

#UniteForParkinsons

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#UniteForParkinsons in 2017



The EPDA and Parkinson's UK drove the 11 April 2017 campaign and it was a success:

- 31,000 website hits (180 countries)
- 7,000 downloads (118 countries)
- 9,000+ hashtag uses (89 countries – our target was 50)



Some interesting facts:

- Dozens of Parkinson's organisations around the world took part
- The concept that there is a global desire to 'unite' around a cause was proven
- Paid advertising was main source of reach and engagement
- It is a challenge turning a 'simple task' (such as sharing a hashtag) into 'action' despite lots of interest



#UniteForParkinsons: plans for 2018?



**We need to build on the 2017 success –
but can we do more than sharing a hashtag?**



First step was to form a 'global reference group',
based on WHO regions:

- Global (World Parkinson's Coalition)
- Europe (EPDA and Parkinson's UK)
- The Americas (Michael J Fox Foundation and Parkinson Alliance)
- Africa (Africa Parkinson's Disease Foundation, Kenya)
- South East Asia (Parkinson's Disease & Movement Disorder Society, India)
- Western Pacific (Parkinson's Victoria)
- Middle East (To be confirmed)



Some things will remain the same...



Objective remains the same:

To raise international awareness of Parkinson's



'Brand' remains the same:

Campaign name, look and feel,
website and hashtag

Process remains the same:

Simple, sharable, easy to engage
with, easy to work across countries

Target audience is expanded:

We will target the broader public/those not affected by Parkinson's
(they will be reached via the global Parkinson's community's outreach)



What is the theme for 2018?



- Parkinson's UK took the lead on developing a 'more concrete' campaign action for 2018
- Inspiration came from 'One day on earth' documentary film
- Looking at replicating this approach: to reveal a 24-hour period through the eyes of people with Parkinson's
- Show the individual daily challenges from across the globe
- Focus on the small, everyday tasks
- Create and share stories under the #UniteForParkinsons campaign umbrella
- More powerful than a simple hashtag
- Could also lead to interesting 'evidence' and insights



How would it work?



- We will use 11 April – World Parkinson's Day – to raise awareness of the impact Parkinson's can have on daily life. Individual condition but also huge similarities.
- The campaign will reveal what happens hour by hour in the life of a person with Parkinson's and the common challenges they face in one day
- We will create a compelling short film before World Parkinson's Day, using footage from people with Parkinson's around the world. The film will be launched on 11 April
- The film will appear on the www.worldparkinsonsday.com website
- The global Parkinson's community will share the film and encourage others to communicate their own lived experiences on 11 April in real time



Next steps

- The global reference group has agreed to develop the 'One day of Parkinson's' theme
- EPDA is committed to
 - co-ordinate the campaign's development and delivery
 - provide same marketing support as last year (digital marketing strategy and paid advertising)
- Parkinson's UK is committed to:
 - develop and produce the campaign film
 - create campaign toolkit and assets
 - develop campaign website (www.worldparkinsonsday.com)
- Other global reference group partners have committed their time and support
- EPDA and Parkinson's UK will meet regularly to develop campaign theme and next steps
- **We will be in touch!**

