



WORLD FEDERATION
OF NEUROLOGY

WORLD BRAIN DAY 2023

Program by the Association of Sri Lankan Neurologists

The Association of Sri Lankan Neurologists celebrated the World Brain Day declared by the World Federation of Neurology under the theme “Brain Health and Disability: Leave no one behind.”

In line with the objectives declared by the WFN for this year, and the primary pillars of the campaign; awareness, prevention, advocacy, education, and access, we organized a series of activities with the aims of promoting brain health and improving the understanding of neurological disorders among the general public.

We selected the following major topics: Stroke, Epilepsy, Traumatic brain injury, General brain health, and Living well with Disability as those were identified to be the common conditions where we could have a significant impact on the neurological health of the community.

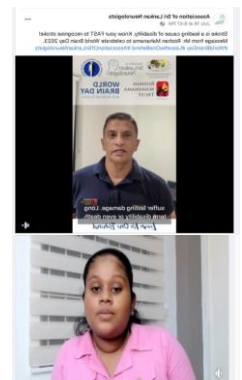
Stated below is an overview of the key initiatives undertaken by us for “World Brain Day” for the year 2023.

We acknowledge our partners Epilepsy Association of Sri Lanka, National Stroke Association of Sri Lanka, Hemas Outreach Foundation, Sri Lanka Rupavahini Corporation, Dialog Axiata, Health Promotion Bureau and the Roshan Mahanama Trust, whose support made our endeavors achievable.

1. Short video clips on “Stroke” and “Living well with disability”:

We collaborated with Mr. Roshan Mahanama, a renowned Sri Lankan cricketing personality, to produce a video on “Stroke awareness” and with a 17-year-old child with a neurological disability, we produced a video on “Living well with Disability”.

These videos were produced in both Sinhala and English languages, and distributed through our Facebook, Twitter and YouTube pages garnering substantial engagement and creating a meaningful impact on our audience.



2. Educational initiatives in schools:

We held a “World Brain Day” in several schools, where we showed educational videos on Epilepsy, Living well with disability, and Brain Health. The feedback we received from the programs conducted have been overwhelmingly positive, and with the support of the Ministry of Education, we are in the process of distributing these materials to numerous secondary schools across the nation.



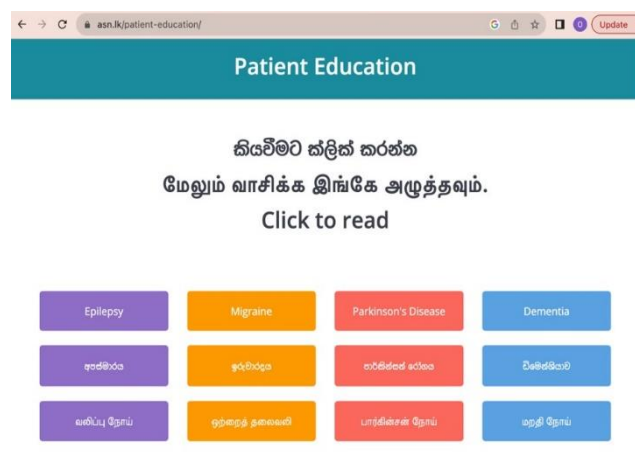
3. Conducted a Media Briefing at the Health Promotion Bureau:

As part of our advocacy efforts, we conducted a media briefing on the above-mentioned major topics and this was broadcast on television and radio channels in Sri Lanka, maximizing the reach and impact of our campaign.



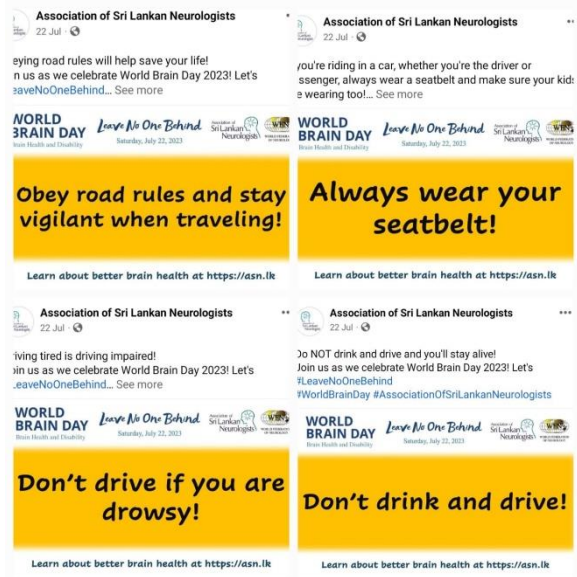
4. Published Patient Information Material:

To further empower the general public with knowledge on neurological diseases, we published patient information material on World Brain Day on our website (<https://asn.lk/patient-education/>), on the topics of Epilepsy, Migraine, and Parkinson's Disease, and Dementia. These were published in Sinhala, English, and Tamil languages.



5. Broadcasted short messages through Dialog TV channels, Yeheli TV and Nenasa TV:

With the collaboration of Dialog TV, through the widely viewed Nenasa TV and Yeheli TV channels, we disseminated concise and impactful messages on the themed topics. These messages were also uploaded on their Facebook pages as well extending our reach to diverse audiences across different platforms.



6. Television and radio programs:

Throughout the “World Brain Day” campaign, we conducted a total of 11 programs on various television and radio channels in Sinhala, English and Tamil languages. These programs provided valuable insights and promoted engagement from the public.



7. Exposure on Television news:

ASN together with Sri Lanka Rupavahini Corporation produced 15 short impact documentaries on the above-mentioned topics, with each of the 5 topics being talked about in each of the 3 main languages used in Sri Lanka. We were extremely fortunate and were able to get 3 of these aired on Rupavahini news during the week running up to World Brain Day with the Rupavahini news carrying the short clip on “Living well with disability” on World Brain Day itself. This activity we felt, was highly impactful as Rupavahini TV news is amongst the most wide-reaching and widely watched programs in Sri Lanka.



8. Documentary on a child with a neurological disability:

In collaboration with the Sri Lanka Rupavahini Corporation, we have produced a documentary on a 10-year-old child with Duchenne Muscular Dystrophy. This documentary aims to address a widespread need in our community regarding facilitating the function and recognizing the individuality of those living with disability.



The theme of the WFN World Brain Day 2023, addressed an essential need in our community and drove us to reach out and network with many partners to attempt to leave no one behind. We feel our efforts were far reaching and thankful to the WFN for the inspiration.