SAY HELLO TO NEW DESTINATIONS

Grow Awareness for Auto Mobility Solutions
National Mobility Awareness Month
Overview

• 9th Annual National Mobility Awareness Month (NMAM)
• Promotion runs from May 1 – 31, 2021
• Educate seniors, veterans, caregivers, partners and people with disabilities about wheelchair accessible vehicles and the many auto mobility equipment options available to live an active, mobile lifestyle
• Help grow awareness for our industry
History

- Started in 2012
- Partnered with OEMs, Manufacturers and NMEDDA Dealers
- Created an Online Local Hero Contest
- Mobility Dealers Promoted NMAM in their Community
- Pitched Local and National Media
- Gave Away Customized Wheelchair Accessible Vehicles on TV and at NMEDDA Dealers
- Read into the Congressional Record
RESOLUTION

IN THE HOUSE OF REPRESENTATIVES

June 1, 2012

Mr. Pascrew submitted the following resolution, which was referred to the Committee on Oversight and Government Reform.

Expressing support for designation of May 2012 as “National Mobility Awareness Month.”

Whereas many people in the United States overcome mobility challenges;

Whereas a majority of these individuals unfortunately report a major problem in their daily lives;

Whereas millions of people in the United States experience mobility challenges due to injury or illness;

Whereas 6,000,000 veterans suffer from mobility challenges;
Rehabilitation Hospital Tours
Did You Know

- Over 18 million people have mobility issues
- Six million of the 18 million people are veterans
- Approximately 18,000 new spinal cord injuries a year
- Mobility challenges are the most common disability in seniors
# Get Involved

<table>
<thead>
<tr>
<th>Partner</th>
<th>with other organizations in your community to help spread the word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>and promote a resource fair</td>
</tr>
<tr>
<td>Schedule</td>
<td>a webinar or virtual lunch and learns with OTs, PTs, Case Managers</td>
</tr>
<tr>
<td>Find</td>
<td>inspirational stories and create a community spotlight</td>
</tr>
<tr>
<td>Create</td>
<td>a press release and reach out to the media to see if you can get media coverage</td>
</tr>
</tbody>
</table>
Get Involved

Update and Promote On Your

- Website
- E-newsletter
- Social media channels
- Email signature

Plan and Promote a Facebook Live Event or Instagram Stories

Utilize These Hashtags

- #nmam2021, #mobilityawareness, #drivingmobility, #fewerboundaries, #nmamhello
Member Materials
Plan and Promote a Webinar

Many case managers, occupational therapists, physical therapists, veterans administration and support groups may be operating remotely during these times, working from home or limiting hours to adhere to social distancing. Reach these audiences wherever they may be by planning and promoting a webinar on GoTo Meeting or Zoom. Focus your presentation on National Mobility Awareness Month and the mobility solutions your dealership can offer their patients and those they help to keep your connection to these industry specialists strong.

Below are some items that can be included in your webinar presentation:

- May is National Mobility Awareness Month and the purpose of celebrating the month (see Promotion Overview on pages 3 and 4).
- Include the hashtag #nmm2021 and ask attendees to tweet or post about it on social media to share with their co-workers.
- Share the steps you have taken to keep your dealership open as wheelchair accessible equipment is deemed an “essential” business by the state.
- Overview of the process for a vehicle to become accessible.
  - Vehicles are sent from the OEM to a NMEDA manufacturer.
  - NMEDA manufacturers deconstruct the vehicles, lower the floors and install accessible ramps.
  - Vehicles are sent to NMEDA dealers.
  - After recommendations and prescription from a certified driver rehabilitation specialist, NMEDA dealer to work with customer to help customize a wheelchair accessible vehicle that fits all of their specific needs.
  - NMEDA dealers provide and install mobility equipment like specialized hand controls, steering wheels, brakes and seats.
- Being a part of the National Mobility Equipment Dealers Association and Quality Assurance Program (QAP) accredited, certified technicians and the annual audit.
- Utilize the opportunity to advocate for CAMS—Comprehensive Auto Mobility Solutions course to earn 3 AOTA, ADDED and CCME CEU credits for free. More information can be found here: nmeda.org/ceu

After the webinar, immediately send out a short survey to help gauge how you did. Ask if everyone could provide two email addresses of people that would benefit from learning more about the mobility to continue raising awareness.
Help Us Celebrate National Mobility Awareness Month

This May, we invite customers and caregivers to break down their boundaries and say hello to new destinations. A little help goes a long way, and through adaptive mobility, you and your loved ones can travel further, set bigger goals and create a more active lifestyle for years to come. Start your journey by exploring adaptive transportation solutions that find mobility equipment personalized to your needs.
nmeda.org/nmam

INSERT YOUR LOGO HERE.

Your information here.
Join us this May as we celebrate National Mobility Awareness Month. We invite you to “say hello” to new destinations and explore auto mobility solutions personalized to you or your loved one’s needs. Stay tuned throughout the month as we share what it means to live an active and mobile lifestyle for years to come. #nmam2021 #mobilityawareness #fewerboundaries #drivingmobility

Did you know nearly 40% of people over 65 have mobility issues? Learn how auto mobility solutions can help people get on the road safely. #nmam2021

We want to hear how auto mobility solutions have helped you “say hello” to new destinations. Share your story using #nmam2021.

Are you ready to share your story? How has auto mobility impacted your life? Share your story or picture of your wheelchair accessible van and make sure to tag us and #nmam2021.

Join us in celebrating National Mobility Awareness Month and share this post with others!
For more information contact:
Cheryl Parker
ccheryl.parker@revakd.com
407-321-0443

NMEDA Celebrates 9th Annual National Mobility Awareness Month
The non-profit association highlights how people living with disabilities persevere and triumph

TAMPA, FLA. - April 27, 2021 - “Say Hello to New Destinations” as National Mobility Equipment Dealers Association (NMEDA) celebrates the 9th Annual National Mobility Awareness Month.

This annual event is designed to educate seniors, veterans, caregivers, partners in the community, and people with disabilities about wheelchair accessible vehicles and the many adaptive mobility equipment options available to live an active, mobile lifestyle.

“We are excited to continue our support of National Mobility Awareness Month,” says Denny Langfield, NMEDA’s Chief Executive Officer. “This is a great opportunity for not only our partners but also the community to get involved and highlight mobility solutions which greatly impact those around us.”

One in seven adults in the United States and Canada have mobility challenges, and four-fifths of wheelchair users report that their local public transportation system is difficult to use or get to.

During the month of May, NMEDA shines light on the many automotive mobility solutions available for people with disabilities, including everything from safety features and driving accessories to wheelchair accessible vehicles and more.

This year’s theme, Say Hello to New Destinations, encourages fewer boundaries and more possibilities. There will be virtual events held by NMEDA members and a forum on NMEDA’s Facebook page where people can share their stories, participate, and support awareness online.

To learn more about NMEDA’s efforts for National Mobility Awareness Month and to get involved, please visit NMEDA.org/nmam.

About NMEDA:
NMEDA is a non-profit trade association of auto mobility dealers, equipment manufacturers, driver rehabilitation specialists, and other mobility professionals dedicated to improving the lives of people with disabilities and driving independence through the use of wheelchair-
Checklist for Successful NMAM Activation:

- Schedule a kick-off meeting
- Assign key staff to work on the promotion
- Review the guidebook
- Practice elevator speech
- Download free materials provided on https://nmeda.org/nmam/resources
- Update website header
- Update Facebook and Twitter headers
- Follow NMEDA on social channels
- Post regularly throughout the month on social channels using #nmam2021 and tag NMEDA
- Plan and promote a Facebook Live event
- Secure community spotlight stories
- Develop media list
- Draft a short press release about the month
- Pitch local media to run a segment about NMAM and inspirational stories
- Plan and promote a webinar for the healthcare industry
- Plan and promote a resource fair
- Plan and promote a virtual consultation
- Hold a company meeting at the beginning of June and discuss what worked well, what you could have done differently and key takeaways

NMEDA would love to hear from you and what you did to help promote National Mobility Awareness Month, let us know by sending your comments to: cheryl.parker@evokad.com
RESOURCES FOR DEALERS

We welcome mobility specialists nationwide to join NMEDA in celebrating National Mobility Awareness Month. By spreading awareness about the auto mobility solutions available in your area, you’re helping your local community, drive independence. Please explore and utilize these resources to help spread the word.

- Guidebook
- Fact Sheet
- 8 ½ x 11 customizable flyer template
- 8 ½ x 11 flyer and 11 x 17 poster (size of flyer)
- Digital postcard design for open house or resource fair
- PowerPoint template for presentations
- Word Version of Sample Press Release
- Social media graphics for members

Sign Up for Our Consumer E-Newsletter

First Name: 
Last Name: 
Email: 
Submit

Privacy Policy | Site Map | Terms of Use

© 2021 NMEDA. All Rights Reserved. Design & Development.
Questions

cheryl.parker@evokad.com