston, Philadelphia, and San Francisco, 45+ Volunteer-Led Community Sites, or Walk Where You Are as a team or individual in your neighborhood. Register for the Walk For Alopecia at naaf.org/walk

**Dates may vary by location. Check your local Walk For Alopecia webpage for details.*

Support Our Community

- Make a personal **donation** to NAAF. Visit naaf.org/matching to see if your employer or your spouse's employer will match your contribution.
- Host a 'Do It Yourself' fundraiser by **creating an event** in your neighborhood or community.
- Donate stock/securities, property, or include NAAF in your will or estate plan by contacting **Courtney Davies**.
- **Donate** your car, truck, motorcycle, or RV to benefit NAAF.

Raise Awareness & Educate Others

- Follow NAAF on **Facebook**, **Instagram**, **LinkedIn**, and **X**. Please like and repost our content!
- Download the AAAM Social Media Toolkit to share facts, resources, and more on your social media channels.
- **Sign up** for NAAF emails to stay up-to-date on news, resources, events, and more.
- Download, print, and share our **newest AAAM flyer** with your community.
- Download, print or email, and share our brand new **Understanding Alopecia Areata** resource.
- Contact your local newspaper, television, and radio stations and arrange for a personal interview. Contact **Jenna Smith**, Marketing & Communications Director, for more information and support.

Advocate for Our Community

- **Sign up** to be an advocate and learn how to create change for people living with alopecia areata.
- Become a **Teen Advocacy Fellow** (ages 13-17) and share your alopecia areata story with legislators: *Build your voice while building your resume.*
- Learn more about **NAAF's advocacy agenda** and how you can take action to help lawmakers understand that alopecia areata is an autoimmune disease and it's not *just* hair.

RESOURCES & SUPPORT

NAAF offers the following resources and support:

Treatment & Insurance Navigation Toolkit

NAAF's Treatment & Insurance Navigation Toolkit is a multimedia online resource for individuals with alopecia areata and their caregivers that provides current information, practical strategies, and helpful resources about treatments, commercial insurance, and more. [Explore the Toolkit.](#)

The Confidence Guide

The Confidence Guide: Wigs, Brows and Other Tools for Managing Alopecia Areata is NAAF's newest resource created for people seeking ways to manage or camouflage hair loss. Here you'll find practical, compassionate guidance on wigs, makeup, brows, lashes, and everyday tools to help you feel more like you. [Learn more.](#)

You Are Not Alone On-Demand Webinars

NAAF's You Are Not Alone: Education and Empowerment Webinar Series is free and covers a variety of relevant topics presented by a diverse set of speakers that will empower and educate community members wherever they are on their journey with alopecia areata. Closed captions in multiple languages and transcripts are available for most recordings. [Watch a webinar.](#)

Clinical Trials & Research Studies Information

NAAF delivers the latest information about recruiting studies, emerging research, and opportunities to participate. [Sign up for our newsletter today.](#)

Doctor Finder

NAAF is providing contact information for board-certified dermatologists, as well as dermatology nurse practitioners and physician assistants with experience in diagnosing and treating alopecia areata. The healthcare providers listed here have indicated they are accepting new patients. [View the Doctor Finder here.](#)

RESOURCES & SUPPORT

NAAF offers the following resources and support:

Support Groups

NAAF's support groups offer safe, welcoming spaces, both in person and virtually, where people living with alopecia areata and their families and friends can connect, share experiences, and support one another every step of the way. [Get support.](#)

One-on-One Phone Support

There are several things you can do to cope with the emotional effects caused by alopecia areata, but one of the most important things you can do is talk with others who understand your journey. There is somebody who knows what it's like to live with this diagnosis and may even have a bit of valuable advice. [Contact one of our telephone support volunteers today!](#)

Youth Mentor Program

NAAF's Youth Mentor Program connects children living with alopecia areata to dedicated young adult mentors to formulate lasting bonds while providing support and guidance. Youth Mentors must be 17-30 years old living with alopecia areata and complete an application. [Learn more.](#)

Alopecia Areata School Guide

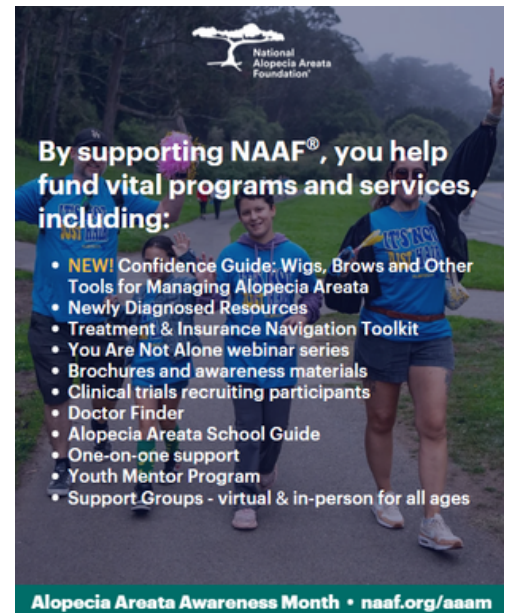
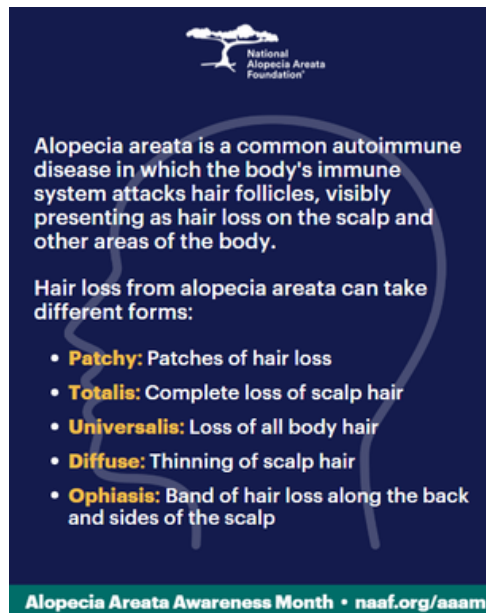
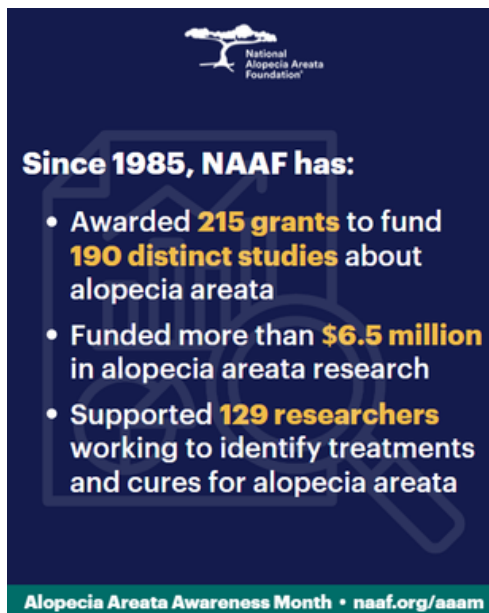
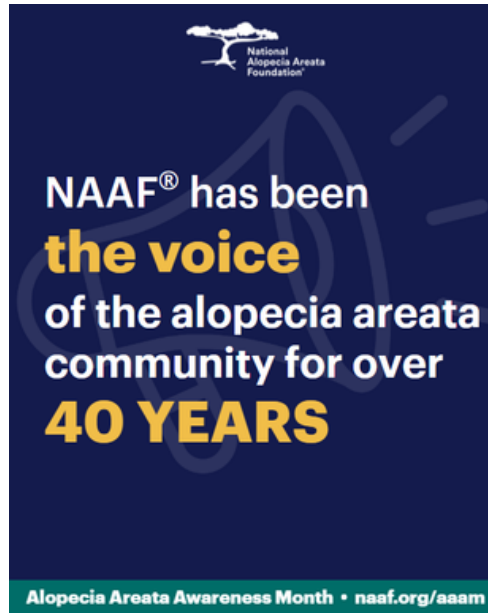
The purpose of the Alopecia Areata School Guide is to provide useful information to help parents, families, teachers, and school administrators. It offers suggestions and insight from other teachers, parents, and experts in the fields of school counseling and psychology. [Read the School Guide.](#)

If you want to share about how these resources and support options have helped you with your journey, reach out to us at info@naaf.org.

GRAPHICS

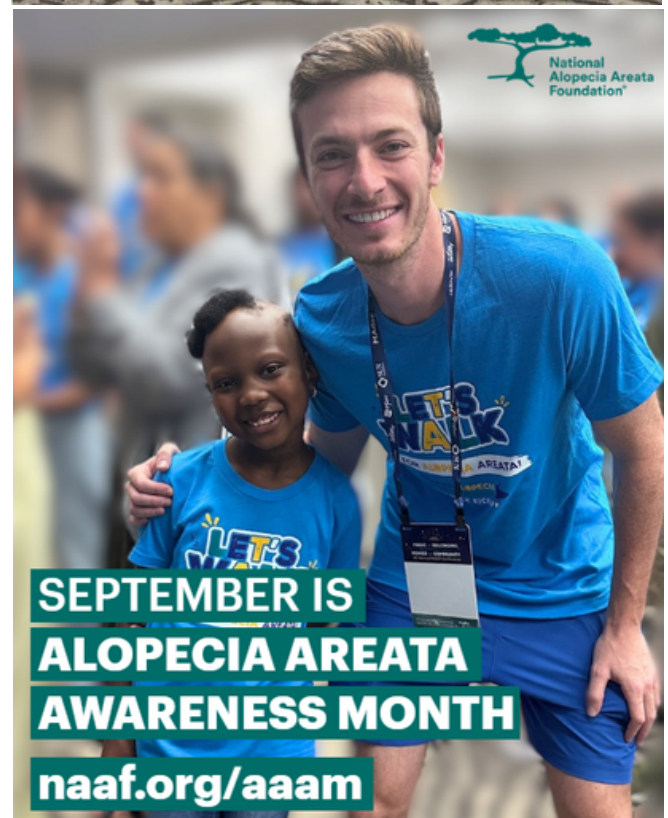
NAAF Facts

Suggested text: September is Alopecia Areata Awareness Month. The mission of [Tag NAAF] is to drive research to find a cure and accessible treatments for alopecia areata, support those impacted, and educate the public about the disease. [Share your story here]. Learn more at naaf.org.



You can download these graphics [here](#).

GRAPHICS



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GRAPHICS

Alopecia Areata Awareness Month Social Media Frame

Social Media Frame Tool: Help spread awareness with a customizable Facebook Frame. [Click here](#) to access and add your picture, then share on your social profile.



WALK FOR ALOPECIA®

Are you joining us for the **4th Annual Walk For Alopecia Presented by Pfizer**? You can help spread the word about the world's largest fundraising and awareness campaign for alopecia areata with [this social media frame](#).

For even more social media resources highlighting the Walk For Alopecia, check out our [Walk For Alopecia Social Media Toolkit](#).

