

# Maximising the Visibility of Breaking Psychiatric News with Creativity

## The Challenge

Despite its significance, the annual Congress hosted by the European Psychiatric Association (EPA) often operates under the radar compared to other similar events.

1 Nevertheless, the abstracts presented at this Congress carry immense weight within the psychiatric community. The EPA tasked us with a clear mission: to amplify media coverage of key data presentations and firmly establish the EPA as the foremost academic platform for psychiatrists across Europe.



## The Solution

In close collaboration with study authors, we distilled intricate scientific abstracts into engaging narratives tailored for mainstream media consumption.

Our media outreach strategy was spokesperson-led, including representatives from the EPA and study authors, all extensively briefed for maximum impact.

This approach facilitated high-quality interviews with respected outlets such as New Scientist, injecting depth and context into the news coverage. Pitching efforts were strategically tailored to suit the regional, national, and international levels, aligning with the story's scope and relevance.

The outcome surpassed expectations, yielding a total of 172 media placements, with an impressive 87% specifically acknowledging the EPA by name.



# 172

Pieces of coverage secured across regional, national and international press

# 3.9bn+

Combined reach of media coverage

# 94%

Of coverage included additional commentary from an EPA or clinical spokesperson

# 87%

Of coverage mentioned EPA and the Congress by name

MEDICAL NEWS TODAY

Health

### Cannabis use in pregnancy may raise children’s risk of ADHD and autism

A study of more than 220,000 people found that cannabis use during pregnancy was associated with their children having roughly twice the risk of ADHD, autism and intellectual disability

By Grace Wade

8 April 2024





Cannabis use during pregnancy can impact a child's neurodevelopment

NEURONNEWS

War in Ukraine is increasing the prevalence of mental health conditions in children, new study finds



The European Times

NewScientist

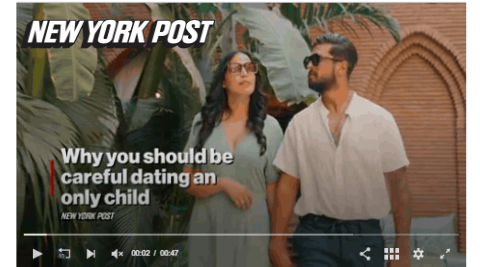
PARENTING

### Lonesome kids are more likely to suffer psychosis as adults — and it’s way worse for women: study

By Adriana Diaz

Published April 9, 2024, 1:23 p.m. ET

NEW YORK POST



Why you should be careful dating an only child

NEW YORK POST

Loneliness may hurt more than your child’s feelings.

Adults who experienced loneliness in childhood are more likely to endure psychosis as a result, according to early findings presented at the European Congress of Psychiatry.

Researchers analyzed reports from 285 people who had experienced their first episode of psychosis and 261 people who had not.

INDEPENDENT

News > Science

### The trait that children more likely to experience psychosis later in life share

The study involved 285 people who had experienced their first episode of psychosis and 261 people who have never had the mental health condition

Illness Marshall • Tuesday 09 April 2024 14:37 BST



Medscape

Medscape Medical News > Conference News > EPA 2024

### Large Real-World Study Confirms Benefit of 'Contentious' ECT

Liam Davenport

April 16, 2024

70

Budapest, Hungary — Electroconvulsive therapy (ECT) dramatically improves disease severity and depressive symptoms in patients with severe mental illness, results of a large, naturalistic study showed.

The findings "reinforce the widely held, but nonetheless underexplored view, that ECT is both a safe and effective treatment when delivered to appropriate groups of people with severe mental illness," study investigator Julie Langan Martin, MD, PhD, Senior Clinical Lecturer in Psychiatry, Director of Education at the University of Glasgow, Glasgow, Scotland, United Kingdom, said in a release.

Langan Martin noted that despite its apparent efficacy for a wide range of psychiatric disorders including major depression, bipolar disorder, and schizophrenia, ECT is "viewed by some as a contentious treatment."

These Training Programs Are Preparing Neurologists for Clinical Research



THE OFFICIAL NEWS SOURCE OF THE AMERICAN ACADEMY OF NEUROLOGY | NEUROLOGYTODAY.COM

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American Academy of Neurology

NeurologyToday

### Why Do the Brains of Patients Treated With Anti-Amyloid Agents Shrink Faster?

Alzheimer’s Disease Experts Address the Mystery

STACY HIBLING

treatment result: Their brains shrank more than those in the placebo group, according to an article in the October issue of The Lancet Neurology.

"To clarify whether these volume changes are an indicator of efficacy rather than a cause for concern—or neither." They predicted that treatments that

NEWS | SCIENCE

The Standard

### Lonely children more likely to experience psychosis later in life – research

Childhood loneliness may serve as an early risk factor for later psychotic disorders, scientists say.



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I had the pleasure of working with Mita and the team in the organisation of the 2024 European Congress of Psychiatry during my tenure as EPA Executive Director.

Mita and her team demonstrated high reliability, ensuring that all of our Congress press releases were managed with precision and timeliness.

Their attention to detail, accuracy, and professionalism made our communication processes smooth and efficient.

Additionally, the results achieved for the congress by way of media coverage was exceptional.

It was truly a pleasure working with Mita and the team, and I'd be happy to recommend them to any organisation as they would definitely be an asset.

Simone De Ioanna, Executive Director,  
European Psychiatric Association