



The aim of this toolkit is to assist the EFNA members, associates and industry partners in joining the **Together Under the Umbrella** campaign for brain disorder awareness on **World Brain Day, July 22**.

The campaign asks the patient community, our supporters and partners, and the general public to take a picture of themselves under an umbrella with friends/family or colleagues using the **#UnderTheUmbrella** hashtag. They are invited to promote the campaign alongside their own areas of interest and associations.

For World Brain Day 2017 we are also encouraging people to share their personal stories with us. EFNA will share a number of videos in a new 'User Stories' section of the [UnderTheUmbrella.eu](http://UnderTheUmbrella.eu) website.

Included in this toolkit are supporting materials that you can use to help promote the initiative. Help spread the word and let's see as many people as possible share a photograph Under the Umbrella on the day along with a message:

We're #UnderTheUmbrella for #WorldBrainDay! Join us to raise  
#BrainDisorder & #[InsertYourDiseaseArea] awareness

## NEWS RELEASE

### People Around the World to get Together Under The Umbrella in support of Brain Disorder Awareness this July

Saturday, July 22<sup>nd</sup> is World Brain Day. Organisers of the Together Under the Umbrella campaign are inviting the public to share a picture of themselves on the day, using the hashtag **#UnderTheUmbrella**, to help raise awareness of brain disorders.

Last year's World Brain Day saw hundreds of pictures shared around the world - selfies, groups of family and friends, medical professionals and patient groups, all stood under umbrellas in support of brain disorder awareness. A wide variety of disease areas were highlighted in these messages including MS, Parkinsons, headache, mental health, chronic pain, ME and rare diseases.

The campaign is an initiative of the European Federation of Neurological Associations (EFNA), who bring together European umbrella organisations of neurological patient advocacy groups.

The umbrella is used as a symbol of unity by the campaign – bringing the many neurological conditions together. To find out more about the campaign visit [www.undertheumbrella.eu](http://www.undertheumbrella.eu) and follow @UnderUmbrellaEU on social media.

## About Together Under the Umbrella

Developed in line with a strategy to advocate for support of patient-led campaigns to educate, eradicate stigma and raise awareness of neurological and chronic pain disorders, Together Under the Umbrella aims:

- To raise awareness of the prevalence of neurological disorders
- To educate society on the range of disorders which are ‘neurological’
- To ‘brand the brain’ by grouping these disorders under a common symbol to create a unified and identifiable ‘brand’
- To provide a platform for European and national patient neurology groups to promote and profile their work in the areas of advocacy, communications and fundraising using the hashtag #UnderTheUmbrella

## About Neurological Disorders

- Each year, approximately 1 in 3 Europeans are affected by a brain disorder and 1 in 5 by chronic pain.
- This includes 153 million people suffering migraine or other disabling headaches, 200 million musculoskeletal disorders, 100 million people experiencing chronic pain, 8 million living with stroke, 6 million with dementia and 4 million with traumatic brain injury.
- The World Health Organisation estimates that brain disorders cause one-third of the burden of all diseases.
- €295 billion a year is spent on healthcare for neurological and brain disorders, making them ‘the number one economic challenge for European health care, now and in the future’.

## About the European Federation of Neurological Associations (EFNA):

The European Federation of Neurological Associations (EFNA) brings together European umbrella organisations of neurological patient advocacy groups, to work with other associations in the field of neurology, including the European Academy of Neurology (EAN), in what has been termed a ‘Partnership for Progress’.

EFNA’s aims are:

- To improve the quality of life of people with neurological disorders, their families and carers
- To promote rapid and accurate diagnosis, appropriate treatment, rehabilitation and care for people with neurological illnesses
- To promote better access to information which is accurate and easy to understand
- To promote public awareness and understanding of neurological conditions
- To eliminate prejudice and stigma associated with neurological disorders
- To increase priority given to neurology by policy and decision makers and by health care providers.

EFNA currently has a membership of 18 associations, based in countries Europe-wide.

## SOCIAL MEDIA MESSAGES

Start by following the [@UnderUmbrellaEU](#) Social Media accounts and search for **#UnderTheUmbrella** to view campaign activity so far. We have some sample tweets below to get you started.

*Pre July 22<sup>nd</sup>:*

**Join us #UnderTheUmbrella this #WorldBrainDay, July 22<sup>nd</sup> to raise #BrainDisorder & #[InsertYourDiseaseArea] awareness! <http://bit.ly/2t2sFXJ>**

Include one of our prepared graphics.

**Raise awareness of #[InsertYourDiseaseArea] this #WorldBrainDay, July 22<sup>nd</sup>, by sharing a selfie #UnderTheUmbrella <http://bit.ly/2t2sFXJ>**

Include one of our prepared graphics.

**Share your story with @UnderUmbrellaEU this #WorldBrainDay & help raise awareness of #[InsertYourDiseaseArea] <http://bit.ly/2t2sFXJ>**

*July 22<sup>nd</sup> (World Brain Day):*

**We're #UnderTheUmbrella for #WorldBrainDay! Join us to raise #BrainDisorder & #[InsertYourDiseaseArea] awareness**

Remember to include your own photo!

## PROMOTIONAL MATERIALS



800 x 800px – Suitable for Twitter and Instagram

Are you or someone you care about affected by a brain disorder?

GET TOGETHER **#UNDERTHEUMBRELLA**  
ON WORLD BRAIN DAY

Join in  
**JULY 22<sup>ND</sup>**



1024 x 512px – Suitable for Twitter and Facebook

## CONTACT

### Enquiries:

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### Websites:

[www.undertheumbrella.eu](http://www.undertheumbrella.eu)

[www.efna.net](http://www.efna.net)

### Twitter:

[@UnderUmbrellaEU](https://twitter.com/UnderUmbrellaEU)

[@EU\\_Neurology](https://twitter.com/EU_Neurology)

### Facebook:

<https://www.facebook.com/UnderUmbrellaEU/>

### Instagram:

<https://www.instagram.com/UnderUmbrellaEU/>