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## **EPDA *Life with Parkinson's* campaign launches in Hungarian to further improve knowledge of Parkinson's disease across Europe**

**A survey highlights a lack of awareness and understanding of Parkinson's throughout Europe, emphasising the need to improve knowledge of the social and economic impact of the disease and ensure that people receive the best care and treatment available.**

**2<sup>nd</sup> October 2009, Budapest.** The European Parkinson's Disease Association (EPDA) announces the launch today of its pan-European awareness campaign, ***Life with Parkinson's*** in Hungarian at the EPDA Conference taking place in Budapest. The campaign is designed to improve understanding of all aspects of this chronic and progressive neurological condition among a wide range of audiences, including people with Parkinson's, their families and friends, healthcare professionals and policy makers.

A recent survey of over 5,000 members of the general public from across Europe has highlighted why the ***Life with Parkinson's*** campaign is so critical. The results of the survey reveal a concerning lack of knowledge and understanding of Parkinson's. Over half of Europeans did not correctly identify Parkinson's as a neurological condition that affects movement and 77% did not recognise the inability to move – one of the cardinal symptoms - as being a problem for people living with Parkinson's.

Susanna Lindvall, vice president of EPDA, comments: "Parkinson's is a life changing condition with a huge cost burden, so it is important that the general public are aware of Parkinson's and the symptoms associated with it. There are over 1.2 million people with Parkinson's in Europe and with an ageing population this figure is set to rise. It is time to improve the lives of those affected by Parkinson's now and for the future. This campaign and the translation into Hungarian is an important step in raising awareness of the social and economic impact that Parkinson's has in Europe."

***Life with Parkinson's*** focuses on the daily challenges of living with Parkinson's. It highlights the importance of early diagnosis and treatment to delay the progression of the disease and to enhance quality of life. It also illustrates the economic and social burden in the late stages where the impact is at its greatest on people living with this chronic neurological condition, their families, carers and society as a whole.

For this awareness campaign, the EPDA have worked with people from all over the world who have the disease and asked them to share their personal stories. The EPDA hopes that these unique experiences will help the public understand the challenges that those living

with Parkinson's face daily and will want to work with the EPDA to ensure that they receive appropriate care.

The materials are being translated into a number of European languages to ensure as many people as possible have access to the information. In addition to Hungarian ***Life with Parkinson's*** is now available in English, French, German, Greek, Italian, Norwegian, Romanian, Spanish, Swedish and Turkish. The EPDA intends to make the information available in further languages in the future.

Dr Andras Fazekas, medical advisor of the Delta Magyar Parkinson Egyesület welcomes the availability of ***Life with Parkinson's*** in Hungarian: "This important campaign emphasises what it is like to live with Parkinson's and will help tremendously with our goal to raise awareness in Hungary of the impact that this disease has every single day. Through the campaign's provision of information people will know how to access the right treatment for them."

Parkinson's is the second most common neurodegenerative disorder that often impairs the person's motor skills and speech. It is both a chronic and progressive illness which results in a marked decrease in the health-related quality of life of people with Parkinson's, their carers and families and places a tremendous economic burden on society.

For more information about this campaign please go to [www.parkinsonsawareness.eu.com](http://www.parkinsonsawareness.eu.com)

#### Notes to Editors

**About the EPDA:** The European Parkinson's Disease Association (EPDA) is a non-religious, non-political and non-profit making organisation concerned with the health and welfare of people living with Parkinson's disease and their families and carers.

Founded in June 1992 in Munich, with a membership of nine European Parkinson's patient organisations, the EPDA currently has a membership of 42 organisations across Europe (active members are able to vote at the annual General Assembly), see [www.epda.eu.com/members](http://www.epda.eu.com/members).

The EPDA aims to ease the lives of people with Parkinson's, their carers and families by promoting a constructive dialogue between science and society, and by encouraging and supporting the development of national Parkinson's organisations.

**About the survey:** Survey carried out by ICM research, April 2009. Commissioned by H. Lundbeck A/S and Teva Pharmaceutical Industries Limited in association with the EPDA.

**Development of *Life with Parkinson's*** has been supported by a number of companies and organisations. The EPDA gratefully acknowledges the following for their partnership and support in helping to raise awareness about the impact that Parkinson's has on quality of life: Animech AB, Association of Physiotherapists in PD Europe (APPDE), Boyplaygirl, The Cure Parkinson's Trust, European Federation of Neurological Associations (EFNA), European Federation of Neurological Societies (EFNS), European Occupational Therapists Network PD (EOTNPD), European Parkinson's Nurses Network (EPNN), GlaxoSmithKline (GSK), H. Lundbeck A/S, LGIC, MANmade Designs, Medtronic Foundation, Merck Serono, National Tremor Foundation (UK), Solvay Pharmaceuticals, Teva Pharmaceutical Industries Ltd, Tonic Life Communications, World Federation of Neurology (WFN), WHO Working Group on PD.

The EPDA would like to extend special thanks to all the people who have contributed by providing their personal stories.

Life with Parkinson's can be viewed at [www.parkinsonsawareness.eu.com](http://www.parkinsonsawareness.eu.com) in Hungarian, English, French, German, Italian, Spanish, Swedish and Turkish.

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