

Incurable Optimism

**Motor neurone disease (MND)
is incurable
but so is our optimism**

Incurable Optimism

Raising awareness of MND

The challenge:

How do you make a disease that affects 5000 people relevant to the general population?

Incurable Optimism

Taking a different approach:

Last year we took the very different approach to NOT solely focus on the cruel nature of MND but instead to highlight the amazing and positive spirit of people with MND.

Last year's campaign

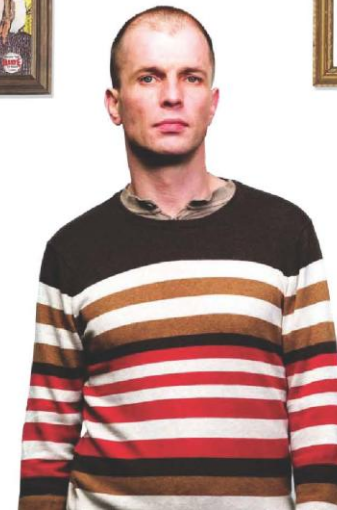


ONLY MONTHS TO LIVE. 100 PORTRAITS TO PAINT.

"I'M PATRICK AND I'M AN ARTIST. SOON I WILL LOSE THE ABILITY TO PAINT FOREVER THANKS TO MOTOR NEURONE DISEASE. BUT I AM DETERMINED TO CREATE 100 PORTRAITS IN WHAT TIME I'VE GOT LEFT, TO RAISE AWARENESS OF MND AND HELP FIND A CURE." WILL HE MAKE IT? IS HE ANY GOOD? BRUSH UP ON PATRICK'S ART AT PATRICKTHEOPTIMIST.ORG



patricktheoptimist.org



Registered Charity No 24454

Meet Alistair the Optimist

“ The message of incurable optimism is an important one to share. Having this condition is not the end; you can still do positive and optimistic things.”



Alistair Banks

Alistair's musical challenge

“ I want to make some really good music and leave an album as a legacy that I'm really proud of.”



Billboard posters

A billboard poster for the Motor Neurone Disease Association (MNDa). The background is a light olive green with a faint, repeating pattern of musical instruments like guitars and drums. On the right side, there is a large, close-up portrait of a man (Alistair) with a slight smile, wearing a dark jacket. Below his portrait, there are smaller images of two other men, presumably his band members. In the top right corner, the MNDa logo is displayed in white, with the text 'motor neurone disease association' underneath. On the left side, the headline 'WHAT'S A DYING MAN GOT TO SING ABOUT?' is written in large, white, sans-serif capital letters. Below this, in smaller purple and pink capital letters, is the text 'ALISTAIR IS LIVING WITH MOTOR NEURONE DISEASE. IT CAN KILL WITHIN 14 MONTHS.' Further down, in smaller white capital letters, is the text 'HE WANTS TO FULFIL A LIFELONG AMBITION AND RECORD HIS OWN ALBUM WITH THE HELP OF HIS OLD BAND, BUT TIME IS RUNNING OUT. HE'S DETERMINED TO FINISH WRITING AND RECORDING BEFORE THE MUSCLES HE NEEDS TO SING AND BREATHE STOP WORKING. ALREADY HE CAN NO LONGER USE THE FOOT PEDAL ON HIS BASS DRUM.' Below that, in smaller white capital letters, is the text 'OF COURSE HE'LL MAKE IT, ALISTAIR'S AN INCURABLE OPTIMIST, JUST LIKE YOU.' At the bottom left, there is a row of icons: a group of people, a guitar, a drum set, and a microphone. To the right of these icons is a small logo for '17M MND RECORDING TO OPTIMISM' and social media icons for Facebook and Twitter. At the bottom right, in small vertical text, is 'Registered Charity No. 294354'. At the bottom center, in pink capital letters, is the text 'FOLLOW HIS PROGRESS AND SHOW YOUR SUPPORT AT ALISTAIRTHEOPTIMIST.ORG'.

What the commuters said

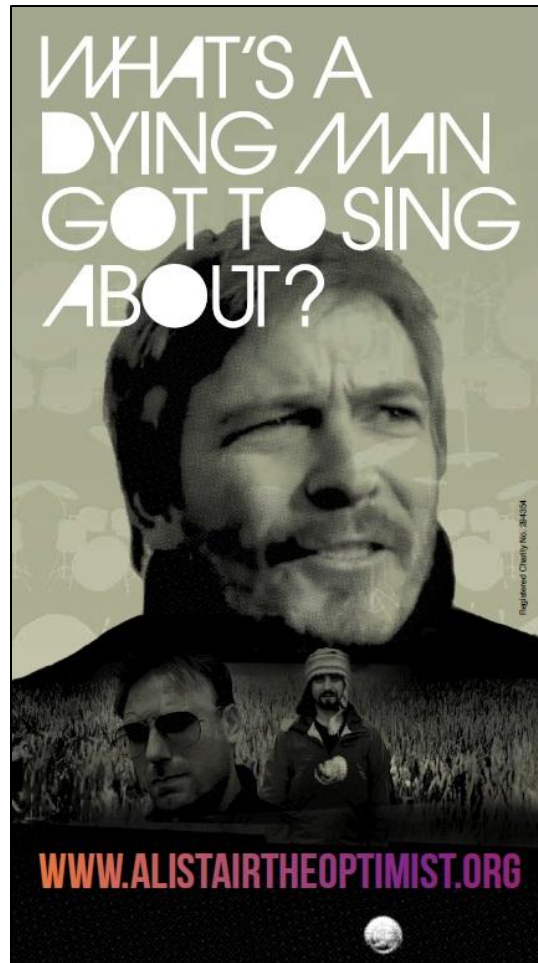
“First poster that’s actually made me go to facebook and like the page.”

“Saw your poster and just read your story. Got such a boost, needed it, thank you.”

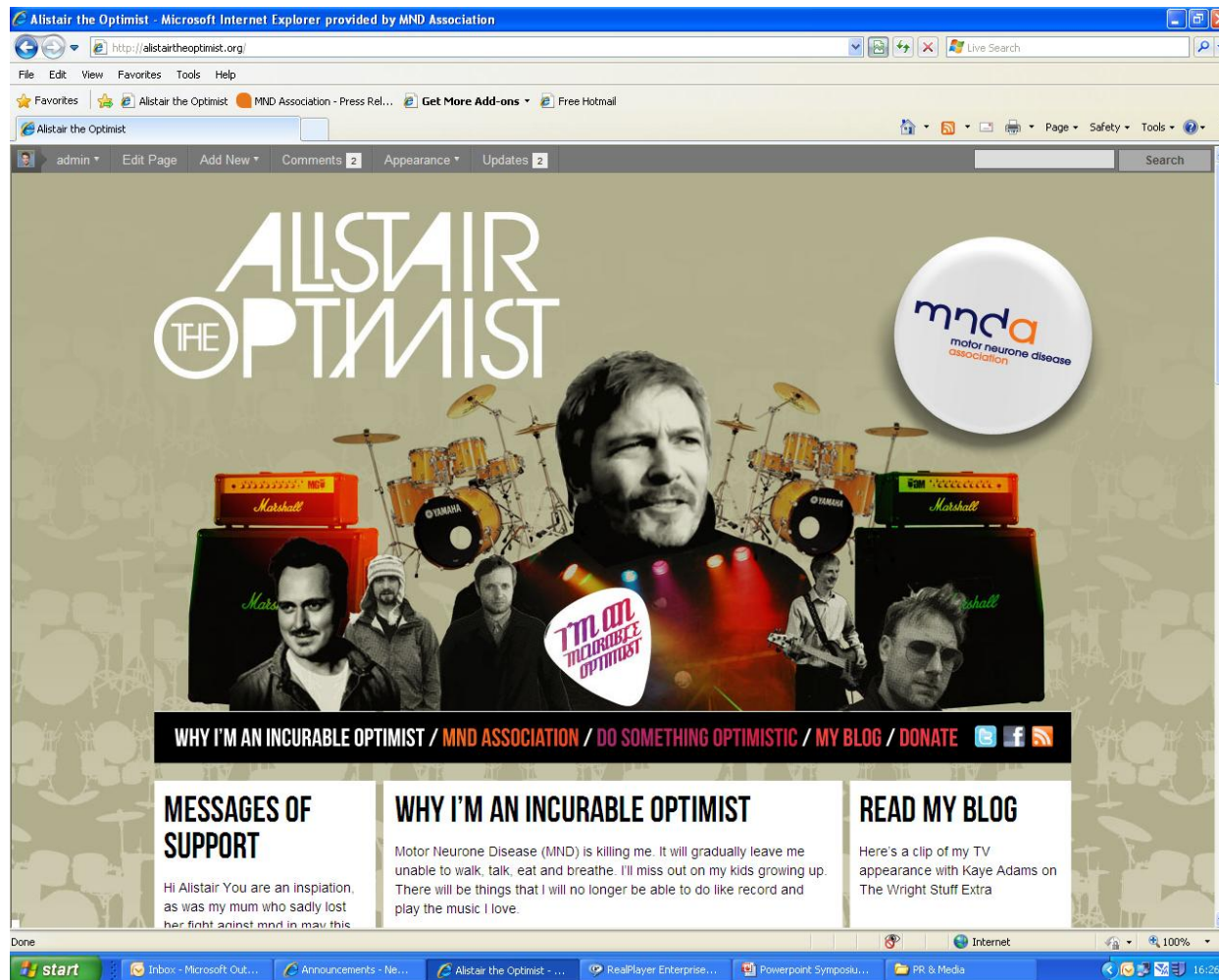
“I saw your poster at a train station in Manchester. I never knew much about MND until I started researching you. You are an inspiration.”

“I’m a train driver and have seen your poster several times today and wish you all the luck that anyone can have, you truly are a very special person.”

Press advert



Alistair's blogsite



Facebook

A screenshot of a Microsoft Internet Explorer browser window displaying the Facebook profile of "Alistair The Optimist". The browser's address bar shows the URL "http://www.facebook.com/alistairtheoptimist". The Facebook interface includes a search bar, a navigation menu on the left, and a main content area for the profile. The profile header shows "Alistair The Optimist" as a Musician/Band, with a cover photo and a profile picture. The "Wall" section displays a post by Roberta Boyd, a post by Danielle Homer, and a post by Alistair The Optimist. The right sidebar contains sections for "Admins", "You and Alistair The Optimist", "Quick Tips", "Sample Ad", and "Sponsored Story". The bottom of the browser window shows the Windows taskbar with various open applications.

Alistair The Optimist
Musician/Band · [Edit Info](#)

Wall
Alistair The Optimist · **Everyone (Most Recent)**

Share: [Post](#) [Photo](#) [Link](#)

Write something...

Roberta Boyd
...waiting on the album :)
Like · Comment · 16 hours ago

Danielle Homer
Hiya Mr banks, glad to hear u are interested in the offer! It'd be great to get involved! Please email me when you can at homer_danielle@yahoo.co.uk so we can get things started! Look forward to hearing from you x
Like · Comment · Yesterday at 2:25pm via mobile

Alistair The Optimist
Second hydrotherapy session this morning. My sleep has improved significantly already - brilliant stuff!
Like · Comment · Share · Yesterday at 2:16pm
50 people like this.

Gillian Scott Good to hear! Im a physio assistant and run hydrotherapy every week, glad to hear its working well for you! x
Yesterday at 2:32pm · Like · 1 person

Janet Parry Thats great news and encouraging too for other people thinking of trying it out themselves x
Yesterday at 3:40pm · Like · 1 person

Motor Neurone Together We Stand It should do you a power of good - thats why I sit in my hot tub so much xxx & the glass of wine is just medicinal promise xx
21 hours ago · Like

Write a comment...

Admins (5) [See All](#)

[Use Facebook as Alistair The Optimist](#)
[Notifications](#)
[Promote with an Ad](#)
[View Insights](#)
[Invite Friends](#)

You and Alistair The Optimist
6 friends like this.
MND - What makes you happy?

Quick Tips
Get more people to like your Page with Facebook Ads today!

Sample Ad: Alistair The Optimist
Your ad text here.

[Like](#) · Mel Barry likes this.

[Get More Fans](#)

Sponsored Story [See All](#)
Leon Sroka likes British Airways.
British Airways
[Like](#)

Twitter

A screenshot of a Microsoft Internet Explorer browser window displaying the Twitter profile of Alistair (@altheoptimist). The browser's address bar shows the URL <http://twitter.com/#/altheoptimist>. The Twitter profile page includes a header with the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The profile section features a profile picture of Alistair, his name, and his handle @altheoptimist. A bio states: "I'm not going to let MND defeat me. I'm going to carry on drumming for as long as I can. Every song recorded by my band will be dedicated to the optimistic." and includes a link to <http://www.alistairtheoptimist.org>. Below the bio is a section for "Following" with a link to "view all". The main content area displays a list of tweets from Alistair and others, including a tweet from colindobson asking for RTs to raise awareness of #MND, and several tweets from altheoptimist about his hydrotherapy session, TV appearance, and blog. The browser's taskbar at the bottom shows various open applications, including Microsoft Office Word, PowerPoint, and RealPlayer.

News coverage

BBC

THE  INDEPENDENT

The  Mail
ON SUNDAY



The Daily Telegraph

Update on the original incurable optimist



Update on the original incurable optimist



Patrick's Speakbook

a finger you can spell out words and phrases to your partner. Frequently used words can be written in the blank boxes. Pointing to the word 'HOME' indicates to your partner that you now want to communicate with your eyes using the main book.

£	\$	%
+	-	/
X	=	?
HOME		
THANK YOU		
Q	W	E
A	S	D
Z	X	C
YES	V	NO
B	N	M

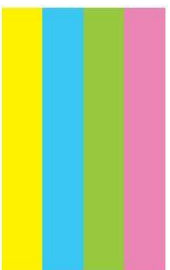
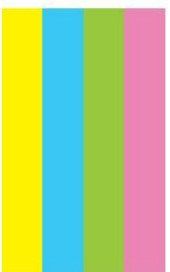
SPEAKBOOK

non verbal communication system

www.speakbook.org

Speakbook 3rd edition © 2011 Patrick Joyce

Patrick's Speakbook



1

TRAINING PAGE



When you've learnt the basic technique using this training page, you can then put your own pages using the ideas given in this book.

1

Be an incurable optimist



Spreading an international
movement of incurable optimism

Find your own incurable optimist

Find out more

- Log onto **www.alistairtheoptimist.org**
- Follow @altheoptimist on Twitter
- Follow **Alistair the Optimist** on Facebook
- **Do something optimistic today.** Support our fight against MND.

