



Reach 3000 people in your region who may have bipolar

56% of people living with bipolar do not have a diagnosis

1 in 50 people are living with bipolar but with an average 9.5 years to get a diagnosis – many are not getting the treatment and support that could help them stay well. With an increased suicide risk of 20 times for those living with bipolar, a timely diagnosis could be lifesaving.

Bipolar UK's 'Could it be bipolar?' campaign invites people to watch and share a [short video](#) via social media. People are directed to our website where they can take a Mood Disorder Questionnaire to see if they are likely to have bipolar, download a free Mood Tracker app and find lots of resources designed to facilitate a quicker diagnosis

<https://www.bipolaruk.org/diagnosing-bipolar>

We have reached over 1.5 million peopleⁱ through social media and over 7 million through the press but with 56% of people with bipolar undiagnosed we need your help!

"lots of the symptoms and causes describe my life but, being told by the GP for many years it's just depression, I've never really looked into or understood bipolar."

Raise Awareness:

- Promote our '[Could it be bipolar?](#)' video and resources in your local area
- Promote your local groups by distributing leaflets in your community (GPs, hospitals, colleges etc) Contact us at rotary@bipolaruk.org to request leaflets
- Organise an awareness raising/ fundraising event for **World Bipolar Day – 30th March**
<https://www.bipolaruk.org/rotary-world-bipolar-day>
- Join our Pole-to-Pole challenge <https://register.enthuse.com/ps/event/Poletopole>

Raise funds:

- **£500** will pay for us to reach 3,125* people via social media in your region
- **£500** could pay for additional resources to promote the campaign in your area such as posters, leaflets or billboard/banner opportunities

* Based on cost-per-click of 8p to website, design, marketing and admin of the campaign

<https://www.bipolaruk.org/rotary> or contact us at: rotary@bipolaruk.org

"For the first time in my life, things are starting to make sense." A campaign beneficiary

ⁱ 1.5 million impressions with 53,545 clicking through to our website