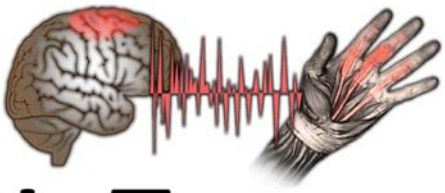
SEVENTH FRAMEWORK PROGRAMME

INFORMATION AND COMMUNICATION TECHNOLOGIES

Project:

NoTremor- Virtual, Physiological and Computational Neuromuscular Models for the Predictive Treatment of Parkinson's Disease
(NoTremor, Grant Agreement No. 610391)



NoTremor

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Executive Summary

This deliverable describes the first press release of the Project NoTremor. The purpose of writing and circulating this press release on the start of the project (M1) was to enable the external community (public, medical experts, industry and SMEs) of the Notremor Project to find out about the project objectives and hopefully to trigger out curiosity in following the activities of this project. More updated press releases are planned during the project duration.

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1 Introduction

This first press release was circulated among all partners by the coordinator after the kick off meeting. This enabled discussion on the document, and led all partners to send their feedback right afterwards. The final resulting press release was modified accordingly by Parkinson's-UK partner in order to be more well defined for the general public.

A copy of this press release decided to be appeared on P-UK's website and their twitter account where their web site receives around 130,000 visits a month while it is being viewed regularly by many journalists.

2 Project press release Text description

European researchers have been awarded over €2.9million to create new tools to predict how Parkinson's develops which would revolutionise treatment and care for people living with the condition. We're delighted to be a partner in this innovative and ambitious project.

The 3-year project, funded by the European Commission, involves a team of researchers from across Europe in partnership with Parkinson's UK.

Find out more about the NoTremor project

Everyone is different

One of the biggest challenges for treating Parkinson's is the individual and unpredictable nature of the condition. Parkinson's affects everyone differently – people may experience a wide range of symptoms and the condition progresses in different ways in different people.

In this project the researchers aim to use the huge amounts of data being collected by Parkinson's UK funded projects Tracking Parkinson's and Discovery, to create sophisticated computer models that can accurately predict how the condition develops over time in different people.

A tool that could predict how a person's Parkinson's will develop would help health professionals to tailor treatments to each individual and help people and their families to plan for the future.

Seeing into the future?

The tools they plan to develop really could help us to see into the future of people with Parkinson's.

Claire Bale, Research Communications Manager at Parkinson's UK, comments:

"We're delighted to be a partner in this innovative and ambitious project because it could have a profound impact for people living with Parkinson's and their families.

"The tools they plan to develop really could help us to see into the future of people with Parkinson's – something that is often a source of uncertainty and worry.

"This would not only give us the chance of providing the best possible care for each individual, but would also give us the opportunity to try and prevent certain symptoms that may appear further down the line."

- See more at: http://www.parkinsons.org.uk/news/3-february-2014/new-project-launches-predict-parkinsons-progression#sthash.VLS3TSKv.dpuf

3 Project Press release in P-UK's web site

The press released appeared on 3rd February 2014 in the P-UK's web site to the following link:

http://www.parkinsons.org.uk/news/3-february-2014/new-project-launches-predict-parkinsons-progression

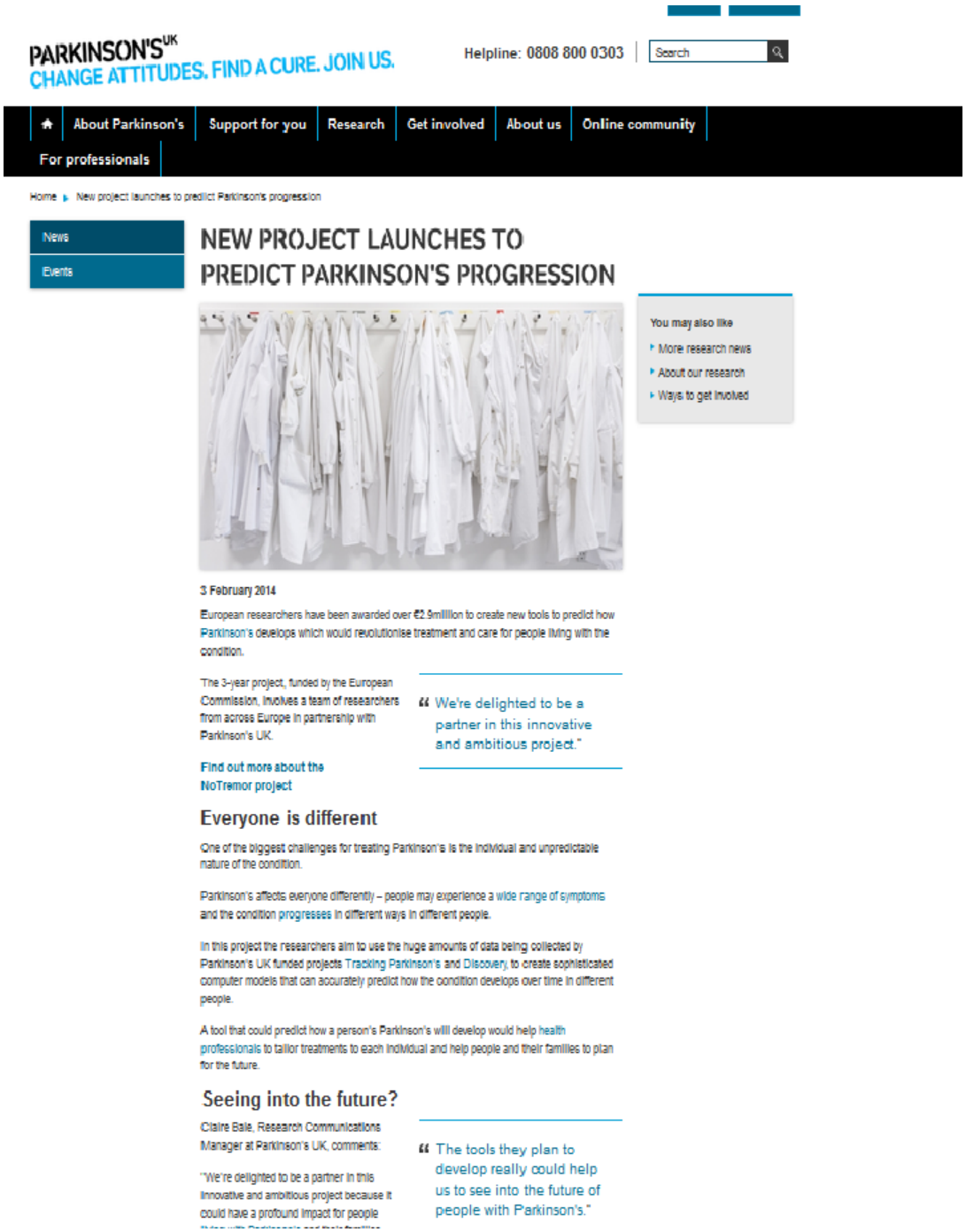

Figure 1: Project Press release in P-UK's web site

3.1 Project Press release through P-UK's Twitter account

The project press release was disseminated also through the P-UK's Twitter account is @ParkinsosnUK (Figure 2). The objectives and aims of disseminating the press release using Twitter are:

- To connect the NoTremor with its target audience
- To extend the NoTremor brand and footprint
- To gather feedback

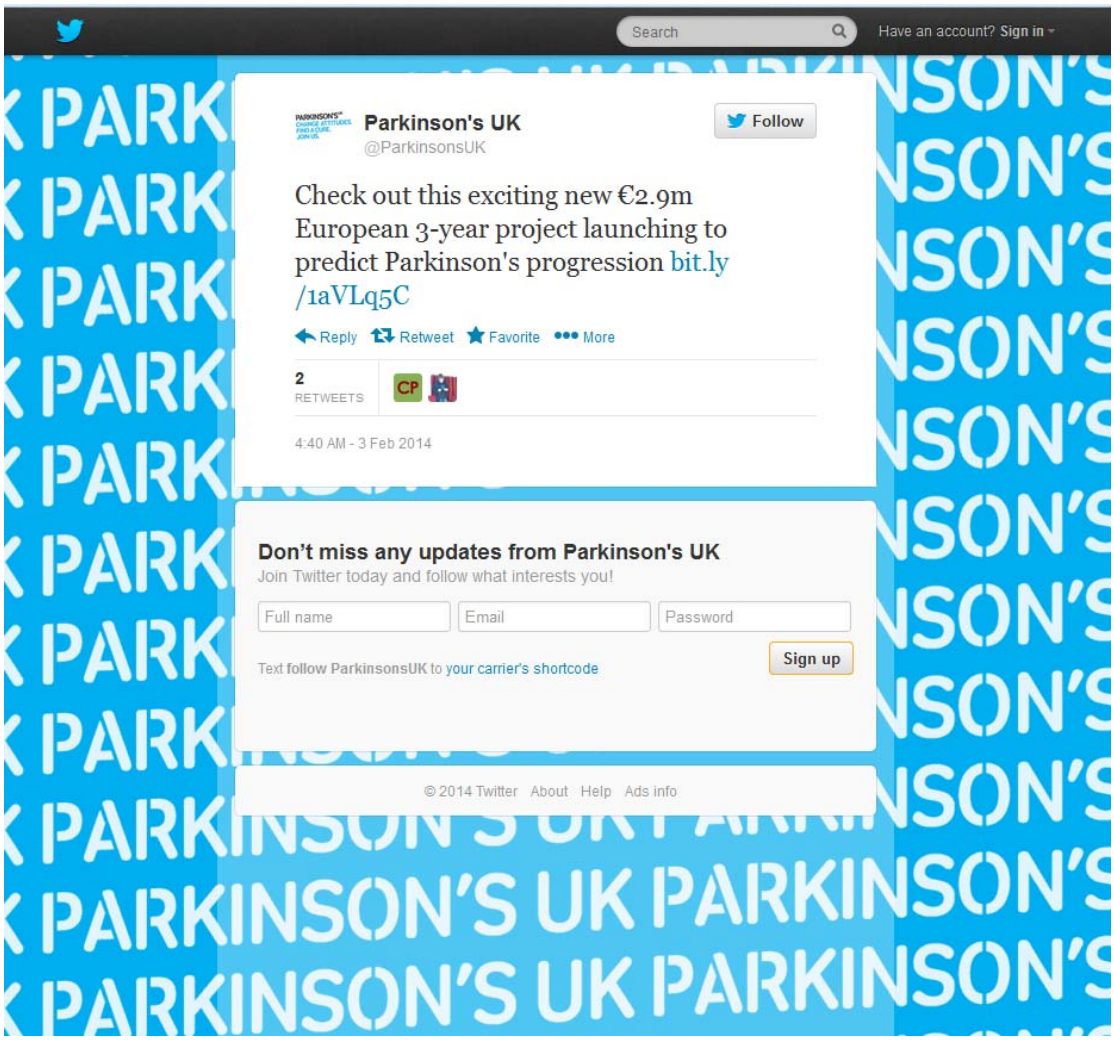

Figure 2: Project Press release through P-UK's Twitter account