

Duchenne Muscular Dystrophy Awareness Campaign



OUR GOAL

Generate conversation about the lack of access to treatments and the importance of early diagnosis in DMD.

ACHIEVEMENTS

A campaign called "Duchenne Smiles" was created to engage the public by sharing their smiles. The idea was that through opinion leaders and the press, we would invite them to participate in the campaign, as well as educate themselves about the disease. The invitation was to share a picture of their most genuine smile with **#SonrisasDeDuchenne**.



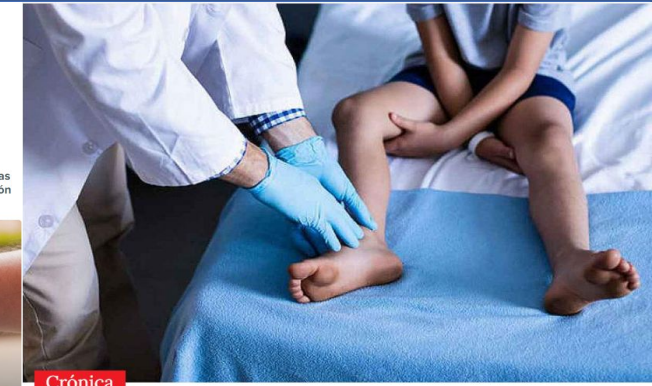
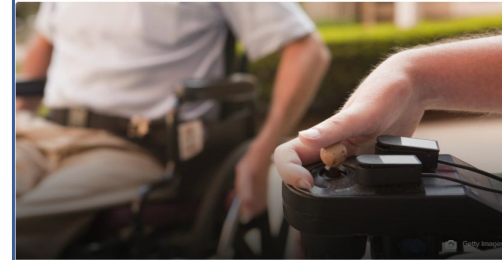
A call from different KOLs was made



While the media was talking about the DMD disease and the lack of access to treatments

Organizaciones crean campaña para incorporar la distrofia muscular a la Ley Ricarte Soto: "Somos invisibles, como todas las enfermedades poco frecuentes"

Ciudadano ADN conoció en qué consiste esta enfermedad poco frecuente, de carácter degenerativo y que afecta todos los músculos del cuerpo, con una de las mayores activistas en su visibilización: Marcela González, directora de Fundación ADN Chile y de la Federación Latinoamericana para la Distrofia Muscular.



Crónica

Pelean por integrar la distrofia muscular en la ley Ricarte Soto

Autor: lacuerta.com

DOM 18 OCT 2020 | 12:04 AM



Duchenne: cómo identificar una de las distrofias más graves provocadas en la infancia

Por Javier Arriagada



CAZANOTICIAS ENFERMEDAD 09.10.2020 / 21:52

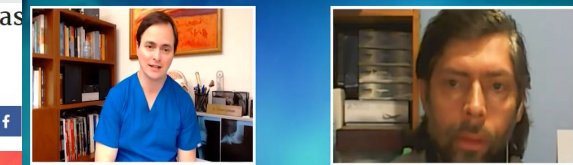
#SonrisasDeDuchenne: Sácate una selfie y ayuda a visibilizar este tipo de distrofia muscular

1 de cada 3.600 varones en el mundo sufren de esta enfermedad genética degenerativa que afecta directamente la musculatura. La patología no tiene cura y sus tratamientos son millonarios, por lo que surge esta iniciativa para ayudar a quienes la padecen.

Por Bárbara Mateluna



DESTACAMOS



CAMPAÑA CONCIENTIZACIÓN DUCHENNE



BIENESTAR
CAMPAÑA "SONRISAS DE DUCHENNE" BUSCA CONCIENTIZAR SOBRE LA DISTROFIA MUSCULAR

Octubre 21, 2020

More than **3 MILLION**
of people were reached through
traditional media

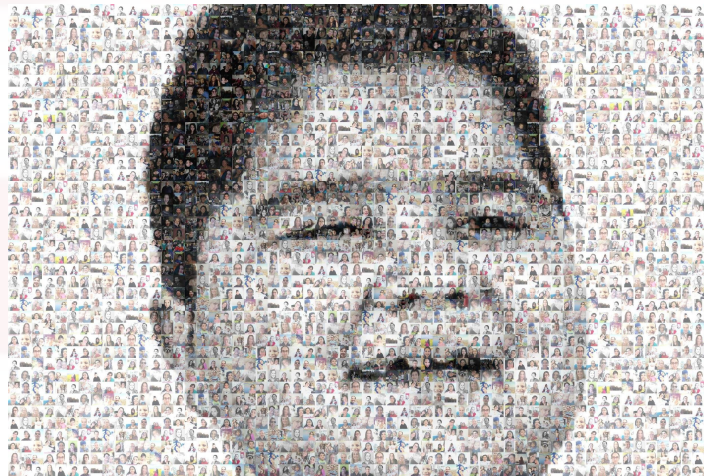
21 press impacts on tier
1 and tier 2 media: tv, radio,
newspaper and online media.

21 KOLs talking about DMD
and the campaign on their social
media

The **21 KOLs** have more than
7 million followers

More than **300 smiles**
collected

A book called "Smiles for a Tomorrow" was produced, which contained information on DMD, how the "Duchenne Smiles" campaign was managed, the challenges of this disease in Chile and patient testimonies. The objective? To be able to deliver this book to authorities. In addition, reaching the goal of collected smiles, some paintings were made with the faces of DMD patient children and they were sent as gifts.



Finally, as a result of the efforts made, the Senate Chamber's Health Commission invited us to their session to present the book to them, which we sent them as a gift. In the session, the challenges of DMD in Chile were presented and an explicit call was made towards greater access to treatments for this pathology.



THANKS