EPAD: European Prevention of Alzheimer’s Dementia

IMI Projects Communication Event, 2 April 2019
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www.ep-ad.org
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.

68%  2050

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 83% in 2050.

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.

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.
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
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

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

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=PLHIJXSw8nVdzAi3hHz9nLMK2yprO1EJve
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

  **AUDIENCE**
  - **WHO**
    - Intervention owners
    - General Public
    - Research participants

  **MESSAGES**
  - **WHAT**
    - EPAD platform
    - General awareness
    - How to/benefits of participating

  **COLLATERAL**
  - **HOW**
    - Website, events, videos & brochure
    - Website, social media...
    - Website, videos
Communications tactics with key tools

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

Twitter
- General EPAD flyer
- Intervention Owners brochure

External newsletter
- Website
- 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

**WEBSITE**
www.ep-ad.org
- 2016: 17,975 sessions
- 2017: 18,334 sessions
- 2018: 19,337 sessions

**NEWSLETTER**
- 2016: 214 subscribers
- 2017: 413 subscribers
- 2018: 942 subscribers
- 2019: 978 subscribers

**YOUTUBE**
IMIEPAD
- Total > 5,500 views
- Animated videos: > 4,000 views

**TWITTER**
@IMI_EPAD
- Followers: 2,610
- Tweets: 2,348
- Tweets impressions
  - 2016: 241,929
  - 2017: 310,200
  - 2018: 564,500

**FACEBOOK**
IMIEPAD
- Followers: 293
- 2016: 38 posts
- 2017: 96 posts
- 2018: 161 posts
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

- AD/PD 2015 (Nice), 2017 (Vienna)
- AEC 2015 (Ljubljana), 2016 (Copenhagen), 2017 (Berlin), 2018 (Barcelona)
- CTAD 2015 (Barcelona), 2016 (San Diego), 2017 (Boston), 2018 (Barcelona)
- AAIC 2016 (Toronto), 2017 (London), 2018 (Chicago)
- Alzheimer Scotland conference 2015, 2016, 2017 (Edinburgh)
- Söderberg Prize Seminar 2016 (Stockholm)
- 2016 BIO International Convention (San Francisco)
- Slovak Presidency of the Council of the EU 2016 (Bratislava)
- EFPIA Rentrée 2017 (Brussels)
- IMI Stakeholder Forum 2017 (Brussels)
- APM Awards evening 2017 (London)
- EMIF public symposium 2018 (Brussels)
- 18th World Congress of Basic and Clinical Pharmacology (Kyoto)
Key audience: Outreach to the wider dementia and patient community

- Project updates in AE newsletters
- 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?

- 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=PLHlJXSw8nVdyPY8TaaSNdUQNxQmN7SveV
Thank you!

Gracias
Merci
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Danke
Dank u
Tack
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