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ADVOCACY
in
RESOURCE-LIMITED WORLD

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XXIInd World Congress of Neurology

Disclosure Form

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Company Name	Nature of Affiliation
None	None

Learning Objectives

- Know the Major Neuro-Epidemiology facts in DW
- Be aware of the situation of limited resources and treatment gap in DW
- Be able to take original and adapted initiatives for bridging these gaps
- Convinced about the importance of Advocacy, set up a plan of Communication and action related to major Neuro-Disorders, for the population of a province in a developing country

International & local Organisations

- **WFN**
 - ✓ Neurology in general
- **Neuro-Specialties Organisations**
- **WHO**
 - ✓ State level; Policy
- **Continental Academies**
 - ✓ Training ; Research ; Congresses
- **National level**
 - ✓ Ministry of Health; Neglected field

What are their impacts ?

Epidemiology

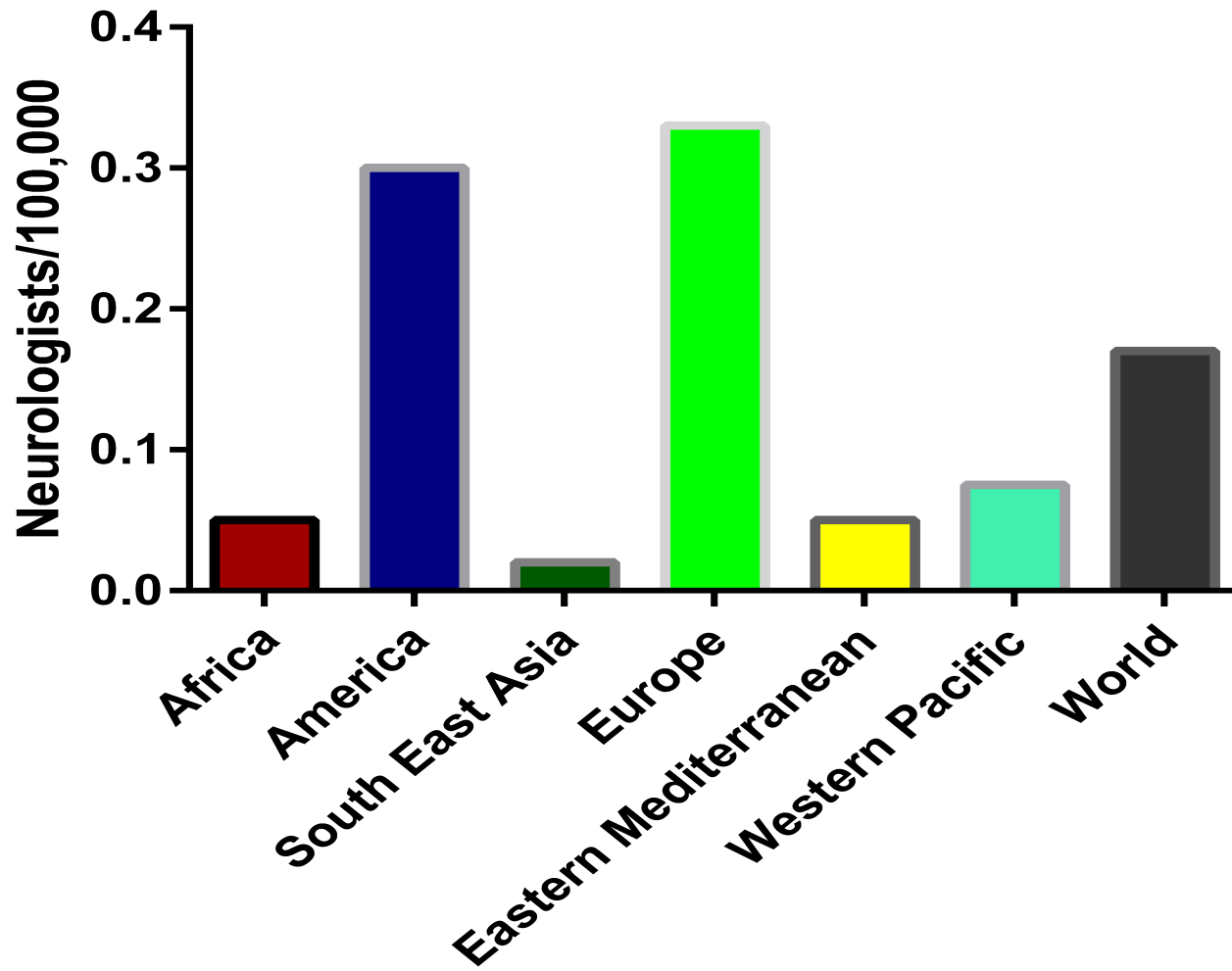
□ In the developing world, increasing cases of non-communicable diseases are reported, i.e:

- ✓ Epilepsy
- ✓ Stroke
- ✓ Diabetes, Hypertension, Obesity
- ✓ Cancers

in addition to persistent infectious diseases

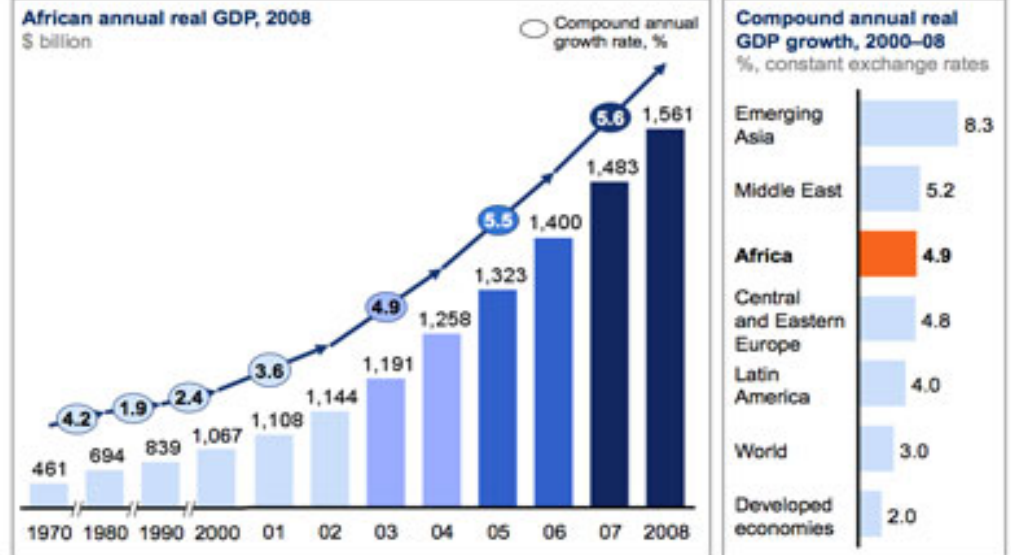
Neuro-Facts in Developing World

- ◆ Pain
- ◆ Epilepsy
- ◆ Isch/H^{em} Stroke
- ◆ Meningo-Encephalitis
- ◆ Peripheral Neuropathies
- ◆ Malnutrition Neuro-Myelopathies
- ◆ Post Medullar & Cranial Traumatism
- ◆ Parkinson, Alzheimer and other Dementias
- ◆ Consanguineous Neuro-Degenerative Disorders

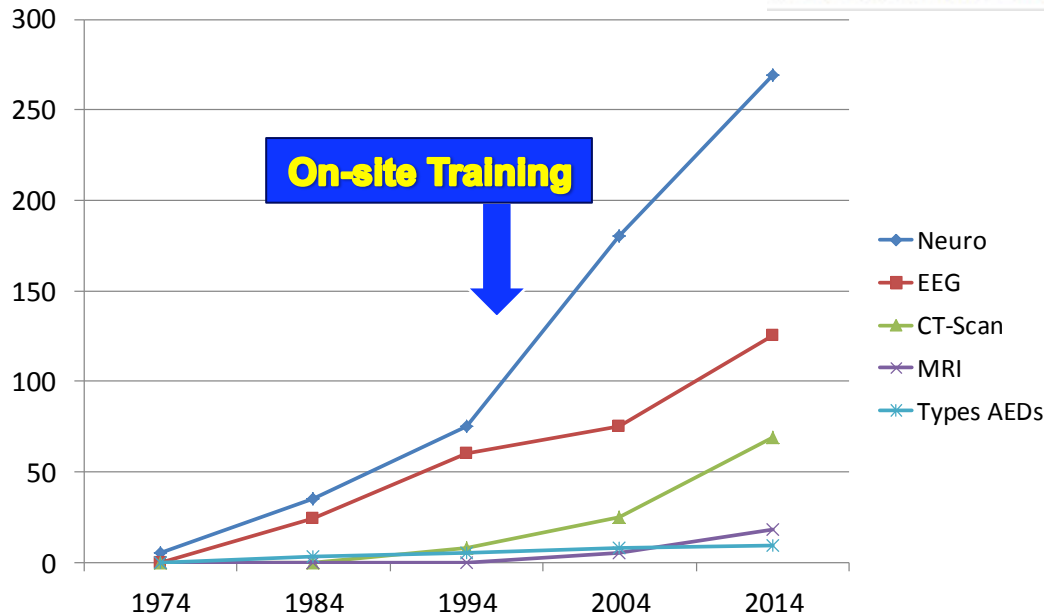


**Example of Africa:
when the general
socio-economical
Improves...**

Africa's economic growth accelerated after 2000, making it the world's third-fastest growing region

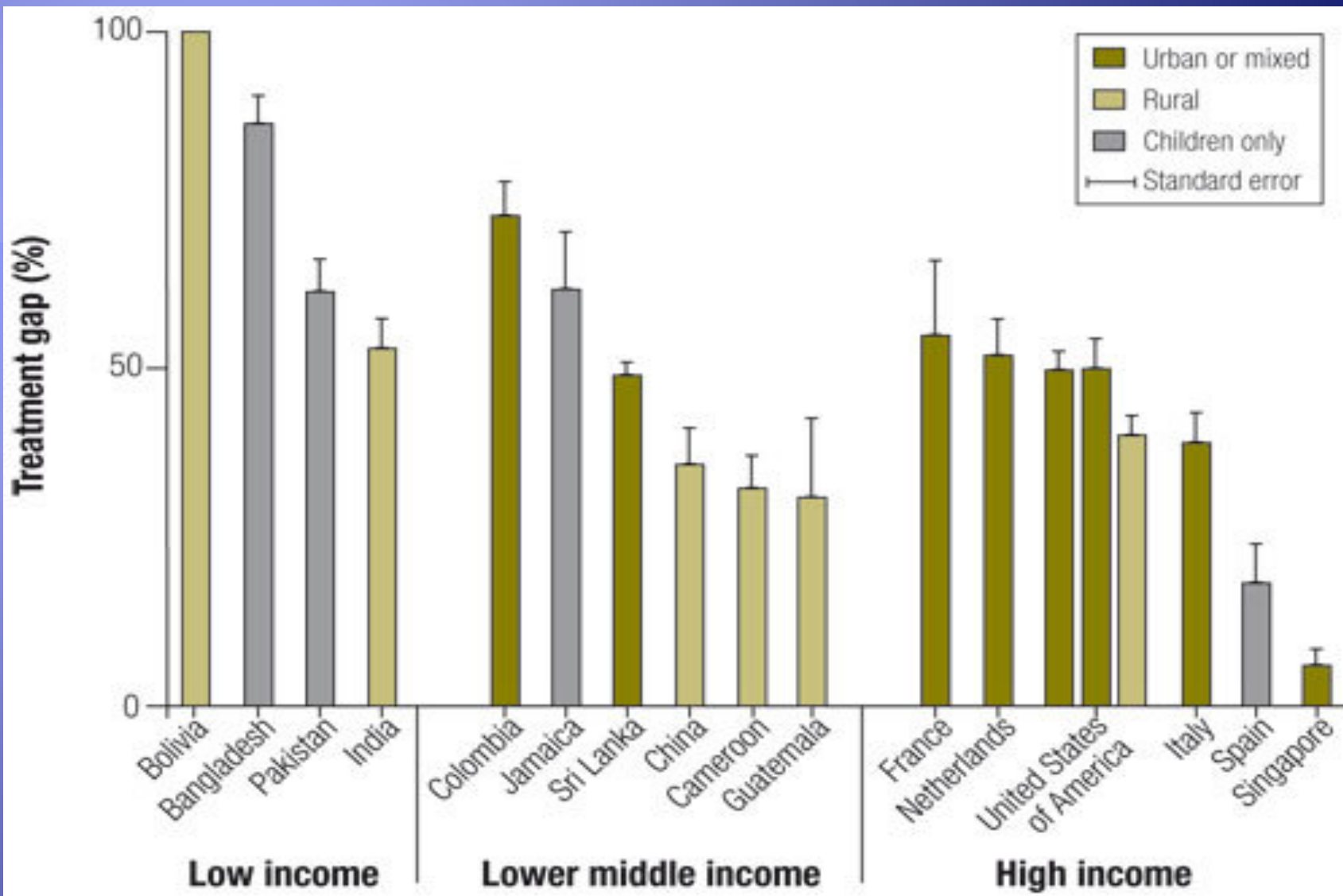


SOURCE: International Monetary Fund; World Bank World Development Indicators; McKinsey Global Institute



Courtesy from Pr. E. Perucca

**..the
"Neuro-Condition"
improves...**

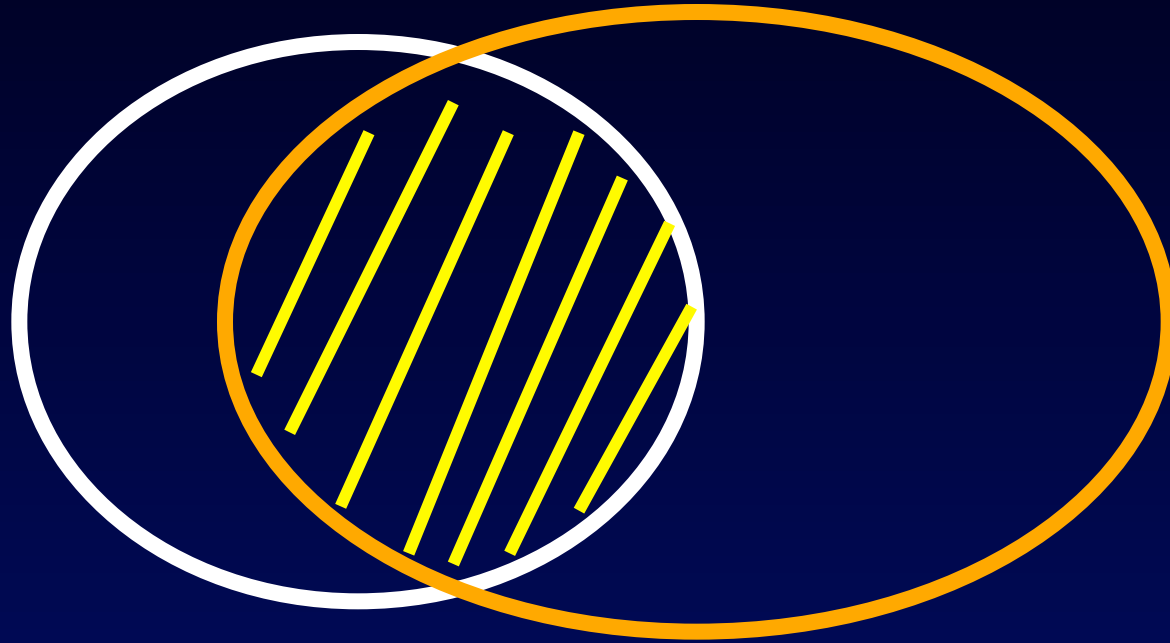


Ana-Claire Meyer et coll. , WHO Bulletin, 2010



Traditional management

Belief, Stigma and Fears lead to delayed or absence of consultation



Modern Management

Traditional Management

- ❑ Scarcity of specialized health staff
- ❑ Financial and/or geographical unavailability of diagnostic means
- ❑ Non-Availability of major drugs
- ❑ Difficult and delayed management
- This situation may lead to original methods of advocacy in such context.

- ❑ A focus may apply on preventive messages, education, activities
- ❑ For raising awareness among the community and key-leaders
- ❑ New initiatives must be taken to reach the disfavored population and reach them by any mean

- ❑ Specialists may get out the capital cities and Universities Hospital and go to the field, where population lives
- ❑ Simple, clear and pertinent messages, adapted to the human and cultural environment should be elaborated and shared with primary health personnel, and the community

- ❑ Strong partnership is to be envisaged between specialists, public and private sectors on a community-based and holistic approach, for more efficiency
- ❑ Ultimate goals: prevention ; early and sustainable management



**L'Epilepsie
une maladie
comme une autre**

**LIGUE SÉNÉGALAISE
CONTRE L'EPILEPSIE**
Clinique neurologique - C.H.U Fann
Tél. : (221) 825 36 78
864 03 40



- ❑ Neuro-Caravans
- ❑ “Where there is no-Neurologists”
- ❑ Other Initiatives
- ❑ Travel the developing world

“Let’s go TO the population; rather than waiting for them...”



To be explored:

Cell Phones & Others:

for “Neuro Breaking News”
& Useful info and messages

Example:

- Epilepsy
- Stroke
- Mvt disorders



Interact with...

- ✧ GPs
- ✧ Patients & Families
- ✧ Local Staff
- ✧ Paramedics
- ✧ Local leaders
- ✧ School teachers
- ✧ Women and mothers
- ✧ Local Associations
- ✧ Traditional Healers..?
- ✧ Others..?

KEY Messages

1. Communication ; Multilingual
2. Entrepreneurship ; Innovation
3. Do not transfer YOUR World to ANOTHER World: Adapt yourself
4. What are knowledge and skills, if they do not serve the Community..?

➤ Generosity

➤ Respect

➤ Patience