



**No one's life should
be lost to catatonia**

The Catatonia Foundation: Insights and Impact

Advancing understanding, changing outcomes.

Announcing Catatonia Awareness Day — January 16

We are excited to announce the first-ever Catatonia Awareness Day, taking place on January 16.

Catatonia Awareness Day was created to raise awareness so people do not needlessly suffer due to missed or delayed diagnosis. Catatonia is a serious yet treatable condition—but only when it is recognized.

January 16 was chosen to honor the birthday of Dr. Max Fink, whose relentless commitment ensured that catatonia would not be forgotten, dismissed, or misdiagnosed. Until the day he died at age 102, Dr. Fink continued to write, teach, consult, and advocate—insisting that catatonia be recognized so patients could receive effective, often life-saving treatment.

Catatonia Awareness Day exists for one clear reason:

If you don't know catatonia, you can't diagnose it.

And when catatonia goes unrecognized, people suffer—often with devastating consequences.

The Catatonia Foundation's January Awareness Campaign (January 1–16)

To build momentum and reach new audiences, we launched a coordinated Catatonia Awareness Day Campaign on social media on January 1, which will run daily through January 16.

The Catatonia Awareness Campaign's primary focus is to raise awareness about catatonia, misconceptions, diagnosis, effective treatments, and messages of hope.

Our goal is simple but ambitious: make catatonia visible—to clinicians, educators, families, and the broader public.

How You Can Help Spread Awareness (It Really Matters)

Awareness grows person by person, share by share. You can make a meaningful difference by helping amplify this campaign:

- Follow us on Instagram, Facebook, LinkedIn, and X
- Like and comment on our posts (this dramatically increases reach)
- Share our posts and/or add them to your Stories
- Invite friends, family, and colleagues to follow and engage as well

Every interaction helps extend accurate information to someone who may desperately need it—today or in the future.



Why Catatonia Awareness Day Matters

Catatonia is common, serious, and frequently missed. Yet, when recognized, it often responds to well-established treatments.

Together, we can widen the circle of awareness so fewer people suffer—and change the course of catatonia care.

If there's something you'd like us to cover in our next newsletter, please let us know. You can email us at info@thecatoniafoundation.org.

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