

Nationwide Initiative Aims to Help People Living with Epilepsy Manage Seizures and Stay Safe

Nov. 14, 2013 – This month, the Epilepsy Foundation and Lundbeck joined together in a nationwide effort to bring information about managing seizures to people living with epilepsy and their families. At the center of the initiative is a new educational infographic created by the Epilepsy Foundation titled “Managing Epilepsy & Seizures: Facts to Help Keep You Safe.” It can be viewed [here](#).

During November – which is National Epilepsy Awareness Month – Lundbeck’s neurology field representatives will deliver the infographic directly to U.S. doctor’s offices for distribution to those living with epilepsy and their caregivers. Additionally, it will be distributed at events held by the Epilepsy Foundation and its nearly 50 affiliates throughout the country.

“Many people live a full and productive life with epilepsy, while others struggle a great deal experiencing multiple seizures that significantly impede daily life,” said Phillip M. Gattone, president and CEO of the Epilepsy Foundation. “The infographic is applicable to people with epilepsy across this spectrum. We hope the widespread availability of this information will improve safety and help people living with epilepsy feel more in control.”

The infographic provides guidance on speaking with your doctor, family, friends, co-workers and teachers about potential risks associated with epilepsy and seizures. It includes tips for safe travel, how to make your home safer and when to call 911.

The infographic also introduces information about the risk of Sudden Unexpected Death in Epilepsy (SUDEP), urging those with epilepsy to lower their risk by creating a seizure management plan with their doctor that leads to as few seizures as possible.

“SUDEP happens to 1 in every 1,000 people with epilepsy each year,¹ and research consistently shows that people with epilepsy want information on SUDEP, but doctors rarely talk about it,”² said Cyndi Wright, director of the SUDEP Institute, a project led by the Epilepsy Foundation in collaboration with CURE, SUDEP Aware, Danny Did Foundation, AES and other leading epilepsy organizations and experts. “We believe this infographic will empower people with epilepsy to take steps to lower their risk and build awareness so we can work together to prevent SUDEP.”

“We’re honored to partner with the Epilepsy Foundation on such an important endeavor,” said Staffan Schüberg, president of Lundbeck in the U.S. “Lundbeck has more than 100 neurology field representatives committed to helping people with epilepsy. This month, they will be scheduling meetings with physicians that solely focus on delivering the Epilepsy Foundation’s infographic, so that it gets into the hands of more people living with epilepsy and their caregivers.”

About Epilepsy

Epilepsy produces seizures affecting a variety of mental and physical functions. It’s also called a seizure disorder. When a person has two or more unprovoked seizures, they are considered to have epilepsy. Epilepsy and seizure disorders affect more than 2 million American of all ages.³

About the Epilepsy Foundation

The Epilepsy Foundation, a national nonprofit with affiliated organizations throughout the United States, has led the fight against epilepsy since 1967. The Foundation’s mission is to stop seizures, find cures and overcome the challenges created by epilepsy. For additional information, please visit www.epilepsy.com.

About the Epilepsy Foundation SUDEP Institute

The Epilepsy Foundation SUDEP Institute unites leading epilepsy organizations including American Epilepsy Society, CDC, CURE, Danny Did Foundation, NIH/NINDS, SUDEP Aware, and epilepsy experts. Our mission is to prevent SUDEP and support people confronting the fear and loss caused by SUDEP. For additional information, please visit www.epilepsy.com/sudep.

About Lundbeck in the U.S.

A wholly owned subsidiary of H. Lundbeck A/S in Denmark, Lundbeck U.S. is headquartered in Deerfield, Illinois. With a special commitment to the epilepsy community, Lundbeck employees actively support and participate in hundreds of community-based initiatives, including *Studio E*, an art therapy program Lundbeck makes available with the Epilepsy Foundation. Learn more about our epilepsy community programs at YourPartnerInEpilepsy.com.

About Centric Infographics

The “Managing Epilepsy & Seizures: Facts to Help Keep You Safe” infographic was designed by Centric Infographics. Centric Infographics is an audience-centric, data-driven organization with a simple philosophy – start with better information. Learn more at: www.centricinfographics.com.

CONTACT:

Ken Lowenberg
Epilepsy Foundation
301-918-3773

Matt Flesch
Lundbeck
847-282-1154

References

1. The Centers for Disease Control and Prevention. Epilepsy. SUDEP. <http://www.cdc.gov/epilepsy/sudep/index.htm>. Accessed: 11/13/2013.
2. Medscape. “Most Neurologists Avoid SUDEP in Epilepsy Discussions.” <http://www.medscape.com/viewarticle/775573>. Accessed: 11/13/2013.
3. Epilepsy Foundation. What is Epilepsy Page. <http://www.epilepsyfoundation.org/aboutepilepsy/whatisepilepsy/index.cfm>. Accessed: 11/6/2013.