

EPDA update 2017-18

16 November 2017

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The EPDA's strategic direction

Our 4 key objectives:

1. To advocate for the right information at the right time
2. To strive for healthcare systems that provide early and appropriate treatment and individualised care
3. To raise awareness
4. To support the search for a cure

Our 5 strategic pillars:

Engage, facilitate, inform, unite and advocate

www.epda.eu.com/about-us



Workstream 1: Information and education

Key aim

- Provide the right information at the right time

Key activities (2017-18)

- New website (and enhanced information)
- Parkinson's Life
- Improved digital and content marketing
- Composite scale
- Data collection
- Educational films
- TreatER (EU-funded project)



Workstream 2: Advocacy

Key aims

- Awareness raising, and improvements in diagnosis, treatment and individualised care
- Ensure the EPDA is seen as an authority in Brussels

Key activities (2017-18)

- Gaining EU politicians' support
- European Parliament events
- Connecting our members to European policymakers
- Gaining information and insight
- In the pipeline:
 - Our planned 2018 focus on young-onset people with Parkinson's
 - Member advocacy survey
 - Potential European Commission funding opportunities



Workstream 3: Awareness and fundraising



Key aims

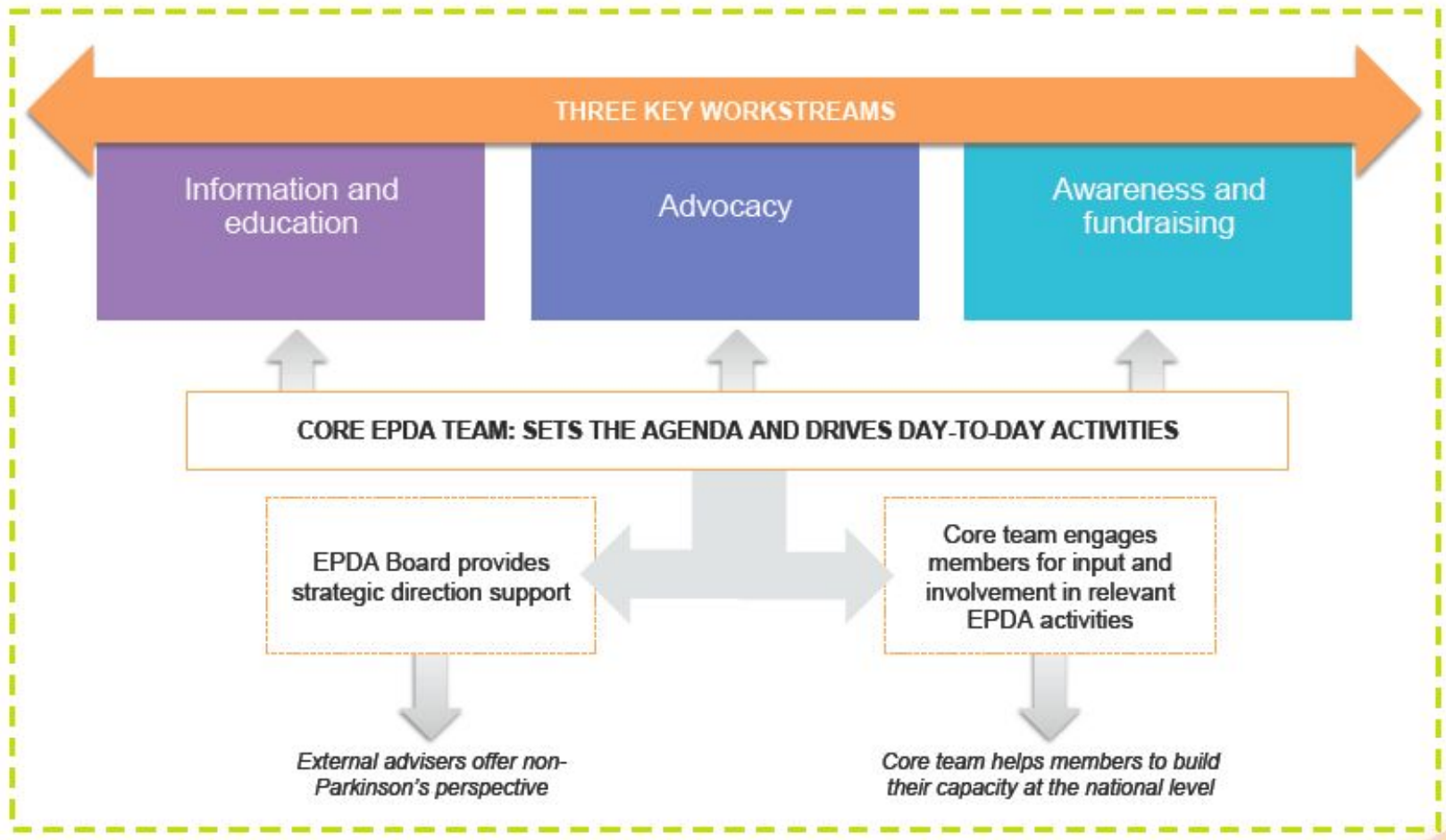
- Raise awareness
- Generate extra funds for the EPDA

Key activities (2017-18)

- #UniteForParkinsons on 11 April 2017
 - 31,000 website hits (180 countries)
 - 7,000 downloads (118 countries)
 - 9,000+ hashtag uses (89 countries)
- #UniteForParkinsons plans for 2018
 - 'Global reference group' currently developing plans for 11 April activity
- Parkinson's 100 Challenge
 - Undergoing a revamp



The EPDA and our members



Our plans for 2018...

Building on existing activities, including:

- Marketing of the EPDA
- Roll out of the Composite Scale
- Parkinson's Life upgrades
- Data collection
- Member outreach programme

Developing new areas, including:

- Young-onset advocacy plan
- Member advocacy survey
- Sharing and building on our members' successes
- Engage and educate the wider healthcare professional community
- Promote the EPDA as '*a trusted*' voice of Parkinson's in Europe

