Parkinson’s Awareness Week 2016

Coverage Overview 04.05.16
This piece of coverage includes information about the Parkinson’s Unity Walk, drives people to www.parkinsons.ie and used pictures from the initial Unity Walk photoshoot and images from the Unity Walk itself.

Publication details

Readership: 423,000

Bio: The RTÉ Guide is Ireland’s biggest selling magazine and includes TV and Radio listings as well as lifestyle, health and entertainment stories.
This feature piece in the Sunday Independent focused on Harold Huberman’s management of his Parkinsons disease; the up’s and downs of his diagnosis. The piece mentions the PAI, the Awareness Week and drives people to www.parkinsons.ie.
This piece of coverage looks at the research undertaken by Dr Richard Walsh and over 1,000 members of the PAI. It mentions www.parkinsons.ie as well as the Parkinson's Awareness Week. It also documents a case study piece of a person living with Parkinson's.

Publication details
 Readership: 277,695
 Bio: Health + Family is the weekly health supplement by national newspaper The Irish Times
This piece is an in-depth interview with a patient who lives with Parkinson’s disease. Very positive interview, patient talks about overcoming depression after his diagnosis and the role exercise plays in his life. The piece talks about Parkinson’s Awareness Week and drives people to www.parkinsons.ie.

Publication details

**Publication:** Irish Daily Mail  
**Date:** 29.03.16  
**Page:** 1, 2, 3

Bio: Health supplement in a highly read tabloid newspaper in Ireland
This piece of coverage looks at Paula Gilmore’s call for funding for the people who live with Parkinson’s disease. They mention the Parkinson’s Awareness Week and highlight Harold Huberman’s auction in aid of the Parkinson’s Association of Ireland.

Publication details

*Readership:* 120,900

*Bio:* Popular tabloid newspaper in Ireland
This piece of coverage looks at Harold Huberman’s auction and how it will raise funds for the Parkinson’s association of Ireland.

**Publication details**

**Publication:** The Herald  
**Date:** 13.04.16  
**Page:** 20  

**Bio:** Popular tabloid newspaper in Ireland
National TV Broadcast
This eleven minute interview focussed on a patient experience with Parkinson's; the TV3 team visited the patient’s home and filmed him as he went about his daily routine and they also spoke to him about how he manages his Parkinson's disease. There was an in-studio interview with Paula Gilmore, PAI and Neurologist Dr David Bradley. They mentioned the Awareness Week, the Unity Walk and drove people to the www.parkinsons.ie website.

Viewership: 139,000 (Only on air since August 2015)

Bio: Ivan Yates and Anna Daly present this breakfast talk show on TV3. The show features news, current affairs, weather updates and analysis of Sunday Newspapers with in-studio guests.
National Radio Broadcast
This interview was with popular Irish singer Richie Kavanagh, who lives with Parkinson's disease and has re-launched his most famous single in aid of the Parkinson’s Association of Ireland. They mentioned the Unity Walk, the 2016 Awareness Week and the fact that all proceeds from the single re-launch were going to the PAI.
This was an interview with Dr Richard Walsh and patient Eugene Cashell. It focussed on the statistics from a survey of over 1,000 people living with Parkinson’s undertaken by Dr Walsh. The Unity Walk was mentioned as was the Parkinson’s Awareness Week 2016.

Listenership: 303,000

Bio: Live stimulating mix of news, interviews, reports and discussion with one of the highest listenership in Ireland
In the What’s On? Section of the show they highlight the upcoming Parkinson’s Unity Walk and encourage people to support.

**Listenership:** 119,000

**Bio:** Popular chat show on Newstalk FM. It is a weekday afternoon radio show airing from 1:30pm-4:30pm
Medical Press
This piece of coverage encourages people to support the Unity Walk and the Awareness Week 2016 as a whole. It includes a quote from Paula Gilmore and drives people to [www.parkinsons.ie](http://www.parkinsons.ie).

**Publication details**

**Readership:** 6,781

**Bio:** Medical Press received by almost 7,000 healthcare professionals
Regional Press
This piece of coverage details Eugene Cashell’s experience with Parkinson’s disease. Eugene has early onset Parkinson’s disease and was able to talk about how it feels to be diagnosed at a young age. Eugene highlights how important and helpful the Parkinson’s Association of Ireland have been to him. They mention the Awareness Week and the Unity Walk.

Publication: Dundrum Gazette
Date: 21.04.16
Page: 6

Publication details
Readership: 40,359
Bio: Regional Press
This piece of coverage details the Parkinson’s Unity Walk and uses a picture form the walk itself. It includes a quote from Paula Gilmore and mentions the Lord Mayor’s attendance at the Unity Walk as well.
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This piece of coverage includes details of the Unity Walk, drives people to the [www.parkinsons.ie](http://www.parkinsons.ie) website and highlights Richie’s experience with Parkinson’s.
This piece of coverage details Patrick Lacey’s experience with Parkinson’s disease. It is a really positive piece showing that life goes on after a Parkinson’s diagnosis. They also encourage people to come out and support the Parkinson’s Unity Walk for Parkinson’s Awareness 2016.

Publication details
Readership: 118, 300
Bio: Regional Press
Regional Radio Broadcast
This piece highlights that the Unity Walk is taking place and speaks to physiotherapist Gillian Quinn who showed everyone at the walk the exercises that work best for those with Parkinson’s disease.

**Listenership:** 106,000  
**Bio:** Dublin based regional radio station
This interview was with Grace McCrea, a Parkinson’s carer in the Kerry branch of the PAI. She explained how she dealt with her husband’s diagnosis and how they coped throughout his life with Parkinson’s.

**Listenership:** 86,000

**Bio:** Regional radio station in the South
This interview was with Paula Gilmore, CEO of the Parkinson’s Association of Ireland. Paula highlights the need to raise awareness of Parkinson’s disease and highlights the success of the Parkinson’s Unity Walk.

**Listenership:** N/A

**Bio:** Regional radio station in the South
This interview was with Paula Gilmore, CEO of the Parkinson’s Association of Ireland. Paula highlights the need to raise awareness of Parkinson’s disease and highlights the success of the Parkinson’s Unity Walk.

**Listenership:** 38,000  
**Bio:** Regional radio station in the South East
This interview is with Caroline McLoughlin, a member of the Mayo branch of the PAI. She explains what Parkinson’s disease is and mentions the Parkinson’s Awareness Week 2016.

Listenership: N/A
Bio: Regional radio station based in the West
This interview was with Parkinson’s patent Billy Rice, a native of Limerick. He spoke about living with Parkinson's and the importance of raising awareness of the disease.

**Station and Show:** The Exchange current affairs show on Limerick 102 FM

**Link:** N/A

**Date:** 15.04.16

**Listenership:** N/A

**Bio:** Regional radio station in the South
National Online Coverage
This feature piece in the Sunday Independent focused on Harold Huberman’s management of his Parkinson’s disease; the up’s and downs of his diagnosis. The piece mentions the PAI and the Awareness Week and drives people to www.parkinsons.ie.
How is Ireland dealing with Parkinson’s disease?

Incidents of the disease is on the rise in Ireland, but newly published research cash insights about how prepared Ireland is to deal with long-term ramifications.

Q: What is Parkinson’s?

A: Parkinson’s is a progressive neurological disorder, which is caused by a shortage of the chemical dopamine in the brain, which is involved in controlling movement. Some 40,000 people carry the disease here, according to the Parkinson’s Association of Ireland (PAI), which hopes to reach 5,000 by 2018.

While most patients do well on three doses of Levodopa a day for the first five years of treatment, after this they need to increase the frequency of the doses, often significantly, to get the same duration of benefit.

“Levodopa is like fuel for people with Parkinson’s. They need it to move. In the space of 10 minutes, a person can go from normal movement to being stuck frozen in a chair.

Late medication

Walsh points to a particularly worrying finding. Of the 52 per cent of Parkinson’s patients hospitalised within the past 12 months, 54 per cent of those had difficulty receiving their medication on time. This reflects pressure on nursing staff and lack of education around medication, he says.

“Only 30 per cent of patients meet a Parkinson’s nurse specialist during their stay in hospital,” he says. “There are only five of these positions in the country when we probably need 20. We don’t have adequate staff to meet current demands, and our levels are hopelessly inadequate for future needs.

“We have a half-time nurse [in Tallaght hospital] for a population of 800,000, and many of my neurologist colleagues around the country have none at all.”

As well as being hospitalised more often, Parkinson’s patients also tend to stay 25-50 per cent longer in hospital than patients without the disease. Access to a neurologist is a huge challenge. It is not unusual for patients to wait a year or more for their first appointment due to the low number of neurologists in Ireland, Walsh says.

Lack of stimulation

Another major difficulty in access to advanced therapies for the disease, including deep brain stimulation (DBS) and drug therapies, which deliver medication directly into the body.

“Only 3 per cent of Irish Parkinson’s patients have had access to DBS,” Walsh says, “which is well established as a standard treatment for patients with medication frequency issues.

“We have a lot of patients who are experiencing motor fluctuations throughout the day and are very good candidates for this treatment who are not getting access because they have to travel to England.

“If you are a patient who can’t even move for long periods of the day, getting to Dublin is impossible, so they might live in the country. A lot of patients are shot off this treatment, which could render them less disabled.”

The survey highlights the hurdles faced on areas of Parkinson’s patients, a burden which is set to rise over the coming years.

What is Parkinson’s?

Parkinson’s disease is a progressive neurological disorder, which is caused by a shortage of the chemical dopamine in the brain. Some people progress more slowly than others, and symptoms can be effectively controlled with medication for many years.

Parkinson’s results from a shortage of the chemical dopamine in the brain. We allow some of this chemical as we get older, in fact, the loss starts at birth.

The survey of 500 survey respondents on 16 patients. All patients on a course of medication for over 24 months, while 24 per cent were under 24 months. The survey highlighted the hurdles faced on areas of Parkinson’s patients.

While most patients do well on three doses of Levodopa a day for the first five years of treatment, after this they need to increase the frequency of the doses, often significantly, to get the same duration of benefit.

“If you use the comparison of a car,” Walsh says, “Levodopa is like fuel for people with Parkinson’s. They need it to move. In the space of 10 minutes, a person can go from normal movement to being stuck frozen in a chair.

“And the longer they are left like that without their medication, the stiffer and more they become. They become time locked to their pills.

Late medication

Walsh points to a particularly worrying finding. Of the 52 per cent of Parkinson’s patients hospitalised within the past 12 months, 54 per cent of those had difficulty receiving their medication on time. This reflects pressure on nursing staff and lack of education around medication, he says.

“Only 30 per cent of patients meet a Parkinson’s nurse specialist during their stay in hospital,” he says. “There are only five of these positions in the country when we probably need 20. We don’t have adequate staff to meet current demands, and our levels are hopelessly inadequate for future needs.

“We have a half-time nurse [in Tallaght hospital] for a population of 800,000, and many of my neurologist colleagues around the country have none at all.”

As well as being hospitalised more often, Parkinson’s patients also tend to stay 25-50 per cent longer in hospital than patients without the disease. Access to a neurologist is a huge challenge. It is not unusual for patients to wait a year or more for their first appointment due to the low number of neurologists in Ireland, Walsh says.

Website: www.IrishTimes.com
Link: http://goo.gl/NTfw3P
Date: 12.04.16

This piece of coverage looks at the research undertaken by Dr Richard Walsh and over 1,000 members of the PAI. It mentions www.parkinsons.ie, mention of the Parkinson's Awareness Week as well as a case study piece included.

Website details

Unique User Figures: 2.5 Million
Bio: Online version of the national newspaper; The Irish Times. IrishTimes.com is Ireland’s third most popular news site.
On Wednesday 13th of April, artist Harold Huberman auctioned a selection of his art pieces in aid of the Parkinson’s Association of Ireland (PAI), as part of Parkinson’s Awareness Week 2016, supported by AbbVie.

As well as some surprise items auctioned on the night, Harold’s paintings raised more than €30,000 for the PAI.

Harold, father of Irish actress Amy Huberman, lives with Parkinson’s disease and generously donated his pieces to raise funds for the work the Parkinson’s Association of Ireland do. Please see www.parkinsons.ie

Website: www.RSVP.ie  
Link: http://goo.gl/mak87y  
Date: 18.04.16

This piece covers Harold Huberman’s auction and details the money raised on the night.

Publication details
Unique Users: 545,000
Bio: RSVP is the largest leading celebrity magazine site in Ireland
Amy Huberman’s father reveals battle with Parkinson’s Disease

Harold Huberman says the illness is “ever declining”

This piece of coverage includes excerpts from Harold’s Sunday Independent interview and drives people to www.parkinsons.ie.

Unique Users: N/A
Bio: Premier breaking news website providing up to the minute news and sports reports.

Website: www.breakingnews.ie
Link: http://goo.gl/kyH5H3
Date: 11.04.16
World Parkinson's Awareness Day will be celebrated by a Unity walk in Dublin this afternoon.

Today's walk is organised by the Parkinson's Association of Ireland which wants to promote physiotherapy in the treatment of the disease.

The walk will take place at 12pm starting at the Davenport Hotel and journey around Merrion Square Park.

Gillian Quinn, Senior Physiotherapist in Neurology at St. Vincent's University Hospital says physiotherapy can be beneficial at all stages of the disease.

This piece of coverage highlights the Unity Walk, mentions Parkinson's Association of Ireland, World Parkinson's Day and speaks to physiotherapist Gillian Quinn who showed everyone at the walk the exercises that work best for those with Parkinson's disease.

Unique Users: 200,000

Bio: National radio news site
This piece of coverage includes excerpts from Harold’s Sunday Independent interview and drives people to www.parkinsons.ie.

Website: www.Goss.ie
Link: http://goo.gl/KRlqaT
Date: 10.04.16

Unique Users: N/A
Bio: Irish celebrity showbiz website
This piece of coverage is an event announcement for the Unity Walk. It gives all the details of the Awareness Week, drives people to [www.parkinsons.ie](http://www.parkinsons.ie) and the details of the walk.

**Website:** [www.Rollercoaster.ie](http://www.Rollercoaster.ie)
**Link:** Out of Date link – Event is over
**Date:** 07.04.16

**Unique Users:** 345,000
**Bio:** Ireland’s most popular parenting website
Kavanagh helps raise awareness of Parkinson’s disease

Kicking off Parkinson’s Awareness Week 2016 is the one and only Richie Kavanagh. Richie is calling on all those around Ireland who want to learn a capella about how they can support those living with Parkinson’s disease, to come along on the day.

Richie, who lives with PD, will perform his newly re-launched hit song ‘Aon Focal Eile’ as a part of the Unity Walk celebrations. He is encouraging all his fans, supporters and those affected by PD to show their support for the Parkinson’s Association of Ireland by coming out to join in the Unity Walk to raise awareness for PD, which affects over 12,000 people in Ireland. ‘Aon Focal Eile’, which spent eight weeks at number one in the Irish charts in 1996, is available in all good music stores now, with all proceeds going to the Parkinson’s Association of Ireland.

Richie will be on hand at Merrion Square to launch the event and encourages everyone to join him on April 10 to show their support of those with PD. “Not only will the event raise awareness for PD and the great work the PAI does for all those affected by PD in Ireland, it’s guaranteed to be an enjoyable and entertaining event. It incorporates raising awareness but also touches on the lighter side of life with a sing song, refreshments and a chance for a chat. So I would encourage all of you out there to come along on Sunday, April 10th, to either take part in the Unity Walk or simply support and encourage all those taking part on the day.”

Parkinson’s primarily affects movement, though there are both motor and non-motor related symptoms. PD is most commonly diagnosed in people aged over 60 but can also affect younger people. Symptoms to look out for include tremors, stiffness, slowness of movement, freezing, dry mouth, speech and language problems, fatigue and mood changes. Anyone with concerns regarding Parkinson’s disease should talk to their healthcare provider.

The Parkinson’s Unity Walk, as part of the Parkinson’s Awareness Week supported by biopharmaceutical company AbbVie, will take place from 11.30am on Sunday, April 10. It begins at the Davenport Hotel (Merrion Street Lower, Dublin 2) and travels around the Merrion Square park. Light refreshments and entertainment have been organised in the Davenport Hotel for when the walk concludes. All are welcome on the day to take part in the Unity Walk, however places will be limited for the entertainment afterwards.

For more information, log on to www.parkinsons.ie

Unique Users: 89,496
Bio: Online and print newsletter aimed at top farmers and key agri-business people
Regional Online Coverage
This piece focuses on a patient’s story. This is a really positive piece and mentions Parkinson’s Awareness Week.
This piece of coverage included a write up on the success of the 2016 Unity Walk; highlighting that over 1,000 people in Ireland showed up to take part in the walk on Sunday 10th April.

Publication details
Unique Users: 58,000
Bio: Regional online press
This piece of coverage includes the photocall picture including Paula Gilmore and Richie Kavanagh. Mentions of: the Unity Walk, World Parkinson's Day, Parkinson's Association of Ireland

Unique Users: N/A
Bio: Regional news site
This piece of coverage details Patrick Lacey’s experience with Parkinson’s disease. It is a really positive piece showing that life goes on after a Parkinson’s diagnosis. They also encourage people to come out and support the Parkinson’s Unity Walk for Parkinson’s Awareness 2016.
Social Media Coverage
Social Media site for Irish magazine RSVP printed all images from the Harold Huberman auction in aid of the PAI.

Followers: 25,400
Bio: Twitter account for Irelands widely read celebrity magazine
An Garda Síochána Twitter social media page highlighting the help they gave at the Unity Walk.

Followers: 211,000
Retweets: 12
Likes: 37
Bio: Twitter profile of An Garda Síochána
An Garda Síochána Facebook social media page highlighting the help they gave at the Unity Walk.

**Page likes:** 130,067

**Likes:** 547

**Bio:** Facebook profile of An Garda Síochána

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Website: [www.Facebook.com/GardaSíochána](https://www.Facebook.com/GardaSíochána)

Link: [https://goo.gl/DpuQZ7](https://goo.gl/DpuQZ7)

Date: 10.04.16
Aon Focal Eile' singer raises Parkinson's disease awareness @abbvie
irishfarmersmonthly.com/743-kavanagh-h ...
### Mentions throughout campaign coverage

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<th>Publication</th>
<th>PAI</th>
<th><a href="http://www.parkinsons.ie">www.parkinsons.ie</a></th>
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<td>Total Unity Walk and Parkinson’s Awareness Week mentions</td>
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