



WORLD FEDERATION  
OF NEUROLOGY

# World Brain Day 2020

## Summary of Activities



International Parkinson and  
Movement Disorder Society





## 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 FEDERATION  
OF NEUROLOGY



International Parkinson and  
Movement Disorder Society

## 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.

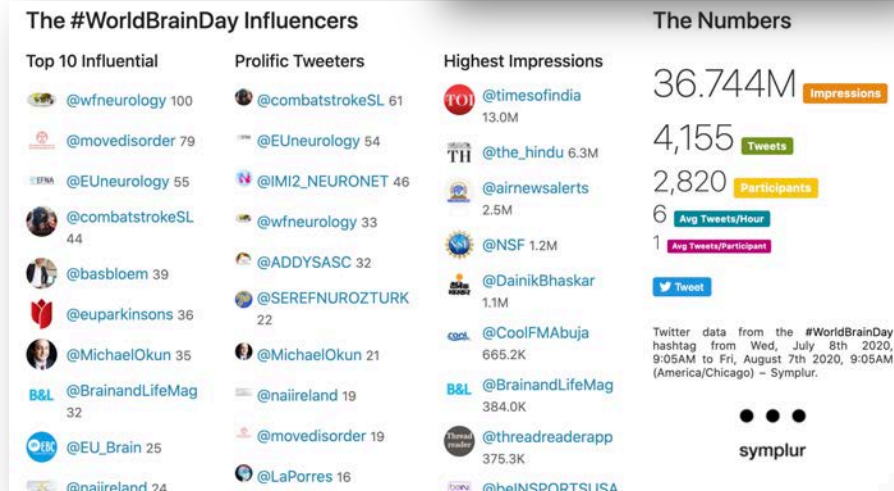


# Unprecedented Social Media Reach for World Brain Day












## 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

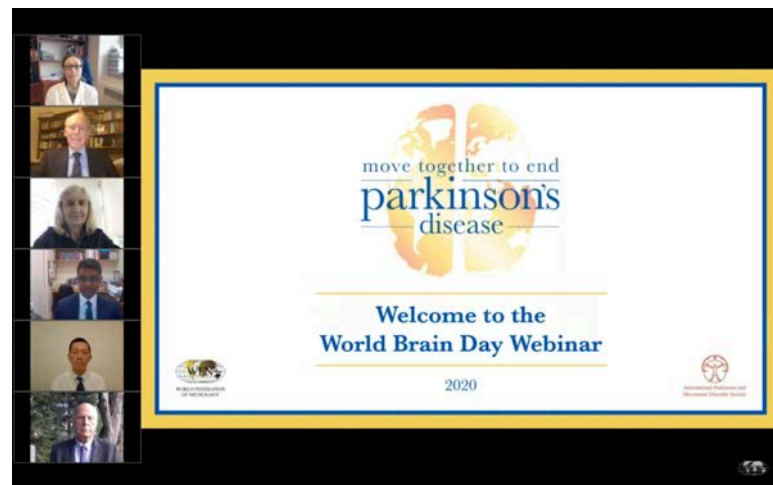
 34:42 Prof. Roongroj Bhidayasiri shares his excitement for...	 20:05 Prof. Beomseok (BJ) Jeon shares his neurology journey	 12:20 Daniel Gams Massi, MD, looks forward World Brain...	 12:06 Elaine C. Jones, MD, FAAN, shares her journey in...	 19:39 Prof. Bas Bloem asks the world to raise awareness fo...	 11:54 Assoc. Prof. Thomas Kimber shares his interest in...	 5:37 Prof. Beomseok (BJ) Jeon looks forward to Parkinson'...	 22:00 Mary Post, MBA, CAE, covers the prevalence of Parkinson'...		
 27:46 Prof. Wolfgang Grisold shares how he got into...	 22:27 Prof. Stephen M. Davis explains why world...	 38:44 Prof. Valery Feigin explains that neurological disorders...	 5:26 Assoc. Prof. Thomas Kimber explains the need for...	 18:06 Prof. Caterina Pistorini explains her interest in...	 27:31 Darshana Sirisena, MD, explains how Parkinson's...	 34:49 Prof. Barbara Wilson shares her background in	 34:49 Prof. Barbara Wilson shares her background in...		
 3:38 Claudia Trenkwalder, MD, shares her thoughts on Wor...	 27:12 Prof. Njideka Okubadejo is excited about the global...	 13:34 Claudia Trenkwalder, MD, explains her interest in...	38 Videos				 19:46 Maria Benabdeljilili, MD, looks forward to focusing on...	 23:42 Prof. David Blacker shares his experience with...	 36:08 Prof. Carolyn Sue discusses her path in neurology
 22:58 Prof. Christopher Chen shares his excitement for...	 2:24 WBD 2020 - You're Invited to World Brain Day 2020:...	 2:14 Prof. William Carroll invites you to participate in World...	 4:59 WBD 2020 - Prof. William Carroll interview	 2:44 You're Invited to World Brain Day 2020: Parkinson's...	 28:59 Prof. Michael Okun shares his passion for Parkinson's...	 37:18 Prof. Bhatia shares the importance of global...	 24:11 Prof. John Corboy explains why Parkinson's Disease wa...		
 11:48 Daniel Gams Massi, MD, shares what sparked his...	 1:03:38 Prof. Mark Hallett looks forward to World Brain Day...	 57:45 Prof. Anthony Lang shares what brought him into...	 22:42 Prof. Mayowa Ojo Owolabi shares his excitement abou...	 20:11 The Future of Parkinson's Care by Prof. Bas Bloem	 18:10 Orly Avitzur, MD, MBA, shines a light on Parkinson's Disease	 28:48 Professor James Stevens, MD, dedicated his career to...	 23:57 Dr. Nirmal Surya advocates for better brain health		



# 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

99,961,287

Total Potential Audience

26+

Countries

PRESS RELEASE ON SOCIAL MEDIA

3,130

Twitter Reach

11,272

Total Potential Audience

5+

Clicks from Twitter



# Global Press Mailings Achieve Significant Reach

Over 100 countries and 100 million people have received the Global Press Mailings. The mailings have been sent to over 100 countries and 100 million people. The mailings have been sent to over 100 countries and 100 million people. The mailings have been sent to over 100 countries and 100 million people.

## EDITORIAL

### LAW AND ORDER IN UP

UP is in the centre of a storm. However, the only good thing is that the common man does not get panic. The present government is not afraid of the law of the state because they know they can control the state. This problem has been there for quite a while in Uttar Pradesh. It has been there for quite a while in Uttar Pradesh. It has been there for quite a while in Uttar Pradesh.

### Global order resists China's power push

China's rise to global power has been a long and arduous journey. The country has been a major player in the global economy for decades. However, its rise to global power has been a long and arduous journey. The country has been a major player in the global economy for decades.

The world is in a state of flux. The global order is being challenged by China's rise to global power. The world is in a state of flux. The global order is being challenged by China's rise to global power. The world is in a state of flux. The global order is being challenged by China's rise to global power.

Finally, cricket has arrived once again. The sport has been a part of Indian culture for decades. However, it has been a long time since it has been a part of Indian culture for decades. However, it has been a long time since it has been a part of Indian culture for decades.

Mind The Brain: It Is High Time To Act Now. The brain is the most important organ in the human body. It is the seat of our thoughts, emotions, and actions. It is the seat of our thoughts, emotions, and actions. It is the seat of our thoughts, emotions, and actions.

EAST, WEST & SOUTH. The world is a global village. We are all connected in one way or another. We are all connected in one way or another. We are all connected in one way or another.

### Mind The Brain: It Is High Time To Act Now

The brain is the most important organ in the human body. It is the seat of our thoughts, emotions, and actions. It is the seat of our thoughts, emotions, and actions. It is the seat of our thoughts, emotions, and actions.

World Brain Day dedicated to raising awareness for Parkinson's Disease. Parkinson's Disease is a neurodegenerative disorder that affects the brain. It is a neurodegenerative disorder that affects the brain. It is a neurodegenerative disorder that affects the brain.

Experts warn that those suffering with neurodegenerative brain disease may be particularly impacted by current COVID-19 pandemic. COVID-19 is a global pandemic that has affected millions of people. It is a global pandemic that has affected millions of people. It is a global pandemic that has affected millions of people.

### WORLD BRAIN DAY

World Brain Day is dedicated to raising awareness for Parkinson's Disease. It is a global day of awareness for Parkinson's Disease. It is a global day of awareness for Parkinson's Disease.

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COVID-19 ROUTE. COVID-19 is a global pandemic that has affected millions of people. It is a global pandemic that has affected millions of people. It is a global pandemic that has affected millions of people.

## MEN MORE SUSCEPTIBLE TO PARKINSON'S, SAYS EXPERT

His year's theme of World Brain Day which falls on July 22, is 'Move Together to End Parkinson's Disease'. The 7th World Brain Day is a joint collaboration between the World Federation of Neurology and the International Parkinson and Movement Disorders Society (IPMDS). Dr MA Azeem, neurologist at ABC Hospital, spoke to *THE* about Parkinson's disease (PD) and the need for more awareness.

part of India. A high crude prevalence rate of 328.3/100,000 among a population of 14,010 Parsis living in colonies in Mumbai, Western India. In Turkey, Parkinson's disease is more frequently seen among the elderly with a prevalence of 2.3/1,000 and it is more common in males than females.

Men appear to have a 50 per cent higher chance of developing PD than women. A person who has a close relative such as a sibling or parent with PD has a slightly higher risk of developing it, compared to others.

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 (EOPD) is defined as the onset of Parkinsonian features before the age of 40 years.

GLOBAL BURDEN. The 2016 Global Burden of Disease of Parkinson's disease studied the global burden between 1990 and 2016 to identify trends and to enable necessary public health in 2018.

Men appear to have a 50 per cent higher chance of developing PD than women. A person who has a close relative such as a sibling or parent with PD has a slightly higher risk of developing it, compared to others.

### PROF RAJINDER DHAMIA

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# Global Press Mailings Achieve Significant Reach

Lokmat Times

## 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 and Saptak under their joint aegis would celebrate World Brain Day.



Dr Meshram

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

They are joining hands 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 Dr Chandrasekhar Meshram will explain about what is Parkinson's disease, what are its manifestations and how to suspect it. Dr Dhruv Batra will discuss the treatment options available for the patients so that their life is made comfortable. Psychiatrist Dr Sudhir Bhawe, will highlight various psychiatric symptoms in these patients and how to cope up with them.

Diet consultant Jayashree Pendharkar will give advice about proper diet for these patients and physiotherapist

Dr Sheetal Mundhada, will explain the importance of exercises and physiotherapy and which exercises to be done for these patients on daily basis.

President of Neurological society of India Dr Lokendra Singh will also address the gathering on this occasion. After the short talks audience will get the opportunity to interact with the panelist during question answer session.

President of Nagpur 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 <http://www.digital-india.com/worldbrain-day/> to join for World Brain day webinar

Nagpur First  
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TheHitavada

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NAGPUR • Wednesday • July 22 • 2020

TheHitavada

## 'Measures to end Parkinson's disease'

Principal Correspondent

WORLD Federation of Neurology (WFN) is partnering with International Parkinson and Movement Disorder Society to support the 7th annual World Brain Day to be celebrated on Wednesday, this year. World Brain Day is dedicated towards raising awareness to improve lives of those with Parkinson's disease which is a neurodegenerative brain disease that affects the mind, movement and almost all aspects of brain function.

Joining over 120 global organisations, the Indian Academy of Neurology is committed to supporting WFN in advocating for improved patient care, education, and additional research for those living with Parkinson's disease and their caregivers.

"Parkinson's disease affects people of all ages, including one in 100 people over the age of 60," says Dr Chandrasekhar Meshram, President of Tropical Neurology Group of World Federation of Neurology. "The prevalence of this disease is on the rise, making our action today is vital to improve the lives of those who have been and will be diagnosed for this global health crisis."

**'Parkinson's Disease as a Global Issue'**

Prof Tessa Wignante, the chair of the World Brain Day activity explained, "Our goal is to raise awareness for Parkinson's disease and its impact on society in an effort to improve access to quality neurological care and life-changing treatments."

"The distinctive symptom of Parkinson's disease is shaking and slowed movement, the degenerative disease affects movement, the mind and brain function generally disrupting sleep and cognitive ability causing pain and gastrointestinal issues, provoking anxiety and



Dr Tessa Wignante



Dr William Carroll



Prof Wolfgang Gissel



Dr C. Meshram

Today's programme

NAGPUR Neuro Society, Orange City Cultural Foundation, Psychiatric Society Nagpur and Saptak are joining hands to increase awareness and educate people, patients and their caregivers about Parkinson's disease in the webinar planned from 6 to 7.30 pm. Those interested should click on the link <http://www.digital-india.com/worldbrain-day/> to join the World Brain Day webinar.

In the webinar Dr Chandrasekhar Meshram, Neurologist will explain about what is Parkinson's disease, what are its manifestations and

## WORLD BRAIN DAY TODAY

across the globe."

In advocate for patients, World Brain Day is spreading awareness by asking people to overworld's Move Together to End Parkinson's Disease.

"Brain health has never been more relevant," said WFN President Prof William Carroll.

"When the world unites against this crippling movement disorder on World Brain Day, we will demonstrate the power of advocacy and awareness."

"When we all move together, we raise the voices of those impacted while uniting the world in a mission to end Parkinson's Disease," said Prof Carroll. "Our aim is to energise those with Parkinson's disease to drive research, improve standards of care and advocacy for the seven million people living with this disease today who will use one day to be diagnosed."

how to suspect it. Dr Dhruv Batra will discuss the treatment options available for the patients so that their life is made comfortable. Dr Sudhir Bhawe, Psychiatrist will highlight various psychiatric symptoms in these patients and how to cope up with them.

Jayashree Pendharkar, diet consultant will give advice about proper diet for these patients and physiotherapist Dr Sheetal Mundhada, will explain the importance of exercise. Dr Lokendra Singh, President of Neurological Society of India, will also address on this occasion.

Audience can interact with the panelists during question-answer session. Dr Shyam Babhulkar, President and Dr Nitin Chandak, Secretary of Nagpur Neuro Society have urged interested persons to join in large numbers.

महाराष्ट्र टाइम्स नागपूर | बुधवार, २२ जुलै २०२०

## मेंदूतील रासायनिक बदलामुळे अकाली पार्किन्सन

आज जागतिक मेंदू दिन

म. टा. प्रतिनिधी, नागपूर

जगाभरात मृत्युपंथी मेंदूत रासायनिक बदल घडत असतात. हे बदल कधी अशेषामादी घातक असतात तर कधी भाषाबोधही ठेवतात. मात्र, यानेही असंतुलन निर्माण झाले, तर पार्किन्सन अवस्था (कंपाव) हा मेंदूतील निगडित दीर्घकालीन घालपात आजार बदलते. हल्लीच्या जीवनशैलीमुळे तो अकाली दलकही देत आहे. असा सूर मंडळवारी मेंदूताने तज्ज्ञांना जागतिक वेबिनारमध्ये उमटला.

"ब्रिटिश फेडरेशन ऑफ न्यूरॉलॉजी" व 'इंडियन अकॅडमी ऑफ न्यूरॉलॉजी' च्या संतने २२ जुलै हा दिवस जागतिक मेंदू दिन म्हणून पळवता येतो. त्या निमित्त आयोजित वेबिनार सत्रातच पॉलक समाजाने तज्ज्ञांना यावर प्रकाश टाकला.

प्राचीन प्रस्थापिकांतून या आजाराला मंडीने देताना डॉ. चंद्रशेखर मेस्रम म्हणाले, यात मेंदूतील न्युरो ट्रांसमिटर डोपामाइन सतत कमी होत जाते. "जेव्हा घालातील नेगार अडसर" अशी पार्किन्सनची ओळख आहे. यथार्थी स्त्री ओलंडवेल्लेय शंभर वर्षांपेक्षा एक जण झालेही. देहात सख रहा ते सात लाख लोकांमध्ये प्रामुख्याने हा आजार आहे. मेंदूलाच्या तुलनेत पुरुषांमध्ये दीर्घ पटीने जस्त आहे, तर वायवेडवतातील न्युरॉन मध्ये हा योग जास्त प्रमाणात दिसून येतो.

पार्किन्सन आजाराबद्दल आणखी प्रकाश टाकताना प्रोफेसर टिया विनरने म्हणाले, पार्किन्सनने जगाभरातील सतत दशलांखाली अधिक लोकांना प्रभावित केले आहे. पार्किन्सनबद्दल आणि त्याच्या समाजावर होणाऱ्या परिणामांबद्दल जागरूकता वाढविणे, हे संघटनेचे लक्ष्य

मेंदूरोगतज्ज्ञांच्या वेबिनारमधील सूर



म. टा. प्रतिनिधी, नागपूर

ही आहेत लक्षणे

- शरीरात कंपन सुरु होणे
- सर्वच हालचाली मंदावणे
- लिहिण्यात अडचणी येणे
- बोलण्यात फरक पडणे
- घालाताना तेल जाणे,
- हाताघालता कडकपणा

आहे. पार्किन्सनने दिशित लक्षण म्हणजे, कंपन आणि शरीरातच हालचालीत येणारा संवण. "शिविराव शेंप आणि संज्ञाबाबत क्षमतेमध्ये व्यत्यय येतो. वेदना आणि घेताचे विकार, बदललेल्या, चित्त आणि नेराय तसेच जीवनाची गुणवत्ता कमी होते. डब्ल्यूएफएनने सचिवालयीस प्र. वेलफार सिमंड म्हणाले, पार्किन्सनची सुरुवातीला लक्षणे ओळखता येत नाही. यामुळे २५ टक्के रणाचे दिव्य वृत्तीचे होते. डब्ल्यूएफएनने अर्थप्र. प्र. विल्यम कॅनेल म्हणाले, अशीय यापूर्वी कधीही इतके महत्वाचे नव्हते जेव्हा आर आहे. जागतिक मेंदू दिनच्या दिवशी या विकाराविषयी जागतिक एकजूतीची गरज असून संशोधन करणे आवश्यक आहे.

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## 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=IwAR2GQcMGRTQMigx2eYm5nS4A5s7U3nVZJkVvj\\_EkINC6tjUcy6q0r5Hjsf4](http://www.efna.net/survey2020/?fbclid=IwAR2GQcMGRTQMigx2eYm5nS4A5s7U3nVZJkVvj_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**



# Yakkety Yak

MARKETING

[www.yakketyyak.com](http://www.yakketyyak.com)



*Prepared by Yakkety Yak, official media partner of WFN*