

## Success story: Brazil

### NP-C in Brazil

In preparing to roll out the campaign and increase awareness of NP-C in Brazil, the team, Associação Niemann Pick Brasil (ANPB) in collaboration with Actelion, faced significant local challenges. These included the vast size of the country and the low number of NP-C specialists available – both of which can mean a slow and frustrating wait for diagnosis among patients. In the first six months of 2014, before the campaign launched, just 4 people were diagnosed with NP-C in Brazil.

### Think Again. Think NP-C activities 2014-2016

A targeted local campaign was rolled out among healthcare professionals in Brazil in September 2014. Following launch, the team coordinated Continuing Medical Education (CME) face-to-face events featuring digital tools, as well as extensive engagement with key opinion leaders and the creation of task forces aimed at increasing screening.

In addition to healthcare professional-targeted activities, the campaign reached wider audiences via the creation of a dedicated local website and social media platforms, as well as endorsement from well-known Brazilian celebrities including singer Daniel and actor Paulo Gustavo, and consumer media outreach.



Since the campaign launch in Brazil, the team has reported dramatic growth in NP-C diagnosis: a 280% increase in the 12 months following campaign launch. Well done Brazil – inspiring work!

### Looking Ahead

The team continues to work on initiatives to target healthcare professionals, including placing campaign posters in journals and sharing campaign materials in hospitals. In addition, Brazilian Think NP-C. Talk NP-C symptom cards are in development, highlighting real patient insights and descriptions. The ANPB is also attending specialist congresses around Brazil; at the Brazilian Genetics congress, the team distributed campaign T-shirts, pens and diagnostic cards to an audience of over 1000 delegates!