

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 NMEDA 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 NMEDA Dealers
- Read into the Congressional Record




NATIONAL MOBILITY AWARENESS MONTH **Life Moving Forward**

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Help us Celebrate National Mobility Awareness Month.
Tell us your story and you could WIN a custom wheelchair accessible vehicle.

[Enter to Win Now](#)



NATIONAL MOBILITY AWARENESS MONTH
National Mobility Awareness Month is a proclaimed month that will be celebrated throughout the month of May. The purpose is to educate the public that people with disabilities constitute the 2nd largest minority group in the United States. Over 18 million people in the U.S. and Canada have mobility issues. Six million of those are veterans.

This website is where we share the stories of people with disabilities who are dealing with and overcoming their mobility challenges. We are also asking people to submit their stories to be showcased by national and local media over the upcoming months. Favorite stories will be voted on by your friends, family and peers, and the winners will be awarded a new customized wheelchair accessible vehicle. Who knows? You or a loved one could even end up on a popular TV show like Good Morning America, The Today Show or Ellen.

Are You A Local Hero? Tell Us Your Story.
You could win a 2012 Custom Wheelchair Accessible Vehicle.
[ENTER HERE](#)

SantaTan Honda **TOYOTA** **BraunAbility** **VMI** **BRUNO** **CHRYSLER**

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NATIONAL MOBILITY AWARENESS MONTH **Life Moving Forward**

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Kaycee Marshall | Danville, IN [SEND MESSAGE](#)

Share: [Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#)



Kaycee is very active teenager who is making a difference in her community. She has a passion for serving others and this vehicle would allow her to do this and gain some independence. She was born with sacral agenesis, transpositional of the greater vessels and several other birth defects. She gets around with use of electronic wheelchair. Even having had more surgeries than most of us will ever experience, her energy abounds. Kaycee is my mentor. She never complains even though she faces obstacles daily. There is nothing she can't or won't try. She is my "can do" girl. Kaycee's community activities over last several years has included bring cheer to the residents of Cypress Manor, member of Shelter Wings Teen Council which raises awareness of teen dating violence and prevention, helping with Brown Bag Ministries which provides food and prayer to the needy and homeless in downtown Indianapolis, and volunteering during her summer at a local special needs pre-school. Kaycee is a leader in her community and high school by getting others involved in giving back. She has organized a team at her church to participate in Sheltering Wings Walkathon to raise money to fund residential facility for women and children who are victims of domestic violence and she got her freshmen class at Bethesda Christian School to help put together a basket to be auctioned for Sheltering Wings and to donate and make lunches and distribute them one early Saturday morning with Brown Bag Ministries. She works hard in school and is an honor roll student. Kaycee illustrates to the rest of us that determination prevails no matter what your circumstances or challenges. I know that Kaycee will put to great use a wheelchair accessible vehicle by continuing to give back to her community, but also being able to do things that normal teenager do. There really would be no stopping my little girl. Please vote for my girl, Kaycee Ann Marshall.

SantaTan Honda **TOYOTA** **BraunAbility** **VMI** **BRUNO** **CHRYSLER**

B-D **DRIVE MASTER** **F** **FREEDOM** **ACORN MOBILITY LLC**

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

IN THE HOUSE OF REPRESENTATIVES

JUNE 1, 2012

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

RESOLUTION

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

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;

Whereas a majority of these individuals unfortunately report that inadequate transportation and mobility options are a major problem in their daily lives;

Whereas many people in the United States overcome mobility





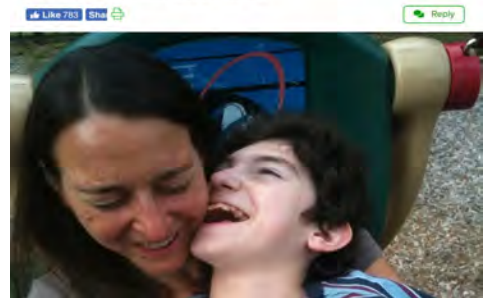
Rehabilitation Hospital Tours



West Orange Family Raises Disability Awareness, Celebrates Life

Benjamin De Simone and his mother, Joanne, will be appearing at the final stop of the Automotive Mobility Awareness Tour in West Orange.

By Eric Kiefer, Patch Staff
Oct 26, 2019 7:02 am ET | Updated Oct 26, 2019 7:02 am ET



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



Fact Sheet for National Mobility Awareness Month

National Mobility Awareness Month is the annual May celebration that encourages people with disabilities to enjoy an active, mobile lifestyle by making them aware of the many automotive mobility solutions provided by members of the National Mobility Equipment Dealers Association (NMEDA).

STATISTICS

United States and Canada (Mobility)

- Over 18 million people in the United States and Canada have mobility issues.
- Six million of the 18 million people are veterans.
- There are approximately 17,810 new spinal cord injuries each year in the United States.
- Mobility challenges are the most common disability among older Americans.
- Nearly 40% of people 65+ have at least one disability and 15.7 million people say they have difficulty walking or climbing stairs.

United States and Canada (Disability)

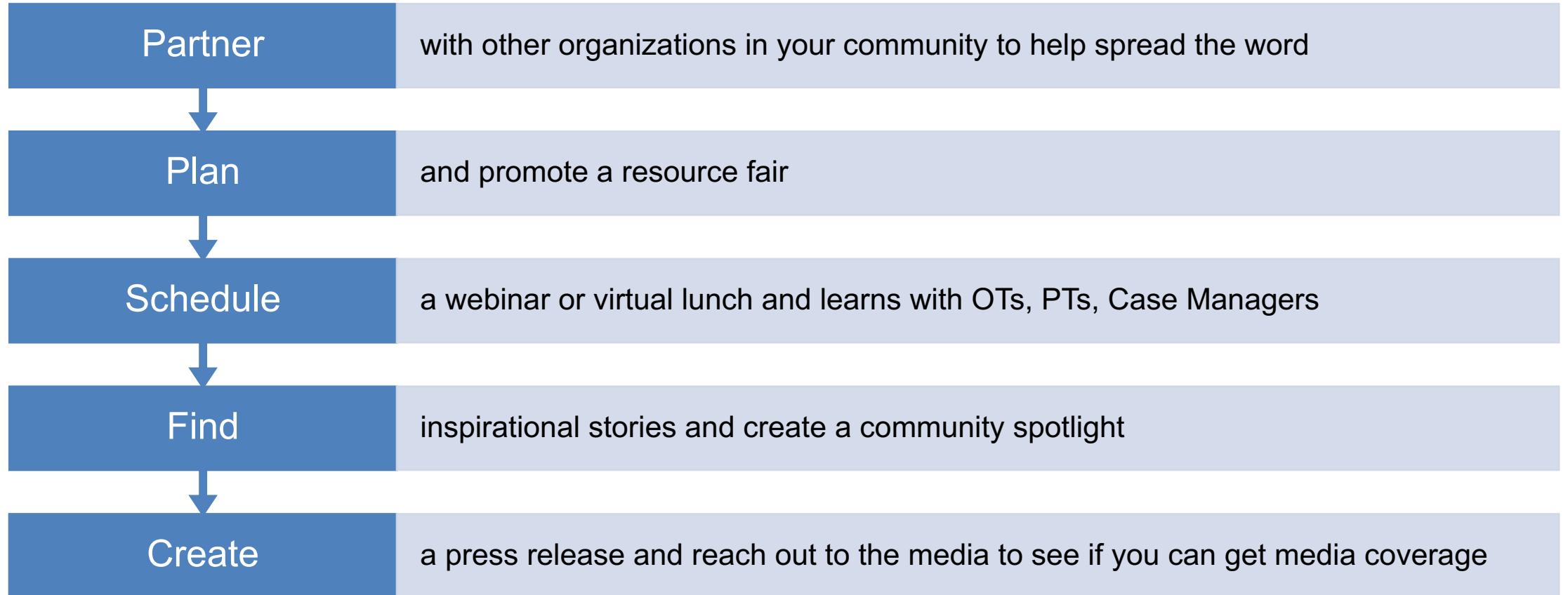
- 61 million adults in the United States live with a disability.
- 26% (one in four) adults in the United States have some type of disability.
- The percentage of people living with disabilities is highest in the South.
- Canada is home to 6.2 million people with one or more disabilities.
- Caregivers spend an average of 20 hours per week providing assistance.

Sources Include:
Caregiver Action Network
Canadian Survey on Disability, 2017
Center for Disease Control and Prevention
Statista
The Miami Project
The United States Census Bureau

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813.264.2697
nmeda.org/nmam



Get Involved



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



SAY HELLO TO NEW DESTINATIONS

National Mobility Awareness Month Guidebook 2021



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PUBLIC RELATIONS/MEDIA

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 #nmam2021 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 CCMC 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.

SAY HELLO TO NEW DESTINATIONS



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 and find mobility equipment personalized to your needs.

mobilityawarenessmonth.com

INSERT YOUR
LOGO HERE.

Your information here.



SAY HELLO TO FEWER BOUNDARIES



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nmada.org/nmam

INSERT
YOUR
LOGO HERE.

Your information here.



SAY HELLO
TO FEWER BOUNDARIES



SAY HELLO
TO FEWER BOUNDARIES



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nmeda.org/nmam

SAY HELLO
TO A NEW PLAYING FIELD



SAY HELLO
TO MORE QUALITY TIME



Content Examples

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

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!

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





For more information contact:
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407.221.0443

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 Danny 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](https://www.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



SAY HELLO TO MORE POSSIBILITIES

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
(resize of flyer)

Digital postcard
design for open house
or resource fair

Social media
graphics for
members

PowerPoint
template for
presentations

Word Version of
Sample Press
Release

Sign Up for Our Consumer E-Newsletter

First Name

Last Name

Email*

Subscribe

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NMEDA.org/nmam/resources



Questions

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