



WORLD FEDERATION
OF NEUROLOGY



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**





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!



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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.

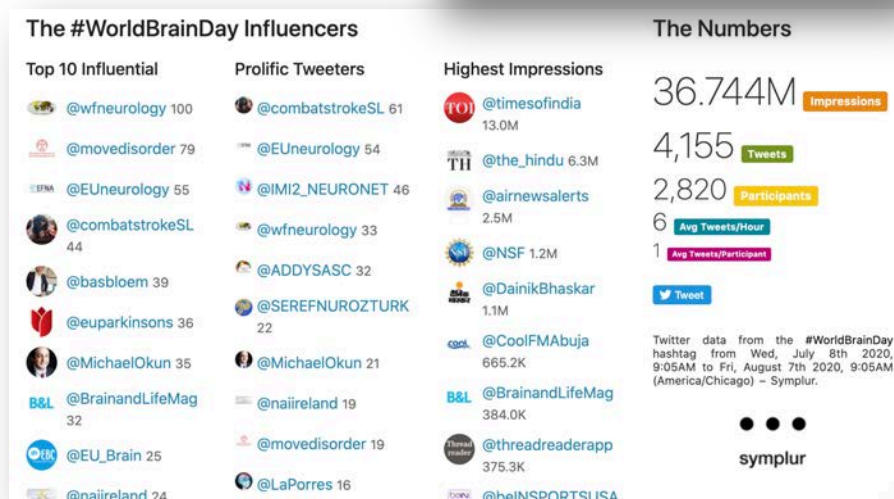


Unprecedented Social Media Reach for World Brain Day





















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

 <p>34:42</p>	 <p>20:05</p>	 <p>12:20</p>	 <p>12:06</p>	 <p>19:39</p>	 <p>11:54</p>	 <p>5:37</p>	 <p>22:00</p>		
Prof. Roongroj Bhidayasiri shares his excitement for...	Prof. Beomseok (BJ) Jeon shares his neurology journey	Daniel Gams Massi, MD, looks forward World Brain...	Elaine C. Jones, MD, FAAN, shares her journey in...	Prof. Bas Bloem asks the world to raise awareness fo...	Assoc. Prof. Thomas Kimber shares his interest in...	Prof. Beomseok (BJ) Jeon looks forward to Parkinson'...	Mary Post, MBA, CAE, covers the prevalence of Parkinson'...		
 <p>27:46</p>	 <p>22:27</p>	 <p>38:44</p>	 <p>5:26</p>	 <p>18:06</p>	 <p>27:31</p>	 <p>34:49</p>	 <p>34:49</p>		
Prof. Wolfgang Grisold shares how he got into...	Prof. Stephen M. Davis explains why world...	Prof. Valery Feigin explains that neurological disorders...	Assoc. Prof. Thomas Kimber explains the need for...	Prof. Caterina Pistarini explains her interest in...	Darshana Sirisena, MD, explains how Parkinson's...	Prof. Barbara Wilson shares her background in	Prof. Barbara Wilson shares her background in...		
 <p>3:38</p>	 <p>27:12</p>	 <p>13:34</p>	<h1>38 Videos</h1>				 <p>19:46</p>	 <p>23:42</p>	 <p>36:08</p>
Claudia Trenkwalder, MD, shares her thoughts on Wor...	Prof. Njideka Okubadejo is excited about the global...	Claudia Trenkwalder, MD, explains her interest in...					Maria Benabdeljilil, MD, looks forward to focusing on...	Prof. David Blacker shares his experience with...	Prof. Carolyn Sue discusses her path in neurology
 <p>22:58</p>	 <p>2:24</p>	 <p>2:14</p>	 <p>4:59</p>	 <p>2:44</p>	 <p>28:59</p>	 <p>37:18</p>	 <p>24:11</p>		
Prof. Christopher Chen shares his excitement for...	WBD 2020 - You're Invited to World Brain Day 2020...	Prof. William Carroll invites you to participate in World...	WBD 2020 - Prof. William Carroll interview	You're Invited to World Brain Day 2020: Parkinson's...	Prof. Michael Okun shares his passion for Parkinson's...	Prof. Bhatia shares the importance of global...	Prof. John Corboy explains why Parkinson's Disease wa...		
 <p>11:48</p>	 <p>1:03:38</p>	 <p>57:45</p>	 <p>22:42</p>	 <p>20:11</p>	 <p>18:10</p>	 <p>28:48</p>	 <p>23:57</p>		
Daniel Gams Massi, MD, shares what sparked his...	Prof. Mark Hallett looks forward to World Brain Day...	Prof. Anthony Lang shares what brought him into...	Prof. Mayowa Ojo Owolabi shares his excitement abou...	The Future of Parkinson's Care by Prof. Bas Bloem	Orly Avitzur, MD, MBA, shines a light on Parkinson's Disease	Professor James Stevens, MD, dedicated his career to...	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

EDITORIAL

The goal of this editorial is to send you back to the Middle Ages. Only those who read this will be able to do so.

GLOBAL ORDER RESISTS CHINA'S POWER PUSH

By Prasanna Bhowmik

Uttar Pradesh is the centre of a storm. However, the only good thing is that the common man does not get panic that the present government will get into trouble. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach.



Rally to continue

BJP leaders in the state have been holding rallies in support of the government. The rallies are being held in various parts of the state. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach.

Finally, cricket has arrived once again. The match is expected to be a high-scoring affair. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach.

UN: Lo security

The UN Security Council has held a meeting to discuss the situation in the Middle East. The council has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach.

Global order resists China's power push. The world is watching as China's influence grows. The government has been a global overreaction to the law and order situation. The High Court, however, has been progressive in its approach.

World Brain Day dedicated to raising awareness for Parkinson's Disease

Experts warn that those suffering with neurodegenerative brain disease may be particularly impacted by current COVID-19 pandemic

NEWS NEW DELHI

The World Brain Day on July 22 is dedicated to raising awareness for Parkinson's Disease (PD). Experts warn that those suffering with neurodegenerative brain disease may be particularly impacted by current COVID-19 pandemic. The disease is caused by the loss of dopamine-producing cells in the brain. The loss of these cells leads to the characteristic tremors and stiffness associated with the disease.

KNOW ABOUT PARKINSON'S DISEASE

- Caused by a loss of nerve cells in a specific part of the brain
- Symptoms tend to develop gradually, and only appear in mid to late life
- Can be a mix of one of the conditions if you're producing more than you need
- Common signs include tremors, slow movement, and muscle stiffness
- The muscle stiffness makes task execution more difficult than can be felt at the activity
- Tremors usually start in the hand or the arm, and an arm may shake when the arm is raised

For those living with the disease, there is a professional need for improved standards of care across the globe to prevent the neuro-degeneration. Dr. Dharamraj Singh, a neurologist, points out that the disease is often misdiagnosed. He emphasizes the need for early diagnosis and treatment to improve the quality of life for patients.



Patients with PD should be encouraged to seek peer support groups via social media activities as well as various activities that they may be able to interact with other peers during these trying times. These strategies may encourage PD patients to be confident even in times of crisis, said the doctor.

Birdseye view: Mind The Brain: It Is High Time To Act Now

The incidence and prevalence of Parkinson's disease (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. It accounts for 3 to 5 per cent of all PD cases. PD is twice as common in men than in women in most populations. A protective effect of female sex hormones is observed. The presence of gender-associated genetic mechanisms or/and gender-specific differences in exposure to environmental risk factors might explain this male predominance. The prevalence rate over the age of 60 years was 247/100,000. A low prevalence rate of 27/100,000 was in the southern 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 Tiruchy, Parkinson's disease is more frequently seen among the elderly with a prevalence of 2.5/1,000 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 whole-body disease that affects the mind, movement, and almost all aspects of brain function.



MEN MORE SUSCEPTIBLE TO PARKINSON'S, SAYS EXPERT

THIS 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 Aksem, neurologist at ABC Hospital, spoke to TWICE about Parkinson's disease (PD) and the need for more awareness. 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. It accounts for 3 to 5 per cent of all PD cases. PD is twice as common in men than in women in most populations. A protective effect of female sex hormones is observed. The presence of gender-associated genetic mechanisms or/and gender-specific differences in exposure to environmental risk factors might explain this male predominance. The prevalence rate over the age of 60 years was 247/100,000. A low prevalence rate of 27/100,000 was in the southern 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 Tiruchy, Parkinson's disease is more frequently seen among the elderly with a prevalence of 2.5/1,000 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 whole-body disease that affects the mind, movement, and almost all aspects of brain function.



Dr MA Aksem, Neurologist

GLOBAL BURDEN
The 2016 Global Burden of Disease of Parkinson's disease studied the global burden between 1996 and 2016 to identify trends and to establish necessary public health in 2018

the pioneer

NEW DELHI | WEDNESDAY | JULY 22, 2020

COVID-19 OUT

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 Chandrashekar 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 talk audience will get the opportunity to interact with the panelist during question answer session.

President of Neurological society of India Dr Lokendra Singh will also address the gathering on this occasion. After the short talk 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-indo-media.com/worldbrainday/> to join for World Brain day webinar

Nagpur First
Page No. 3 Jul 22, 2020
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TheHitavada

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

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, July 22. 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 more than 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 60," says Dr Chandrashekar Meshram, President of Tropical Neurology Group of World Federation of Neurology. "The prevalence of this disease today is vital to improve the lives of those who have been and will be diagnosed for this disease, particularly during this global health crisis."

'Parkinson's Disease as a Global Issue'

Prof Tissa Wijesinghe, the chair of the World Brain Day activity explained, "Our goal is to increase research 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 Tissa Wijesinghe, Dr William Carroll, Prof Wolfgang Gisold, Dr C Meshram

depression, and reducing motivation and quality of life. Early diagnosis and access to effective treatment are vital in order to help patients. People with Parkinson's disease may be particularly impacted by recurrent COVID-19 pandemic," he said. "More than one in four people living with Parkinson's disease were initially misdiagnosed," said Prof Wolfgang Gisold, the WFN's Secretary-General. "Many symptoms of Parkinson's disease are poorly recognised and undertreated, which is detrimental for those living with the disease. There is a profound need for improved standards of care

depression, and reducing motivation and quality of life. Early diagnosis and access to effective treatment are vital in order to help patients. People with Parkinson's disease may be particularly impacted by recurrent COVID-19 pandemic," he said. "More than one in four people living with Parkinson's disease were initially misdiagnosed," said Prof Wolfgang Gisold, the WFN's Secretary-General. "Many symptoms of Parkinson's disease are poorly recognised and undertreated, which is detrimental for those living with the disease. There is a profound need for improved standards of care

WORLD BRAIN DAY TODAY

across the globe." In advocate for patients, World Brain Day is spreading awareness by asking people all over the world to 'Join 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 engage those with Parkinson's disease to drive research, improve standards of care and advocacy for the seven million people living with this disease today and those who will one day 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 Shyam Babhulkar, Secretary, Psychiatric Society Nagpur 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 Dr Sheetal Mundhada, Physiotherapist 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, Secretary of Nita's Chandak, Secretary of Nagpur Neuro Society have urged interested persons to attend in large numbers.

Today's programme

NAGPUR News 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-indo-media.com/worldbrainday/> to join the World Brain Day webinar.

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

महाराष्ट्र टाइम्स नागपूर | बुधवार, २२ जुलै २०२०

मेंदूतील रासायनिक बदलांमुळे अकाली पार्किन्सन

आज जागतिक मेंदू दिन

म. टा. प्रतिनिधी, नागपूर

मेंदूरोगतज्ञांच्या वेबिनारमधील सूर



डॉ. मेंश्राम, प्रा. प्रिंसोल्ड, प्रा. कर्कर, प्रा. विजयकरने

जन्मापासून मृत्युपर्यंत मेंदूत गसायनिक बदल घडत असतात. हे बदल कधी अश्यापासून होऊ शकतात तर कधी पापखाली उतावत. मात्र, यालाही असंतुलन निर्माण झाले, तर पार्किन्सन अर्बात (कंपाउंड) हा मेंदूची निगडोसल टीथकालीन चालणारा आजार बनतो. हल्लीच्या जालनशैलीमुळे तो अकाली दलाकही येत आहे. असा सूर महाराष्टरी मेंदूरोग तज्ञांच्या जागतिक वेबिनारमध्ये उमटला.

"बर्दस फेडरेशन ऑफ न्युरोलॉजी" च "इंटरन अकॅडमी ऑफ न्युरोलॉजी" च्या तालीने २२ जुलै हा दिवस जागतिक मेंदू दिन म्हणून पळवला जातो. त्या निमित्त आयोजित वेबिनार सैलतच्य पॉलच समाजत तज्ज्ञी यावर प्रकाश टाकला.

प्राचीन प्रवर्तिकाकृत या आजाराची मधील देतात डॉ. चंद्रशेखर मेंश्राम म्हणाले. आज मेंदूतील न्युरो ट्रांसमिटर डोपामाइन सतत कमी होत जाते. "जेर फालतनी नेणारा आजार" अशी पार्किन्सनी ओळख आहे. ययाची सती ओळखलेल्या शंभर प्रकारांमध्ये एक जण सारबंदी. देतात सच रहा ते सात लाख लोकांमध्ये प्रामुख्याने हा आजार आहे. म्हिलंल्या तुलनेत पुरावोमध्ये दंड पतीन जास्त आहे, तर पापखालीत जालनशैली हा योग जास्त प्रमाणात दिसून येतो.

पार्किन्सन आजाराकालत आणगी प्रकाश टाकताना प्रोफेसर दिवस दिनकरने म्हणाले, पार्किन्सनने जगभरातील सात दशलक्षानुडी अधिक लोकांना प्रभावित केले आहे. जागतिक मेंदू दिनच्या दिवशी या विकाराविषय जागतिक एकजूतीची गरज असून संशोधन करणे आवश्यक आहे.

ही आहेत लक्षणे

- शरीरत कंपन सुटणे
- सर्वच हालचाली मंदावणे
- लिहिल्यात अडचणी येणे
- चालण्यात फरक पडणे
- चालताना तेल जाणे,
- हातापायाला कडकपणा

आहे. पार्किन्सनने दिशित लक्षण म्हणजे, कान आणि शरीररच्य हालचालीत येणारा संपणा. "शिविया शोप आणि संज्ञानात्मक क्षमतेमध्ये व्यत्यय येतो. वेदना आणि फोटाचे विकार, बडबडेटटा, चिंता आणि नेरार्य तसेच जीवनाची गुणवत्ता कमी होते. इन्सुलिनरोगांमध्ये सारचिंधीस प्रा. वोल्फगांग प्रिंसोल्ड म्हणाले. पार्किन्सनी सुरवातीला लक्षणे ओळखता येत नाहीत. यामुळे २५ टक्के रग्णाचे दिवस कुडीचे होते. इन्सुलिनरोगांमध्ये अर्धे प्रा. विल्यम कर्करने म्हणाले, अशेष यामुळे कधीही इन्के म्हलुबचे नकते जेवडे आज आहे. जागतिक मेंदू दिनच्या दिवशी या विकाराविषय 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=IwAR2GQcMGRTQMiqx2eYm5nS4A5s7U3nVZJkVvj_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



Prepared by Yakkety Yak, official media partner of WFN