

EPAD: European Prevention of Alzheimer's Dementia

IMI Projects Communication Event, 2 April 2019

Jean Georges – Alzheimer Europe

Sean Knox - Biogen



www.ep-ad.org



@IMI_EPAD



@IMIEPAD



IMI EPAD

INFOGRAPHIC

The global impact of dementia

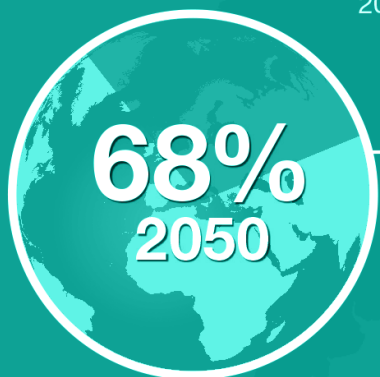
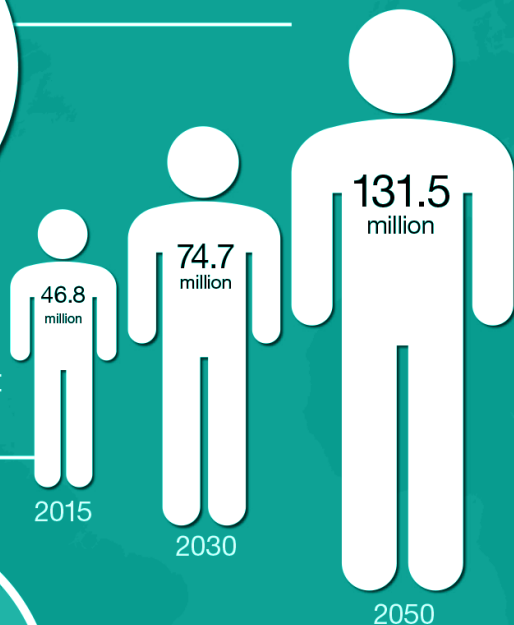


Around the world, there will be 9.9 million new cases of dementia in 2015,

one every 3 seconds

46.8 million people worldwide are living with dementia in 2015.

This number will almost double every 20 years.



Much of the increase will take place in low and middle income countries (LMICs): in 2015, 58% of all people with dementia live in LMICs, rising to 63% in 2030 and 68% in 2050.



The total estimated worldwide cost of dementia in 2015 is US\$ 818 billion. By 2018, dementia will become a trillion dollar disease, rising to

US\$ 2 trillion by 2030

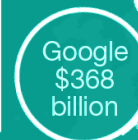
If global dementia care were a country, it would be the

18th largest economy

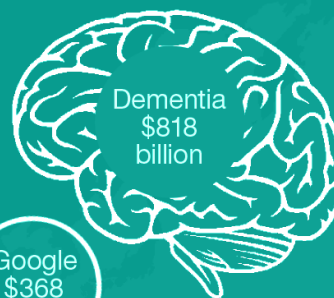
in the world exceeding the market values of companies such as Apple and Google



Apple \$742 billion



Google \$368 billion



Dementia \$818 billion

(source: Forbes 2015 ranking).



This map shows the estimated number of people living with dementia in each world region in 2015.

We must now involve more countries and regions in the global action on dementia.

Reproduced from the Alzheimer Disease International (ADI) World Alzheimer Report 2015

The EPAD consortium

- Public/private consortium funded by the Innovative Medicines Initiative (IMI) designed to increase successful development treatments secondary prevention AD in pre-dementia patients.
- Five years of initial IMI funding; project began 2015. Sustainability planning beyond 2019 in progress.
- Project has 8 work packages grouped in 2 clusters: delivery and support
- Thirty-nine partners including academia, pharmaceutical industry (European Federation of Pharmaceutical Industries and Associations (EFPIA)).



The EPAD consortium

Academia



SMEs



Patient Organisation



Other industry



EFPIA



EPAD is one of the biggest Alzheimer's dementia studies in the world

A €64 million private-public partnership with 39 partnering organisations and 21 sites running the EPAD study across Europe

Longitudinal Cohort Study

EPAD

European Prevention of
Alzheimer's Dementia Consortium

Drug trial

Currently over 1500 active participants
This study forms the readiness cohort
or the drug trial

Drug trials for Phase II clinical studies with people with
preclinical and prodromal Alzheimer's disease.

EPAD is a trial ready platform to run Phase II clinical studies with people with preclinical and prodromal Alzheimer's disease.
EPAD is unique because it recruits from a readiness cohort and will ensure a low (10%) screen failure rate. The adaptive design of EPAD will enable data sharing across clinical studies involved with the platform.

Introductory animation movie about EPAD

<https://youtu.be/Ec5bei45ko4?list=PLHIJXSw8nVdzAi3hHzgnLMK2yprOIEJve>

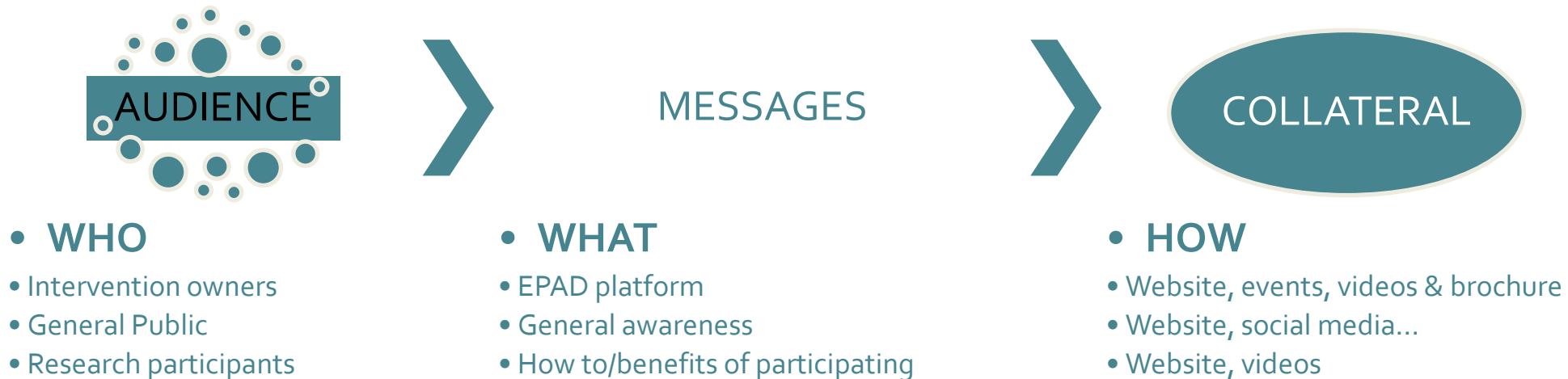
What are the WP6 deliverables?

- Communication Strategy
 - Yearly communication plans
- Corporate Identity/Branding
- Website
 - Dynamic/regularly updated
- Project leaflet
- Regular project newsletters
- Project updates in AE newsletters
- Dissemination metrics

Communications strategy with key audiences & tools

- Communication strategy/plan set up at the beginning of the project on four pillars:
 - Definition of communication objectives
 - Identification of target audiences
 - Identification of the dissemination activities to be delivered
 - Identification of the specific tools to be used to support effective communication

- The who, what, how



Communications tactics with key tools

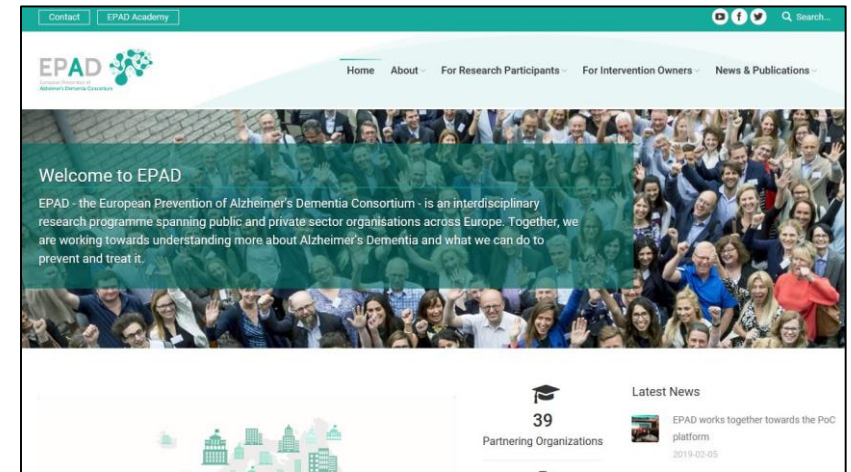
- Social media
- Newsletters
- Websites
- Posters
- Presentations
- Congress Plan
- Blogs
- Master slide deck
- Press releases
- Videos
- Brochure
- Promotional materials



Twitter



External newsletter



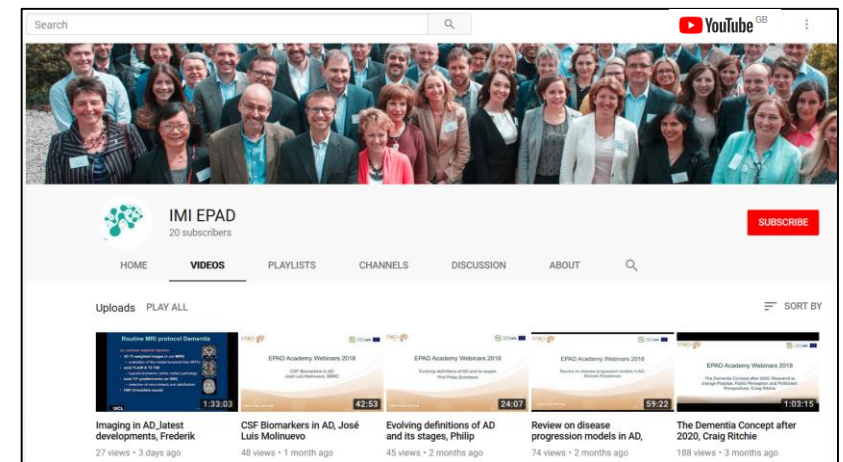
Website



General EPAD flyer



Intervention Owners brochure

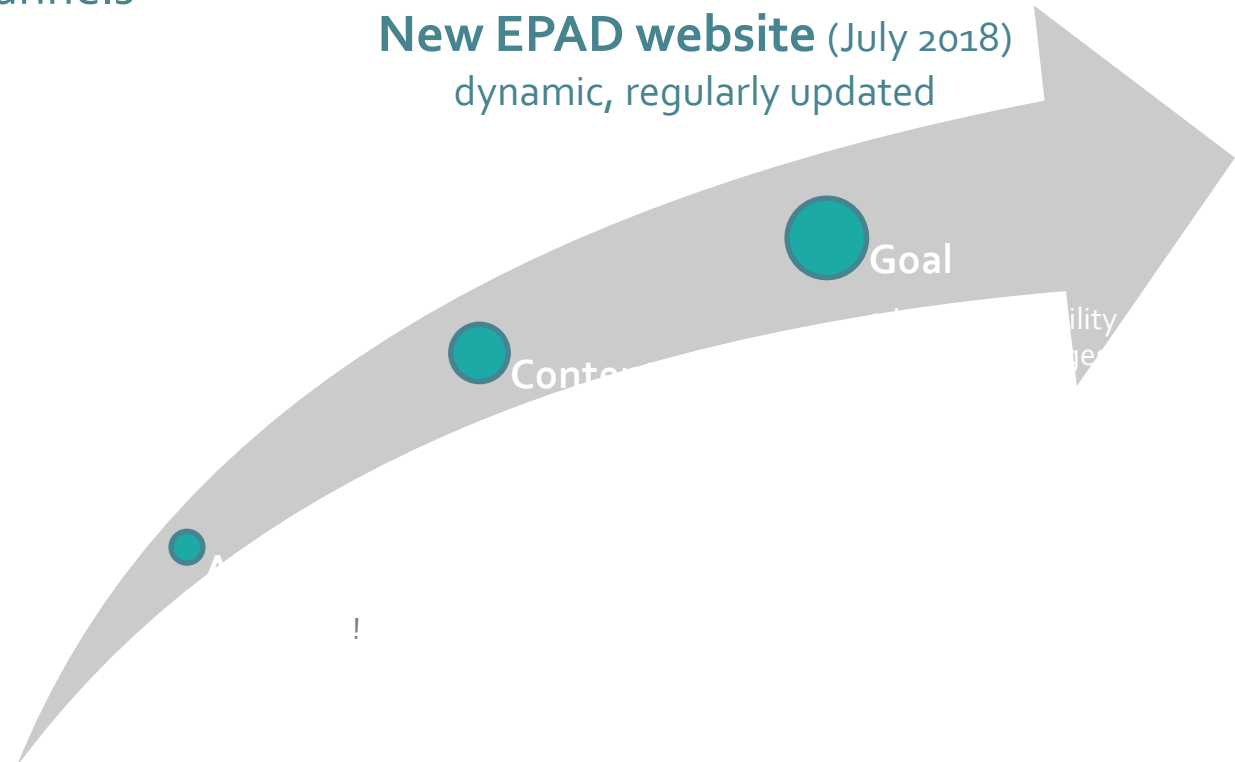
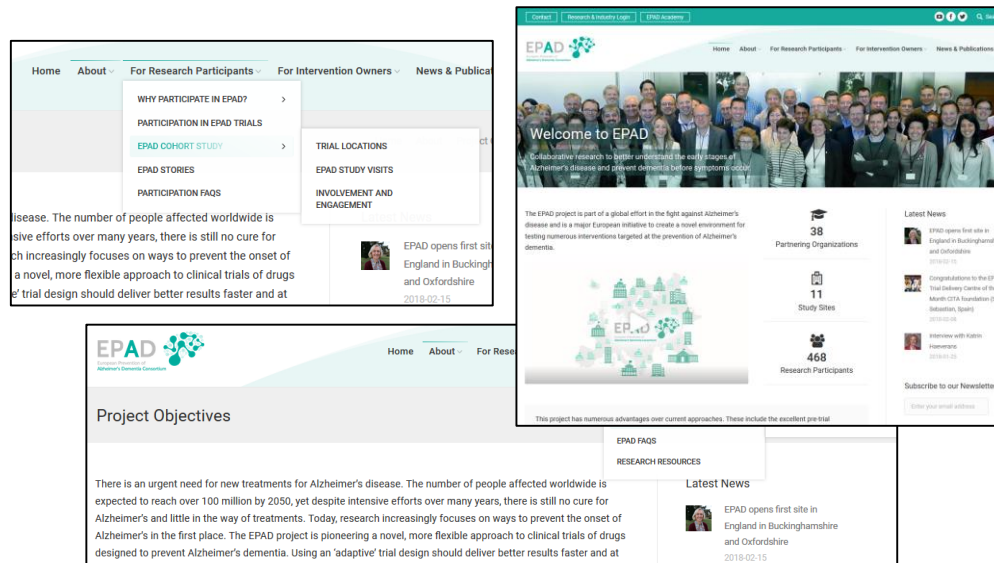


YouTube channel

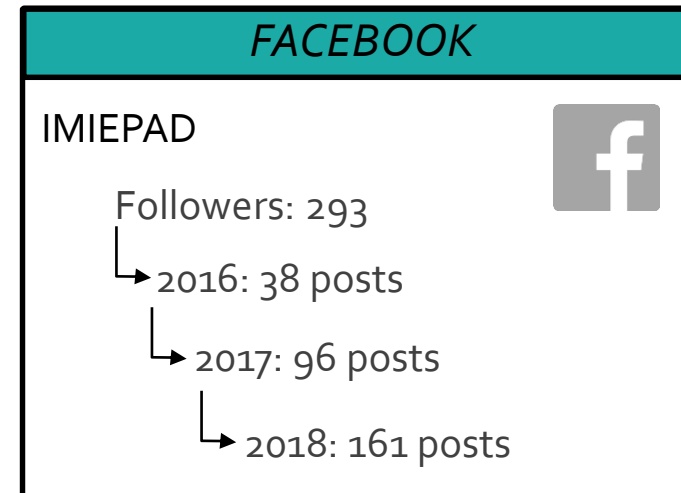
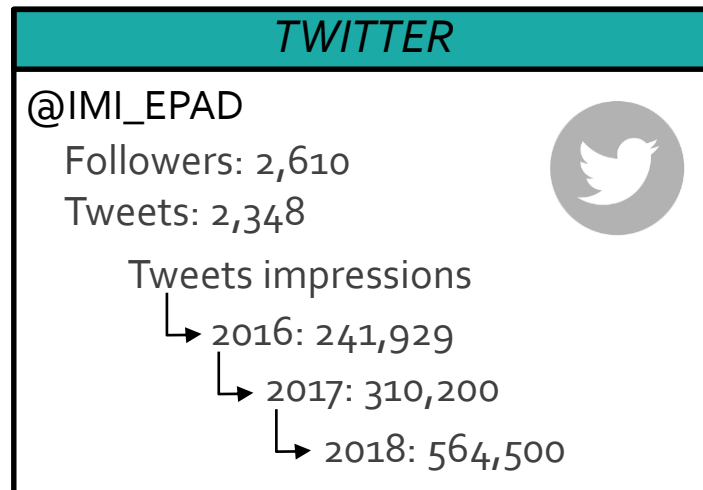
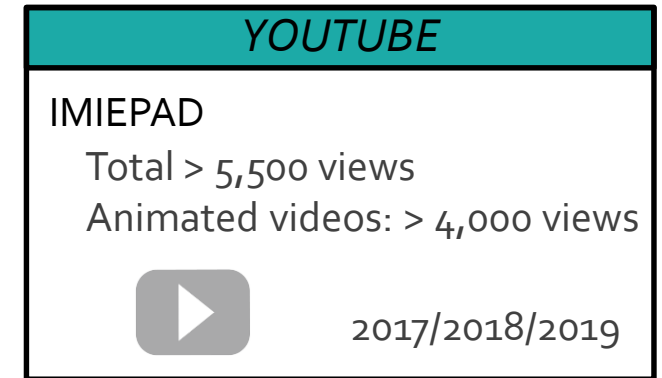
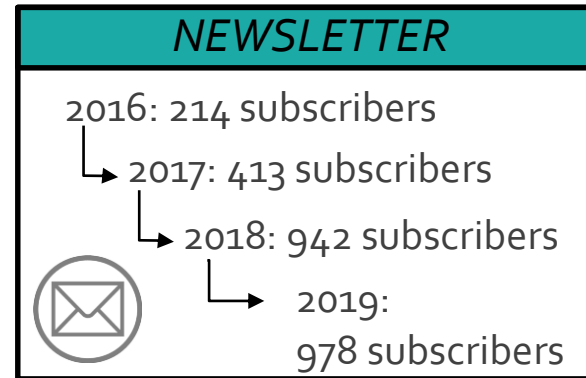
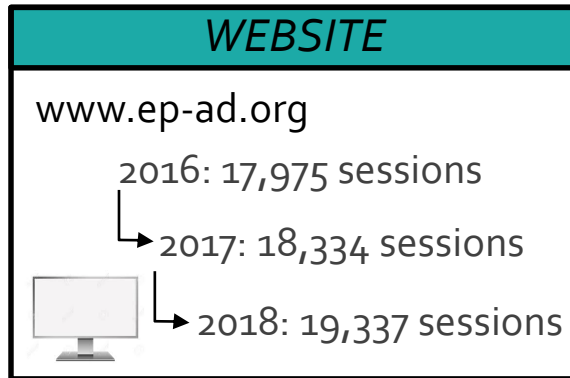
Communications strategy with key audiences & tools

- To adapt the strategic approach during the life of the project
 - To expand the audience
 - To maximise the impact of the dissemination efforts
 - To increase dissemination by maximising existing channels
 - To refresh existing and create new brand materials
 - To amplify widespread media coverage

Example:
New EPAD website (July 2018)
dynamic, regularly updated

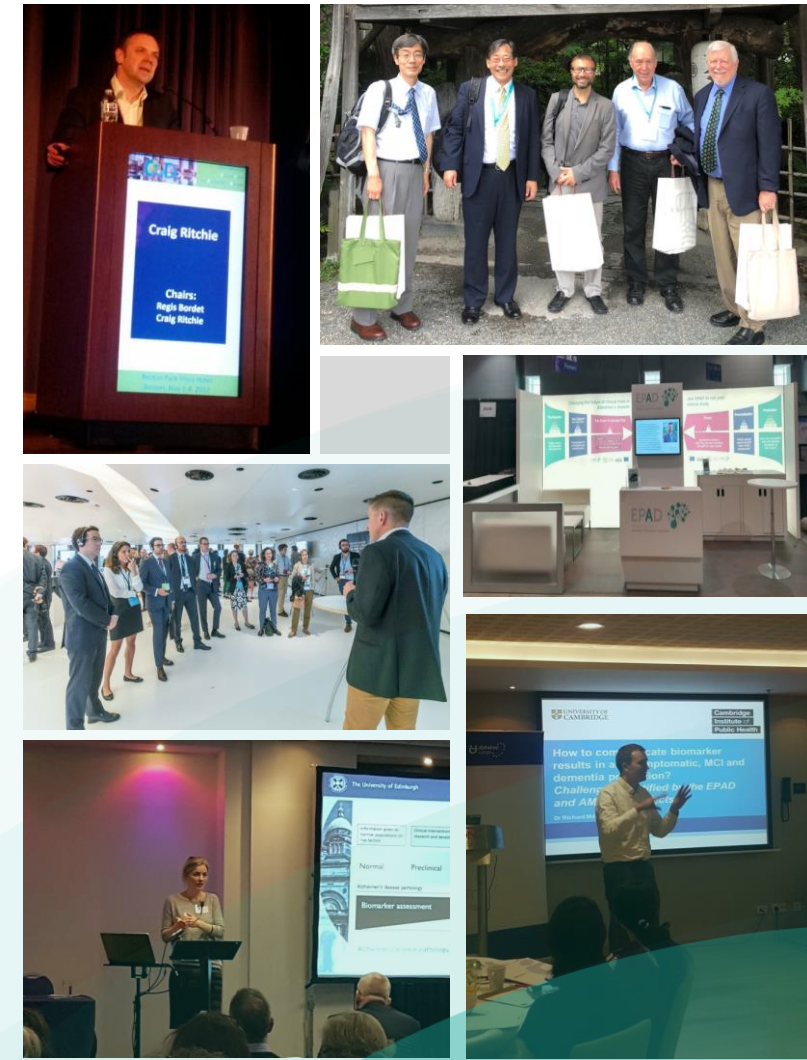


EPAD tools - Engagement metrics

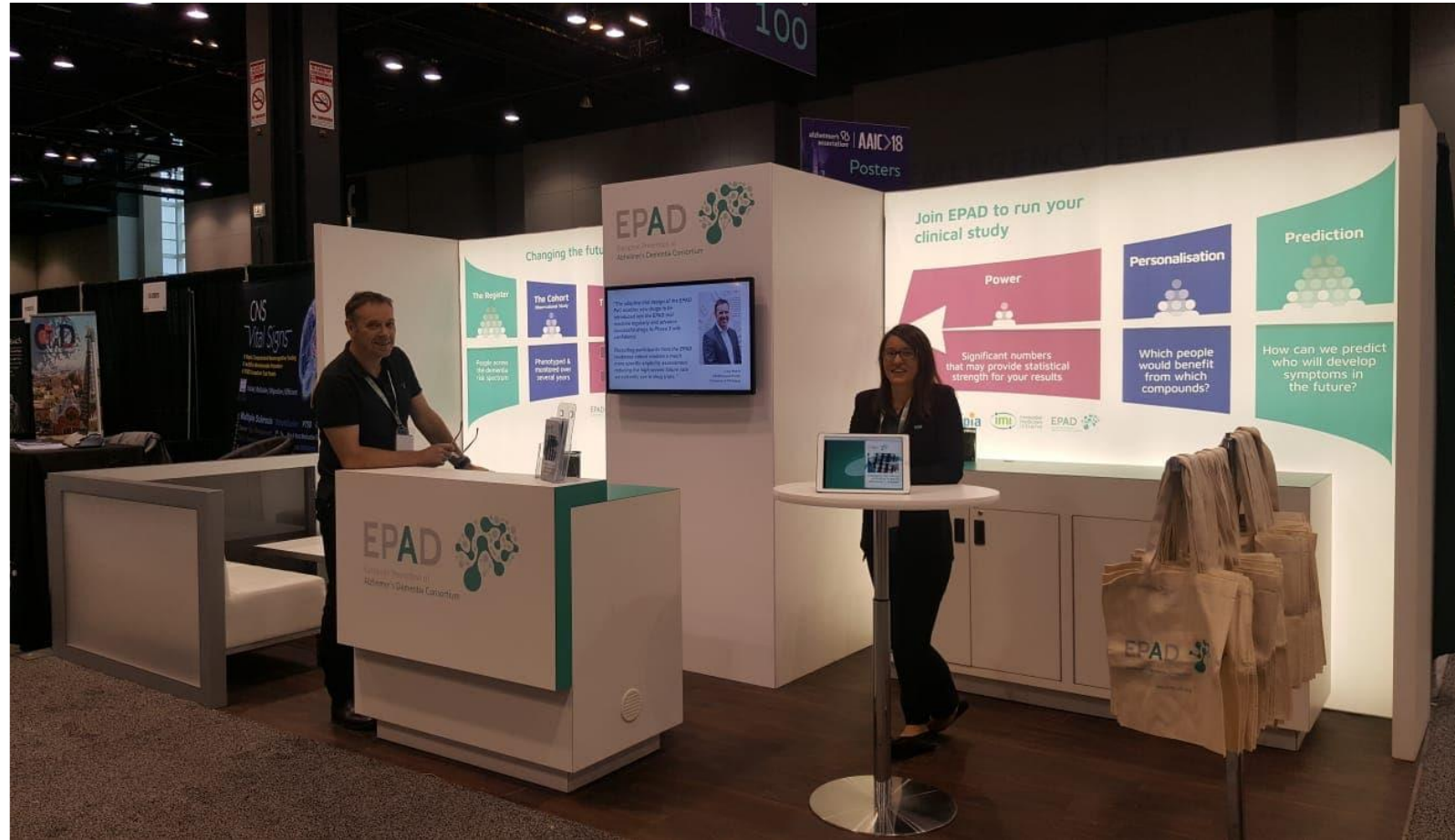


Key audience : Outreach to the scientific, medical and pharma community

- Dissemination of 16 scientific publications & Presence on Research Gate
- Presence at international conferences and events
 - AD/PD 2015 (Nice), 2017 (Vienna), 2019 (Lisbon)
 - CTAD 2015 (Barcelona), 2016 (San Diego), 2017 (Boston), 2018 (Barcelona)
 - AAIC 2016 (Toronto), 2017 (London), 2018 (Chicago)
 - EU Presidency Conference in Bratislava (2016)
 - 18th World Congress of Basic and Clinical Pharmacology (Kyoto)
 - EFPIA Rentrée 2017 (Brussels)
 - AE Lunch Debates (Brussels)



Key audience : Outreach to the scientific, medical and pharma community



**EPAD
booth**



Key audience: Outreach to the wider dementia and patient community

- Project updates in AE newsletters
- AE Conferences in Ljubljana (2015), Copenhagen (2016), Berlin (2017)
- Alzheimer's Association Academy (2015, 2017)
- Special EPAD supplement in Dementia in Europe magazine (AE)



Key audience: Outreach to the wider dementia and patient community

- Involvement of people with dementia in the project
 - EPAD consultation with Alzheimer Europe's European Working Group of People with Dementia (EWGPWD) and their carers.
- Involvement of research participants
 - Set up of the EPAD Participant Panel



Why is EPAD involving participants?

Research participant

Collaborator

- Recognise the **value of the participants' contributions** to the project
- Bring on board **retention ideas** from participants, **feedback** and **recommendations for improvements**
- Ensure the **participant perspectives** are heard and represented in **decision making**
- **Address any issues directly** which may affect future study involvement (e.g. logistics)
- **Improve and review study documents aimed at participants** such as Information Sheets or Recruitment flyers or website



Key audience : Outreach to general public – communication of quite complicated scientific terms (video for amyloid)

<https://youtu.be/GiRFImzz2Ng?list=PLHIJXSw8nVdyPY8TaaSNdUQNxQmN7SveV>

EPAD

European Prevention of
Alzheimer's Dementia Consortium



efpia

imi
innovative
medicines
initiative



ep-ad.org – subscribe to our newsletter!



[EPAD Facebook facebook.com/IMIEPAD](https://facebook.com/IMIEPAD)



[EPAD Twitter twitter.com/imi_epad](https://twitter.com/imi_epad)



[EPAD Youtube Channel](#)

Thank you!

Gracias

Merci

Grazie

Danke

*Dank u
Tack*

Acknowledgements

The research leading to these results has received support from the Innovative Medicines Initiative Joint Undertaking under grant agreement n° 115736, resources of which are composed of financial contribution from the European Union's Seventh Framework Programme (FP7/2007-2013) and EFPIA companies' in kind contribution.

