



International Parkinson and Movement Disorder Society

World Brain Day 2020

Summary of Activities

World Brain Day is proudly brought to you in partnership with the following organizations



International Parkinson and Movement Disorder Society





The World Federation of Neurology collaborated with the International Parkinson and Movement Disorder Society (MDS) to dedicate the 2020 World Brain Day to Parkinson's Disease. In the height of the COVID-19 Global Pandemic, the results were outstanding!



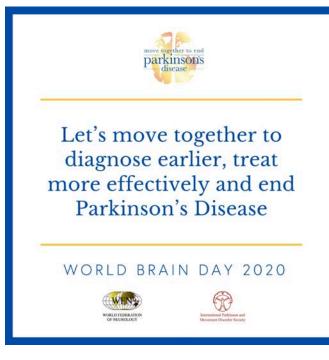
WORLD FEDERATION OF NEUROLOGY



World Brain Day 2020 Was a Huge Success

The 2020 World Brain Day efforts culminated in an impressive success. The promotions and activities associated with WBD reach more than 50 million people, with participation spanning all corners of the globe. Organizations, patient advocates, individuals and societies united to *move together to end*

Parkinson's Disease for World Brain Day.



Unprecedented Social Media Reach for World Brain Day

	WFN @wf	neurology · Ju	ıl 20			\sim	impact. Let's move together to end Parkinson's Disease! #WBD2020
WENS	Q7: How can #ParkinsonsDisease patients advocate for themselves access more effective care? #WorldBrainDay #WBD2020						See See
	Q 16	<u>↑</u>] 3	♡ 7	⊥́	ılı		move together to end
		_	_	_	_		parkinsons

Key Statistics

- 4,155 Tweets Using Branded Hashtags ٠
- 36,744,000 Potential Twitter Impressions •
- Twitter Chat generated an additional 55,000 ٠ Impressions
- Facebook engagement increased by 229% over ٠ June 2020



disease t] 66 C 102 **,↑**, The Numbers **Highest Impressions** 36.744M Impressions (10) @timesofindia 4,155 Tweets TH @the_hindu 6.3M 2,820 Participants @airnewsalerts 6 Avg Tweets/Hour Avg Tweets/Participant @DainikBhaskar Twoot Cool @CoolFMAbuia Twitter data from the #WorldBrainDay hashtag from Wed, July 8th 2020, 9:05AM to Fri, August 7th 2020, 9:05AM (America/Chicago) - Symplur, Rei @BrainandLifeMag

MDS @movedisorder - Jul 22

Today is #WorldBrainDay 2020 and we are dedicated to raising awareness for Parkinson's Disease. We stand with over 7 million people living with this disease and their caregivers because we know PD's

symplur

Promotional Videos Unite the International Community in Support of World Brain Day



Webinar Brings World to Move Together Against Parkinson's Disease

On World Brain Day, WFN hosted a worldwide webinar to elevate Parkinson's Disease awareness, focusing on the key impact points. The goal of this webinar was to share information on Parkinson's Disease and direct people to global Parkinson's Disease resources. The webinar welcomed 861 participants during the event and was sent to all registrants following the event, garnering 1,053 additional views. The following is a list of the participants

- Prof. William Carroll, President of the World Federation of Neurology
- Prof. Tissa Wijeratne, Chair of World Brain Day, World Federation of Neurology
- Prof. Claudia Trenkwalder, President of the International Parkinson and Movement Disorder Society (MDS)
- Prof. Wolfgang Grisold, Secretary-General of the World Federation of Neurology
- Associate Prof. Victor Fung, Co-Chair, Publications and Communications Oversight Committee, MDS
- Prof. Susan H. Fox, Chair-Elect, Pan American Section, MDS



Total Registrants: 1,937 Total Participants: 861 Recording Views: 1,053

Global Press Mailings Achieve Significant Reach

WBD: PROMOTIONAL PRESS RELEASE

220

Total Media Pickup

PRESS RELEASE ON SOCIAL MEDIA

3,130

Twitter Reach

99,961,287

Total Potential Audience

26 +

Countries

11,272

Fotal Potential Audience

5+

Clicks from Twitter

Global Press Mailings Achieve Significant Reach

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The Ministry

made a detailed

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World Brain Day dedicated to raising KNOW ABOUT UN: LO awareness for Parkinson's Disease security · Caused by a loss of nerve cells in a specific part of the brain EXPERTS WARN THAT THOSE SUFFERING WITH NEUROGENERATIVE BRAIN · Symptoms tend to develop PNS NEW DE H DISEASE MAY BE PARTICULARLY IMPACTED BY CURRENT COVID-19 PANDEMIC gradually, and only appear as NS NEW DELHI PD while in India, the preva-for those living with the dis-lence is around 10 per cert of ease. There is a profound need the global burden. It is known for improved standards of care PNS NEW DELH You may be at risk of the The United N World Met condition if you're producing more sweat than you're used to Organisation (A the world Brain cay on the gama outpen, it is known tor imported states to the cated to raising awareness for above the age of 65 years. · Common signs include tremors, slow movement, and Parkinson's Disease (PD), "These days we are getting pointed out. cases of as young as 40 year-old Another contributory facmuscle stiffness

Cépeti vann that those suite: Cass où al young oo wyear was ing with the neurogenerative brain disease may be particu-larly impacted by the current symptom develop bayby over ruped and thin may also that the immune Landy market by the current symptom develop bayby over ruped and thin may also suity start in the Covid-19 pandemic. a long time, and could be dispose this population to Especially, in the backdrop caused by nerve damage in the Covid-19, he added.

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MEN MORE SUSCEPTIBLE TO PARKINSON'S, SAYS EXPERT

HIS year's theme of cent of people over the age of 65 part of India. A high crude World Brain Day, which years. Early-onset Parkinson's prevalence rate of 328.3/100,000 falls on July 22, is disease (EOPD) is defined as 'Move Together to End the onset of Parkinsonian fea-Parkinson's Disease', tures before the age of 40 years. The 7th World Brain It accounts for 3 to 5 per cent of Day is a joint collaboration be- all PD cases. PD is twice as ease is more frequently seen

preponderance.

The prevalence rate over the

tween the World Federation of common in men than in women among the elderly with a prev-Neurology and the Internation- in most populations. A protecal Parkinson and Movement tive effect of female sex hor-Disorders Society (IPMDS). Dr mones is observed. The pres-MA Aleem, neurologist at ABC ence of gender-associated Hospital, spoke to TNIE about genetic mechanisms or/and Parkinson's disease (PD) and gender-specific differences in the need for more awareness. exposure to environmental risk factors might explain this male

Magnitude of Parkinson's disease in India

The incidence and prevalence age of 60 years was 247/100,000. whole-body disease that affects of PD increases with advanc- A low prevalence rate of the mind, movement, and aling age, being present in 1 per 27/100.000 was in the southern most all aspects of brain func-

among a population of 14,010 Parsis living in colonies in Mumbai, Western India. In Tiruchy, Parkinson:s disalence of 2-3/1,000 and it is more common in males than

females Parkinson's disease is a chronic neurodegenerative brain disease that affects more than seven million people of all ages worldwide and its prevalence continues to increase. Parkinson's disease is a

tion, with symptoms worsening over time. RISK FACTORS what causes Parkinson's disease, but there is evidence that

certain factors may make it more likely to occur.

Age and sex Older age and being male in-

creases the risk of PD.

In most people who have PD.

However, in 5-10 per cent of

cases they appear earlier. When

GLOBAL BURDEN The 2016 Global Burden of at the age of 60 years or over. Disease of Parkinson's disease studied the global burden hetween 1006 and 2016 to PD develops before the age of identify trends and to enable 50 years, this is called Earlynecessary public health in 2018 onset PD.

- Men appear to have a 50 per has more than doubled with po cent higher chance of developtential longer disease duration ing PD than women. and environmental factors. We can expect that the trend would À person who has a close rela-People do not know exactly tive-such as a sibling or parent continue in the next few dec-- with PD has a slightly higher ades with the possibility of 12 risk of developing it, compared million patients with Parkinto others. son's disease worldwide by Around 10 to 15 per cent of 2050.

cases of Parkinson's disease It is indeed essential to un are probably due to hereditary derstand the care-giving as genetic factors pects and burden in Parkin The 2016 Global Burden of son's disease. Findings from a Disease of Parkinson's disease published meta-analysis indisymptoms become noticeable studied the global burden becate that motor symptoms and tween 1996 and 2016 to identify dependence in activities of dai trends and to enable necessary ly living have a moderate relapublic health, scientific and tionship with caregiver dismedical responses in 2018. Over tress. Non-motor symptoms the past generation, the global such as impaired cognitive burden of Parkinson's disease function.



WEDNESDAY 22 AKY 2020

Rally to continue

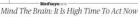
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Finally, cricket has arrived once again

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The effort and planning that would have aver into it and				
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www.dailysourid.in

Global Press Mailings Achieve Significant Reach

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Eminent neurologists to shed light on Parkinson's disease today

LOKMAT NEWS NETWORK NAGPUR, JULY 21

Nagpur Neuro society, Orange City Cultural Foundation Psychiatric Society.

Nagpur a n d Saptak under their joint aegis would cel-

ebrate Dr Meshram World Brain Day

The World Federation of Neurology (WFN) is partwith nering the International Parkinson and Movement Disorder Society to support the 7 th annual World Brain Day Day is dedicated to raising awareness to improve the lives of those with Parkinson's disease and their caregivers.

to increase awareness

World Brain Day

and educate people, patients and their caregivers about Parkinson's Disease in the webinar planned from 6.00 to 7.30

pm In the webinar eminent neurologist ifestations and how to

suspect it. Dr Dhruv Batra will discuss the treatment options available for the patients so that their life is made comfortable. Psychiatirst Dr Sudhir Bhave,will highlight various psychi-This year, World Brain atric symptoms in these patients and how to cope up with them.

Diet consultant Javashree Pendharkar will give advice about They are joining hands proper diet for these patients and physiothera-

Dr pist Mundhada, will explain the importance of exercises and physiotherapy and which exercises to be

done for these patients on daily basis. President Neurological society of India Dr Lokendra Singh will also address the

Dr Chandrashekhar Meshram will explain about what is Parkinson's disease, what are its man-

Neuro Society Dr Shyam Babhulkar and secretary Dr Nitin Chandak have appealed patients, caregivers and others to attend the webinar in a large number. Interested persons can click on this link

sion.

gathering on this occa-

sion. After the short

talks audience will get

the opportunity to inter-

act with the panelist dur-

ing question answer ses-

President of Nagpur

http://www.digital-indomedia.com/worldbrainday/ to join for World Brain day webinar

Nagpur First Page No. 3 Jul 22, 2020 Powered by: erelego.com

TheHitavada

Nagpur City Line | 2020-07-22 | Page-8

NAGPUR Wednesday July 22 2020 The Hitavada

'Measures to end Parkinson's disease'

WORLD Enderstion of Neurology (WFN) is partnering with International Parkinson and Movement Disorder

Society to support the 7th annu- al World Brain Day to be cele- bratedor/Wednesday. This year, World Brain Day is dedicated towards raising awareness to	Dr Tissa Wijeratne Dr William Carroll	Prof Wolfgang Grisold Dr C Meshram		
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बदलांमुळे अकाली पार्किन्सन



 मेंदुरोगतज्ज्ञांच्या वेबिनारमधील सर

म. टा. प्रतिनिधी, नागपर

जन्मापासून मृत्यूपर्यंत मेंदूत रासायनिक बदल घडत असतात, हे बदल कधी आरोग्यासाठी घातक असतात तर कधी फायदाचेही ठरतात. मात्र, यातही असंतलन निर्माण झाले. तर पार्किन्सन अर्थात (कंपवात) हा मेंदशी निगडीत दीर्घकालीन चालणारा आजार जहतो. हल्लीच्या जीवनशैलीमुळे तो अकाली दस्तकही देत आहे. असा सर मंगळवारी मेंदरोग तज्ज्ञांच्या जागतिक वेबिनारमध्ये उमटला.

'वर्ल्ड फेडरेशन ऑफ न्यरॉलॉजी' व 'इंडियन अकेंडमी ऑफ न्य्रोलॉजी'च्या वतीने २२ जलै हा दिवस जागतिक मेंद्र दिन म्हणन पाळला जातो. त्या निमित्त आयोजित वेविनार सीरिजच्या पहिल्या संत्रातन तज्ज्ञांनी यावर प्रकाश टाकला.

प्रारंभी प्रास्तायिकातन या आजाराची महिती देताना डॉ. चंद्रशेखर मेश्राम म्हणाले. यात मेंद्रतील न्यूरी टान्समीटर डोपेमाइन सतत कमी होत जाते. 'चोर पावलांनी येणारा आजार' अशी पार्किन्मनची ओळख

दीड पटीने जास्त आहे, तर गावखेंड्यातील दिसन येतो.

समाजावर होणाऱ्या परिणामांबद्दल या विकाराविरुद्ध जागतिक एकज़टीची गरज जागरूकता वाढविणे, हे संघटनेचे लक्ष्य असन संशोधन करणे आवश्यक आहे.



प्रो.विजरतने प्रा. कॅरोल

- ही आहेत लक्षणे
- शरीरात कंपन सटणे
- 📕 सर्वच हालचाली मंदावणे
- लिहिण्यात अडचणी येणे
- 📕 बोलण्यात फरक पहणे
- 🔳 चालताना तोल जाणे.
- 📕 हातापायाला कडकपण

आहे. पार्किन्सनचे विशिष्ट लक्षण मरणजे. आहे. वयाची साठी ओलांडलेल्या शंभर कंपन आणि शरीराच्या हालचालीत येणारा व्यक्तींमध्ये एक जण सापडतो. देशात सध्य संथपणा. चशिवाय झोप आणि संज्ञानात्मक सहा ते सात लाख लोकांमध्ये प्रामख्याने हा क्षमतेमध्ये व्यत्यय येतो. चेदना आणि आजार आहे, महिलांच्या तलनेत पुरुषांमध्ये पोटाचे विकार, बद्धकोष्टता, चिंता आणि नैराष्ट्रय तसेच जीवनाची गणवत्ता कमी होते. जनतेमध्ये हा रोग जास्त प्रमाणात द्ववन्यणफणनचे सरचिटणीस प्रा वोल्फगँग ग्रिमोल्ड म्हणाले. पाकिन्सनची सरुवातीला पार्किन्सन आजाराबायत आणसी लक्षणे ओळसता येत नाही. यामळे २५ टक्के प्रकाश टाककाना प्रोफेसर टिसा विजरतने रुग्णांचे निदान चकीचे होते. हब्ल्यएफएनचे म्हणाले, पार्किन्सनने जगभरातील सात अध्यक्ष प्रा विल्यम कॅरोल म्हणाले, आरोग्य दशलक्षाहनही अधिक लोकांना प्रभावित यापूर्वी कधीही इतके महत्त्वाचे नव्हते जेवहे केले आहे. पार्किन्सनबद्दल आणि त्याच्या आज आहे. जागतिक मेंद दिनाच्या दिवशी

Sample Press Coverage

https://www.haberturk.com/dunya-genelinde-2040-a-kadar-parkinson-hastasi-sayisinin-18-milyona-ulasmasi-bekleniyor-2750553

https://headtopics.com/tr/dunya-genelinde-2040-a-kadar-parkinson-hastasi-sayisinin-18-milyona-ulasmasi-bekleniyor-14487622

https://www.aa.com.tr/tr/saglik/dunya-genelinde-2040a-kadar-parkinson-hastasi-sayisinin-18-milyona-ulasmasi-bekleniyor/1917070_

https://www.milliyet.com.tr/pembenar/2040a-kadar-parkinson-hastasi-sayisi-18-milyona-ulasabilir-6264421

https://www.yenicaggazetesi.com.tr/2040a-kadar-15-milyona-ulasmasi-bekleniyor-korkutan-aciklama-290823h.htm

https://www.sabah.com.tr/ankara-baskent/2020/07/22/parkinson-hastaligi-artiyor

https://vimeo.com/439014736

http://www.efna.net/survey2020/?fbclid=lwAR2GQcMGRTQMigx2eYm5nS4A5s7U3nVZJkVvj EkINC6tjUcy6q0r5Hjsf4

https://www.youtube.com/watch?v=qCouhHoNrNk

https://benonicitytimes.co.za/395686/sixth-world-brain-day-focuses-on-parkinsons-disease/

Organizations Around the World Participated...

World Brain Day 2020 reaches more than 50 million people

to move together to end Parkinson's Disease!

Thank you to the people around the world who participated!

Africa | Asia | Australia | Europe | North America | South America



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