

MISSD

2026 Highlights & Annual Appeal

Patient Safety is a Universal Goal



See what your generosity made possible in 2026—
and help us continue this vital work in 2027

WHY AWARENESS MATTERS

Clear information can help prevent harm

Akathisia can be misdiagnosed or mistreated, and it can precipitate **self-harm, violence, and suicide**.

Awareness helps people recognize symptoms, ask informed questions, and seek appropriate care. Education makes a critical difference.

That is what donor support makes possible.



MISSD connecting with veterans, lawmakers, and the media at the Michigan State Capitol

2026 AT A GLANCE

Expanding awareness, increasing impact

In 2026, MISSD brought akathisia awareness and education to **more people in more places**. Our Australian awareness campaign (below) is reaching new communities through billboards and TV ads.



3+ MILLION People reached through MISSD education and awareness

41 New digital education resources

7 New states reached in the 50 in 5 campaign

FIRST-EVER
MISSD television advertising campaign

EDUCATION THAT TRAVELS

Learn. Share. Connect.

MISSD's free, accessible education turns complex information into practical knowledge.



Scan for courses



Courses help learners:

- Recognize akathisia and understand its risks
- Ask informed questions about medications and dose changes
- Use a “medication buddy” to watch for any unusual changes in thinking or behavior

Akathisia 101 is accredited by the National Association of Social Workers for one continuing education contact hour. Explore courses at MISSD.LearnUpon.com/catalog



MISSD's team presents annually at the Psychotherapy Networker Symposium in Washington, DC

PROFESSIONAL OUTREACH

Connecting professionals with critical information

MISSD reaches clinicians, educators, and public safety professionals through conference presentations and online learning focused on akathisia and medication-induced suicide. These efforts close key knowledge gaps.

New tools for wider reach

A new conference brochure and QR code make reliable information easier to access.

“Thank you for making this life-saving information freely available.

Perhaps it could be promoted directly to UK professional audiences: medical professionals, mental health services and crisis teams, emergency services and NHS A&E staff.”

— Feedback from the UK

REAL PEOPLE. MEANINGFUL PROGRESS.





Better Questions. Safer Care.

In June 2026, MISSD contributed a BMJ Rapid Response urging clinicians to consider medication-induced akathisia and other potential treatment-related contributors when assessing suicide risk.

“Suicide prevention efforts also need to address contributors that remain underrecognized in practice, including medication-induced akathisia.”

“Suicide risk assessment should include questions about current medications, recent changes, and new or unusual symptoms.”

“Asking the right questions can make a life-or-death difference.”

SCAN CODE TO READ MISSD'S BMJ RAPID RESPONSE



AWARENESS IN ACTION

A promise is meaningful only when it becomes action

Last year, we pledged to expand awareness advertising in Australia. This year, donor support made that commitment a reality. MISSD's first television commercial brought awareness to new audiences.

PROMISE MADE

We pledged to bring public awareness to Australia.

DONOR SUPPORT

Your gifts turned a commitment into a campaign.

PROMISE DELIVERED

MISSD's TV ads raised akathisia awareness across Australia, while regional billboards reached New South Wales.

BILLBOARD IMPACT IN AUSTRALIA



356,679

People reached*

1,239,177

Billboard impressions*

3.45×

Average views per person*

**Projected figures from GAWK Outdoor*

Scan to Watch MISSD's
TV Ad and See our
YouTube Channel



AKATHISIA STORIES PODCAST

New voices, true stories



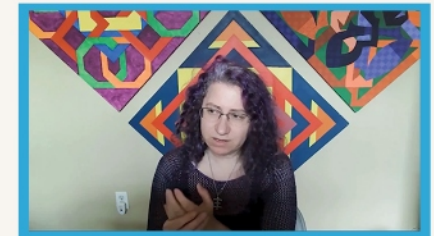
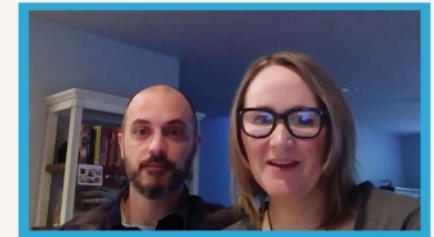
Monthly episodes spotlight akathisia and:

- Polypharmacy
- Drug labeling
- Iatrogenic harm
- Risk communication

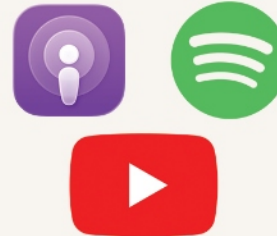
These firsthand accounts provide important insights into the personal impact of medication-induced harm and underscore **why listening to patients and families matters.**



"I hope sharing my lived experience may help someone else recognize potential medication-related adverse effects, including akathisia, ask questions, and advocate for themselves, and if they're unable to, find somebody who can help advocate alongside them." — Lisa



 **Buzzsprout**



Listen. Share. Help more voices be heard.

PUBLIC HEALTH VIDEOS

Recognition starts with a name



Pharma ads often bury serious risks in the fine print. **Our ads and videos don't.**

30+ NEW EDUCATIONAL VIDEOS

11 campaign videos & 20 short-form videos

Key metrics

June 19 - August 17

Total Viewers

77.5K  **+46.6K**
(+151%)

New Viewers

77.2K  **66.6K**
(+628%)



Aug 18, 2025 - Aug 17, 2026

Total Viewers

125.6K

New Viewers

108.4K

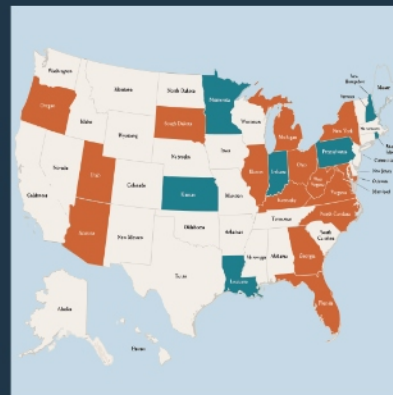


Scan the QR code to visit us on TikTok

50 IN 5 NATIONAL CAMPAIGN

Our goal remains clear

We're bringing awareness to all states in five years.



-  New States Added
-  Previously Reached

LOOKING AHEAD

In November, MISSD will present at the International Association for Suicide Prevention's Pan-American Forum in Costa Rica—**extending awareness across the Americas.**

In 2027, we will:

- Expand Spanish-language resources
- Equip parents to recognize medication risks

Join us to continue this vital work.

Your Support Can Save Lives

Give today at MISSD.co or by mail using the enclosed reply envelope

Scan to donate securely



MISSD.co

Education. Awareness. Prevention.
Every gift helps more people recognize akathisia sooner.

The Medication-Induced Suicide Prevention and Education Foundation in Memory of Stewart Dolin (MISSD) is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the extent permitted by law. MISSD works to prevent avoidable akathisia-related deaths through education, awareness, and free resources.