



news release

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Research-based pharmaceutical industry launches 'Do You Mind?' campaign to fight mental and neurological disorders

- Campaign launched during World Health Assembly, where world's health ministers gather to address the large physical and economic costs of these disorders
- Mental and neurological disorders (MNDs) affect 700 million people annually and account for 30 percent of global non-communicable disease (NCD) burden
- 'Do You Mind?' helps patients, family members, policymakers and others to understand the role each can play to collectively address MNDs

Geneva, 21 May 2013 – Today the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) launched the 'Do You Mind?' campaign to focus attention and to prompt action on MNDs. The campaign launch takes place at the start of the 66th World Health Assembly, where health ministers meet to consider a global mental health action plan.

'Do You Mind?' leverages various profiles to help patients, physicians, employers, policymakers, and the general public understand the role each actor can play in collectively addressing MNDs. Also interactive questioning is used to highlight the impact of MNDs across society, reduce stigma, and dispel common myths.

The World Health Organization reports that 700 million cases of MNDs occur annually and that MNDs account for 30 percent of the global non-communicable disease (NCD) burden. MNDs include schizophrenia, epilepsy, Alzheimer's disease, and depression, which alone affects more than 350 million people. In addition to the personal toll, MNDs have a large socio-economic cost: 40 percent of lost worker productivity in OECD countries is attributable to MNDs.¹

"More than just a health issue, MNDs should be a societal priority involving decision makers from education, employment, science, government and other spheres," said Eduardo Pisani, IFPMA Director General. "Do You Mind?' brings these actors together by showing how everybody can act to collectively reduce suffering."

The campaign is publicly available and can be accessed at: www.DoYouMindCampaign.org

About the IFPMA:

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 1.3 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health.

¹ 'Sick on the Job? Myths and Realities about Mental Health and Work'. OECD. 2012

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