

## Appendix VII - Public Awareness and Advocacy Committee Report by Tissa Wijeratne

I attended the funeral today of a patient with Parkinson's disease. I talk to you from Melbourne where we have curfew and are in the thick of the COVID-19, but despite that we had a phenomenal success with World Brain Day 2020. But this talk I would like you all to remember not because of the success, but remember the idea of WBD came to us to promote quality neurology worldwide and all the World Federation of Neurology's missions. So the 70 plus of you out there who are watching this please make sure that you use the material that we generated. Continue to drive this bandwagon and promote WBD because brain matters.

As you know, we normally partner with a fellow society and our partner in crime this year is the Movement Disorder Society. Claudia Trenkwalder and the rest of the others, we had tremendous support. Of course from our own head office and the rest of the other colleagues and Yakkety Yak also. We also partnered with almost all of you and organisations such as the EAN and AAN also. Thank you very much for the tremendous support from them as well.

The summary of the activities included creating similar cartoons and logos and putting them into a WBD toolkit and then letting you all download them. They went viral and they went worldwide from east to west, north to south, all over the world we have seen people were using them. If you have not been using them please go on and use them as we are not done yet.

This year's theme was Parkinson's disease and despite the pandemic the results have been outstanding. We reached just over 50m people. In the social media world we were very successful. We had a Twitter chat on 20th July. In fact some of our fingers were almost injured by tweeting as the activities were global and prolific. Facebook engagement increased by almost 230%. Our Facebook followers grew the same as those of the MDS, so it was win, win.

We experimented with this idea of creating videos over a period of 2 or 3 weeks. We ended up creating almost 45 videos and we were able to put 38 of them onto the WFN YouTube channels. If you haven't watched some of them, you have some amazing, inspiring stories of these great men and women who came through Zoom to talk to us. What I learned out of this is the power of virtual education and also the strength of knowledge and education that is out there in each country. I met some very sick people from Bangladesh, from Nepal, from Sri Lanka. So if you think that the developing world need to be educated by others you are probably wrong. There are

clever people there also. It's all about learning from one another, so make sure that you visit some of these videos and I will be adding a few more in time to come as well and you will be inspired.

The other thing was the webinar. We started with "Migraine, The Painful Truth" last year. This was a big hit. We had close to 2000 total registrants and at one point we had just over 850 participants live watching and listening to us. Recording views is more than this now, but just a few weeks back we had over a 1000. You will have an opportunity to watch this live again on the 14th September. Make sure to register for the MDS virtual congress and visit us at the virtual booth.

The global press mailings, we had tremendous success worldwide and the numbers are there for you to see. The other remarkable thing is how some of you took the WBD theme and rest of the other things to national media. I'm pretty certain that this is the first time that brain health got to major national newspapers in India and editorialized there. I tell you, if India could do this, almost invariably you could do this in your own country also. Make sure that you contact your editors and talk about brain as the brain matters. You have a whole lot of material that you can use and use them as they belong to you. We move all over the world. I visited multiple countries and as I said for the WBD campaign this year, whether there was COVID or no COVID. I am in a locked down city, but please see that virtually we travelled all over the world. We went beyond our belief.

This is another example of what you can do. We have put together a 16 page completely free educational toolkit with a national newspaper in Sri Lanka and 50 thousand copies of this was distributed to 50 thousand households within 3 or 4 days of preparation. Again, if Sri Lanka can do this, any other country can do this, also at no cost.

The power of virtual education. We had over 70 speakers and I heard some of the best speakers from completely unknown cities in the Asia and Oceanian region. Unknown speakers who basically gave us mind blowing speeches. I think that neurology is at the forefront and COVID-19 is a reminder that we must embrace on WBD and brain health and the rest of the other things and make it count because brain matters.

So additional resources. I don't have time to show you this video. This is a video that I have done a few weeks back with our president and the MDS president. It's a 13 minute video and you can access that through our Vimeo channel. Please, please, please watch it and make sure that you join us for the virtual booth at the MDS congress. We are not done yet. It's a very successful campaign, but we have to get the job done and hopefully get across the 100m mark in the next couple of months. I encourage you to join us, use the material, and promote WBD. That is the only way

that we can fix this crisis and make sure that we provide quality neurological care worldwide.

Again thank you very much for trusting me to lead this and thank you very much to all my committee members for their amazing support and Yakkety Yak our partner, our head office and everyone else who supported us unconditionally and thank you all doing a great job all over the world.