World Brain Day 2020
Summary of Activities
World Brain Day is proudly brought to you in partnership with the following organizations
move together to end parkinson's disease
WFN and MDS Join Forces for the 2020 World Brain Day

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 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

Key Statistics

- 4,155 Tweets Using Branded Hashtags
- 36,744,000 Potential Twitter Impressions
- Twitter Chat generated an additional 55,000 Impressions
- Facebook engagement increased by 229% over June 2020
Promotional Videos Unite the International Community in Support of World Brain Day

38 Videos
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

<table>
<thead>
<tr>
<th>Total Media Pickup</th>
<th>Total Potential Audience</th>
<th>Countries</th>
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<tbody>
<tr>
<td>220</td>
<td>99,961,287</td>
<td>26+</td>
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**Press Release on Social Media**

<table>
<thead>
<tr>
<th>Twitter Reach</th>
<th>Total Potential Audience</th>
<th>Clicks from Twitter</th>
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<tbody>
<tr>
<td>3,130</td>
<td>11,272</td>
<td>5+</td>
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</table>
Global Press Mailings Achieve Significant Reach

MEN MORE SUSCEPTIBLE TO PARKINSON’S, SAYS EXPERT

The 2023 Global Burden of Disease Study estimated the global burden between 1990 and 2020 to be 660,000 cases. When PD develops before the age of 50 years, this is called Early Onset PD. People do not know exactly what causes Parkinson’s disease. However, certain factors may make it more likely to occur.

Age and sex

PD is a nervous system disorder that affects the brain and body. It is more common in men than women. The incidence and prevalence of PD increases with advancing age, being present in 1 per cent of people over the age of 65 years. Early-onset Parkinson’s disease (EPOD) is defined as the onset of Parkinson’s before the age of 40 years. It affects more men than women, and the incidence among elderly men is more than twice that of women.

Global burden

The World Health Organization (WHO) estimates that 1 million people have PD, with the number increasing to 10 million by 2030. In India, the prevalence rate of PD is 0.18 per 100,000 population. Treatment of PD includes drugs and surgery. Early diagnosis and intervention are crucial for managing PD.

Risk factors

PD is a complex disease, and there are many risk factors that contribute to its development. These include genetic factors, environmental factors, and other factors such as age, sex, and lifestyle. The exact reasons for PD are still unclear, but the disease is often associated with changes in the brain’s chemical balance and the loss of brain cells.
Global Press Mailings Achieve Significant Reach

Eminent neurologists to shed light on Parkinson’s disease today

LOKMAT TIMES
NAGPUR, JULY 24

Nagpur neurology Orange City Cultural Foundation Psychiatric Society Nagpur and Saptak under their joint aegis will celebrate World Brain Day.

The World Federation of Neurology (WFN) is partnering with the International Parkinson and Movement Disorder Society (MDS) to celebrate World Brain Day on July 24. Founded in 1868, WFN is a non-profit professional organisation comprising 116 national neurological societies from 81 countries.

World Brain Day was created to promote the importance of neurology worldwide, while also highlighting the need for increased awareness of neurological disorders. It is celebrated with a variety of activities, such as public events, seminars, and workshops.

In the webinar, eminent neurologists Dr Chandrashekhar Meshram and Dr Renuka Singh will discuss the significance of World Brain Day and shed light on Parkinson’s disease.

Jawaharlal Institute of Postgraduate Medical Education and Research, Pune, Professor and Head of the Department of Neurology, Dr Massesh Meshram, said, “Parkinson’s disease is a worldwide epidemic. It is a neurodegenerative disease that affects the brain’s dopaminergic neurons, leading to a decrease in the production of dopamine. The symptoms of Parkinson’s disease include tremors, stiffness, and problems with balance and movement. Early diagnosis and prompt treatment are essential to manage the condition effectively. The World Brain Day is an opportunity to raise awareness about Parkinson’s disease and its impact on individuals and society.”

Dr Meshram also added, “Parkinson’s disease affects people of all age groups. It is a progressive disease, and its early detection and management can significantly improve the quality of life. There are several treatment options available, including medication, physical therapy, and surgery.

World Brain Day is observed to increase awareness about neurological disorders and encourage people to take action against these conditions. The day is celebrated by neurologists from around the globe, highlighting their commitment to improving the lives of people suffering from neurological disorders.

‘Measures to end Parkinson’s disease’

The webinar titled ‘Measures to end Parkinson’s disease’ was held on July 24. The webinar was organised by World Brain Day in association with the National Brain Research Centre (NBRC), and supported by the World Federation of Neurology (WFN) and the International Parkinson and Movement Disorder Society (MDS).

Dr Surendra Jadhav, President of the MDS, said, “Parkinson’s disease is a common neurological disorder that affects millions of people worldwide. It is a chronic progressive condition that affects the brain’s dopamine-producing neurons, leading to movement disorders such as tremors, rigidity, and slowness of movement. Early diagnosis and treatment are crucial to managing the symptoms of Parkinson’s disease.

The webinar focused on the latest research and treatment approaches for Parkinson’s disease. Experts discussed the importance of early diagnosis and the role of medication, surgery, and physical therapy in managing the condition.

Dr Jadhav further added, “There is a growing need for increased awareness and understanding of Parkinson’s disease. The World Brain Day serves as a platform to educate people about the disease and its impact on individuals and society. The day is an opportunity to raise funds for research and support people affected by Parkinson’s disease.”

World Brain Day is observed annually to raise awareness about neurological disorders and encourage people to take action against these conditions. The day is celebrated by neurologists from around the globe, highlighting their commitment to improving the lives of people suffering from neurological disorders.

The webinar was attended by neurologists, patients, and caregivers from across India. The session concluded with a Q&A session where participants had the opportunity to interact with the experts and ask questions about Parkinson’s disease.

The webinar was a part of the World Brain Day activities, which included a range of events, such as seminars, workshops, and public awareness campaigns. The day is observed by neurologists from around the globe, highlighting their commitment to improving the lives of people suffering from neurological disorders.

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Sample Press Coverage


https://vimeo.com/439014736

http://www.efna.net/survey2020/?fbclid=IwAR2GQcMGRTQMigx2eYm5nS4A5s7U3nVZJKvVj_EkINC6tjUcy6q0r5Hjsf4

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

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