



9-2020

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Recommended Citation

Malik, Abdul (2020) "Parkinson's disease- "Move together to End": Theme for world brain day 2020," *Pakistan Journal of Neurological Sciences (PJNS)*: Vol. 15 : Iss. 3 , Article 12.

Available at: <https://ecommons.aku.edu/pjns/vol15/iss3/12>

PARKINSON'S DISEASE- "MOVE TOGETHER TO END": THEME FOR WORLD BRAIN DAY 2020

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World Federation of Neurology (WFN) promoting brain health through its educational, skills development & advocacy activities. Since 2014 WFN had been focused to organized dedicated awareness drive in all the WFN members countries round the globe.

The World Federation of Neurology (WFN) in collaboration with the International Parkinson and Movement Disorder Society declared the 6th World Brain Day. This year, World Brain Day was dedicated for the awareness for Parkinson's Disease, a neurodegenerative brain disease that affects the mind, movement and almost all aspects of brain function.

We in Pakistan besides more than 126 global organizations, joined again this year also this campaign to support WFN in advocating for improved patient care, education, and additional research for those living with Parkinson's Disease and their caregivers.

Neurology Awareness & Research Foundation (NARF) organized countrywide activities to mark the 6th World Brain Day, theme was Parkinson's disease- move together to end. "Parkinson's Disease affects people of all ages, including one in 100 people over the age of 60. The prevalence of this disease is on the rise, making our actions today vital to improving the lives of those who have been and will be diagnosed, particularly during this global health crisis."

Keeping in view the corona pandemic, what we had organized activities in Pakistan (online/zoom/ facebook) these were became regional or I can say global activities as our participants were just not from Pakistan; they were from India, Bangladesh, UAE, USA, UK, Canada & different other parts of the Europe.

These awareness activities were more focused on social media like twitter, face book & what's aap. We had also organized patient's welfare activities by organizing two Free Parkinson's Clinics on July 19th & 24th, 2020 adopting all SOP's regarding the patient's and medical staff safety. The services provided during these free clinics just not from the free consultation form the neurologist but we had also arranged free services from the physiotherapist, speech therapist & neuro psychologist.

We had prepared awareness flyer in Urdu language about Parkinson's for general public, this material was in very simple as well pictorial formation about the Parkinson's signs/ symptoms/ treatment & rehabilitative awareness which were distributed in 500 clinics across the country. A month long face book as well twitter activities were executed through key messages given by the WFN translated in local language. World Brain Day poster were placed almost all the major institutes & department of neurology in Pakistan.

We had prepared NARF Exercise Diary in Urdu language with illustrative pictures to ease Parkinson's patients about the importance of exercises as well make motivated to do these exercises at their home. The diary comprises exercises of all four limbs, trunk, standing & sitting postures with facial exercises. How a patient can do speech exercise/ therapy is also briefly described. This diary had been launched in collaboration with Pakistan Parkinson's Society and had been distributed among all neurology centers of Pakistan.



On July 14th, 2020 NARF had organized Live Face book Session with the title "Public Awareness Session" on Parkinson's disease in context to the WBD 2020. This session was held at the Aga Khan University, Karachi which was organized with the leading media group of Pakistan "Duniya", the complete proceedings of this session was published in Daily Duniya Newspaper on the WBD i.e. July 22nd, 2020. In this session we had top Neurologists of the country Prof. M. Wasay, Prof. Naila Shahbaz & Dr. Bashir Soomro were the participants. Besides these we had Director Institute of Psychology Prof. Dr. Uzma Ali, Assistant Prof. & Psychiatrist from Institute of Physical Medicine & Rehabilitation of DUHS Dr. Syed Saeed Qaiser & Editor Daily Duniya Karachi Ahmed Hasan were also the panelists. Dr. Abdul Malik & Mustafa Habib Siddiqui were the moderator of this extensive awareness session which was lively seen almost two dozen countries.

On July 22nd, 2020 NARF had organized Zoom Webinar which was CME accredited by the Jinnah Sindh Medical University. Principal Liaquat College of Medicine & Dentistry Prof. Dr. Rashid Naseem Khan had given opening remarks. The educational talks in context to the WBD was given by Dr. Abdul Malik, the rehabilitative talk was given by the Dr. Farooq Rathore while the key note speech on Review of Non-Motor Symptoms with Recent Advances in Parkinson's Management was given from Canada by the Dr. Abdul Qayyum Rana. A large number of undergraduates students, postgraduates trainees and faculty members attended this interactive academic session.

The awareness activities were not only covered in national as well local newspapers but also in the electronic media. Almost in half dozen leading newspapers & magazines article on Parkinson's disease were published. In short, keeping in view the Covid pandemic a comprehensive advocacy campaign for Parkinson's disease awareness was executed on the occasion of this year world brain day 2020 to be part of efficient member of WFN from Pakistan.