

Tardive Dyskinesia Awareness Week

Digital Toolkit



If you have any questions about the materials in this guide or how to use them, please reach out to the Teva Pharmaceuticals team: Shannon.Gilbert@tevapharm.com

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Recognizing TD as well as increasing awareness through videos and infographics

Insights for patients, caregivers and HCPs that can help them to understand the prevalence of TD as well as notice the signs and symptoms.



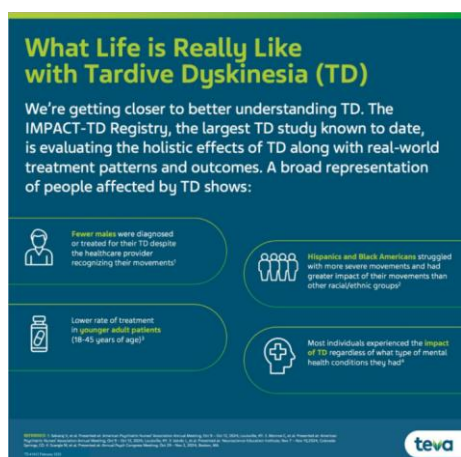
Proposed social copy to accompany the above assets:

Many patients affected by tardive dyskinesia (TD) experience stigma, stress and isolation while living with this condition. This #TDAwarenessWeek, we're focusing on raising awareness that people living with TD can manage their symptoms while also continuing to manage their mental health condition.

To learn more about TD, visit: www.soundsliketd.com

Infographic and video explaining TD's impact beyond physical movements

The IMPACT-TD scale is a holistic tool enabling HCPs and patients to better understand how TD is affecting someone living with TD.



Proposed social copy to accompany the above assets:

Tardive dyskinesia (TD), a chronic movement disorder that can be caused by certain mental health medications, not only results in uncontrollable and repetitive movements of the face and/or body parts, but oftentimes also leads to patients feeling self-conscious and isolated.

Recognizing that this condition goes beyond uncontrollable movements is vital in a patients' treatment journey. Learn more about how to speak with your doctor about all the impacts of TD, and how you can help manage them:

www.soundsliketd.com/manage-your-td

Caregiver video sharing her personal TD experience

Encourage others to have open conversations about their experience with TD by sharing Mary's story.



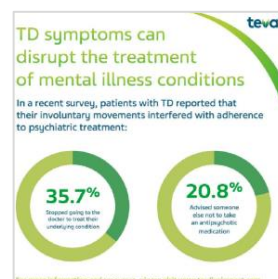
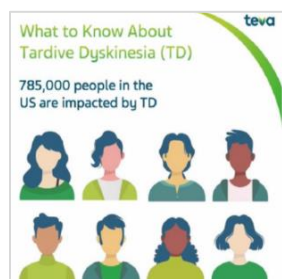
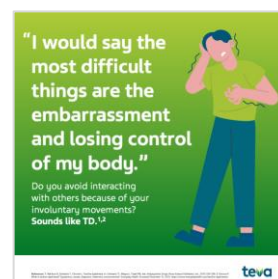
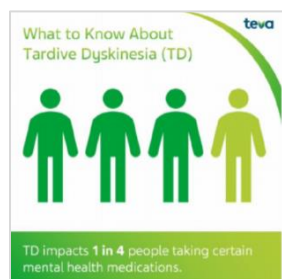
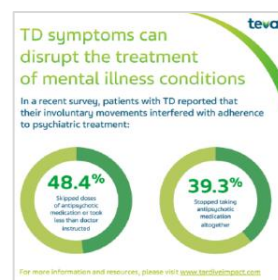
Proposed social copy to accompany the above asset:

Caring for someone with Tardive Dyskinesia (TD) is a demanding responsibility that requires patience, resilience and compassion. This condition not only impacts those diagnosed, but also their loved ones.

This #TDAwarenessWeek, we want to spotlight this community and all those who continue to look work tirelessly to help living with this condition.

TD awareness social media static and animated graphics

Informative TD awareness graphics for social platforms.



Proposed social copy to accompany the above assets:

If you're experiencing involuntary body movements while taking mental health medications, it may be TD.

Talk with your healthcare provider about how it's possible to continue managing your mental health condition and TD at the same time. To learn more visit: www.soundsliketd.com