



JDS-I

**SCHIZOPHRENIA AWARENESS DAYS  
INTERNATIONAL ASSOCIATION**

# **ANNUAL REPORT 2019-2020**



Updated on May 24th, 2020



Jean-Christophe Leroy

# Table of contents

**1**

**OUR MISSION & ORGANIZATION**

**2**

**REVIEW OF THE 2019 CAMPAIGN**

**3**

**REVIEW OF THE 2020 CAMPAIGN**

**4**

**OTHER INITIATIVES**

**5**

**FINANCIALS**

# 1

## OUR MISSION & ORGANIZATION

by Jean-Christophe Leroy



**SCHIZOPHRENIA  
AWARENESS DAYS**

# EXECUTIVE SUMMARY

- ▶ JdS-International is a non-profit association based in Lausanne (Switzerland) which organizes every year an international information campaign aimed at de-dramatizing and de-stigmatizing mental illness and especially schizophrenia to the public at large and the media through open and positive communication.
- ▶ Starting from a solid experience in Switzerland (since 2003), JdS-I has built since 2018 an international organization addressing a wide audience in 12 countries, across diverse cultures and perceptions. JdS-I brings together 250 partners and 500 volunteers.
- ▶ As part of its annual campaign, JdS-I sets up and finances intensive communication on social network and in the media. It ensures the coordination of events and their promotion. It organizes opening and closing events. JdS-I facilitates but does not finance local events.
- ▶ Outside of its annual campaign, JdS-I participates in research projects, sets up training courses and events that contribute to its objectives.
- ▶ The annual financial budget of JdS-I is around CHF 200k (excluding donations in-kind). This finances operations and campaigns. JdS-I does not benefit from state subsidies.



# ROLES & RESPONSABILITIES



JDS-I

## Roles and responsibilities

- Campaign management
- Digital material, website
- Event list consolidation
- Regional synergies & Volunteers
- Budgeting & fund raising (campaign)



REGIONAL STRUCTURES

## Roles and responsibilities

- Event management
- Regional coordination
- Printing
- Budgeting & fund raising (regional events)

# BOARD OF JDS-I



Virginie Fracheboud  
In charge of  
digital strategy



Anne Leroy  
In charge of  
Media relationship



Karine Burel  
Secretary of the board



Jean-Christophe Leroy  
President



Séverine Delafosse  
Member of the board



Shyrhete Rexhaj  
Vice president



Margot Fournier  
Treasurer



Clémentine Decoster  
Member of the board

## PREMIUM FINANCIAL SPONSORS



## PREMIUM IN-KIND CONTRIBUTORS





# JDS-I - INTERNATIONAL PARTNERSHIPS

## FIELD PARTNERS

- ▶ Very diverse, our partners organize events, allow us to slip into their already planned ones, lend us rooms and equipment, give us visibility, convey our positive message with inventiveness, etc.

### ▶ Sample partners in the field of Mental Health



and 50 more...

# CAMPAIGN COMMUNICATION PARTNERS

- ▶ JdS-International relies on best-of-breed communication agencies to optimize the performance of its campaigns.

**thedesk**  
Communication d'influence

Media & Social  
Networks

**cyca**®

Communication  
Strategy

**L'IMAGERIE FILMS**  
CRÉATIONS AUDIO-VISUELLES

Audio & Video

**ileta**  
ACCÉLÉRATEUR D'IDÉES EN SANTÉ MENTALE  
PARCE QU'IL EST TEMPS D'AGIR  
CONSEIL ET COMMUNICATION

Dissemination

**tka**

Graphic lines

**Elodie Chabrol**  
ELODIECHABROL.COM

Communication  
Coordination

**medialist**  
SENS & COHÉRENCE

Advertising

**FULL  
STORY**  
DIGITAL COLLECTIVE

Web sites



# 2

## REVIEW OF THE 2019 CAMPAIGN

by Jean-Christophe Leroy



**SCHIZOPHRENIA  
AWARENESS DAYS**

<https://schizinfo.com/communiqués>

# 2019 CAMPAIGN THEMATIC

- ▶ The 2019 campaign is based on a positive message about recovery. It deals with the connection, because psychic illness disrupts connections and because the path to recovery requires human, biological connections, and digital connections. All the means and tools that can help reconnect are to be explored.





# MEDIA

Full review: <https://schizinfo.com/revue-presse-2019>

## 17 TV SHOWS AND ONLINE BROADCASTS



RTS Un



france 2



canal alpha



LCI



france 2



RTL



france 5

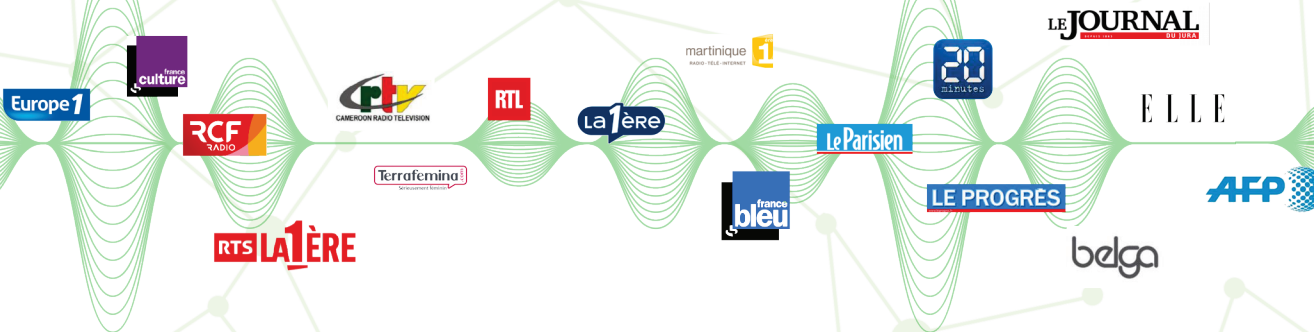


Brut.

## FACT & FIGURES

Media audience:  
553 million points of contact

### 30 RADIO BROADCASTS



### MORE THAN 100 ARTICLES PUBLISHED ...



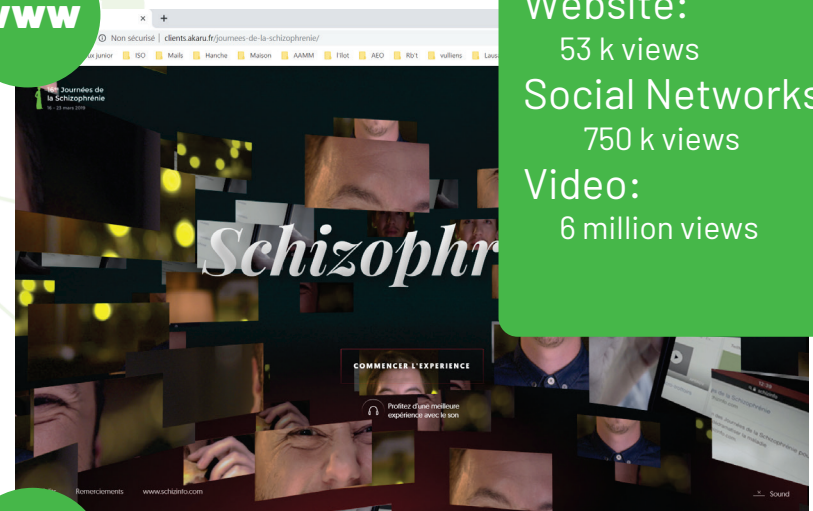
➔ Press book: <https://www.sugarsync.com/pf/D6972711> 08392739 65050836

# DIGITAL

- ▶ The interactivity of the film untitled “Living with schizophrenia” leads the Internet user to live alongside Antoine, the same character as in the 2018 campaign, the 5 decisive stages of his recovery process: from the totally “disconnected” person, alone and marginalized, prey to his questions and fears, through episodes of gradual resumption of contact with reality and with others, to a complete “reconnection” and the return to a social life.
- ▶ Based on the digital experience, several versions were created in video form: a long version for debates, an advertising version broadcast by the Canal+ group on its television channels and a cinema version broadcasted all week in some 40 theatres.

3 international communication awards

WWW



### FACT & FIGURES

Website:

53 k views

Social Networks:

750 k views

Video:

6 million views





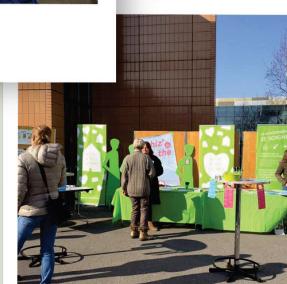
# EVENTS



## FACT & FIGURES

150 events

50 k participants



# 3 REVIEW OF THE 2020 CAMPAIGN

by Jean-Christophe Leroy



**SCHIZOPHRENIA  
AWARENESS DAYS**

<https://schizinfo.com/communiques>

## 2020 CAMPAIGN THEMATIC

- ▶ 2020 campaign honors research through discoveries that will revolutionize the understanding of the disease and patient care.
- ▶ Real hope for those affected by the disease and their loved ones.
- ▶ 2 axis
  - ▶ **Popularization:** launch of the largest site for the dissemination of schizophrenia research  
<https://schizinfo.com>
  - ▶ **Raising awareness:** digital concept that plays with the codes of the series that the 15-35 years old are big consumers of:  
<https://schizo-thefiction.com>



## MEDIA

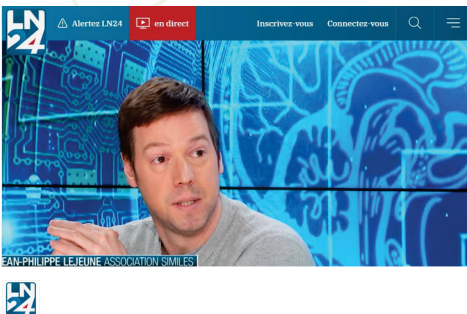
Full review: <https://schizinfo.com/revue-presse-2020>

Due to the COVID-19 pandemic and the containment in European countries that started simultaneously with the Schizophrenia Awareness Days, many broadcast & articles already organized have been cancelled. Nevertheless, some media relayed our campaign before March 14<sup>th</sup>, 2020.

### FACT & FIGURES

Media audience:  
80 million points of  
contact

## 2 TV SHOWS AND ONLINE BROADCASTS





## 9 RADIO BROADCASTS



## 70 ARTICLES PUBLISHED ...





<https://schizinfo.com/recherche>

## POPULARIZATION

### ► 30 researchs made accessible to the public

- Cognitive Remediation
- Classifications
- Assessment of symptoms
- Imaging
- Drug effects prediction
- Origin and treatment (immunology, microbiota, oxidative stress)
- Genetics
- Relatives
- Chronobiology
- Hallucination management
- Suicide
- Substance abuse
- Post-traumatic stress
- Somatic issues
- Self-image
- Transcranial magnetic stimulation



**Target: patients, families, care takers, researchers**

JOURNÉES DE  
LA SCHIZOPHRÉNIE

RECHERCHE  
03.2020

### NAC : UNE PROTECTION POUR LES CELLULES DU CERVEAU

Après avoir découvert un des mécanismes biologiques à l'origine de la schizophrénie, une équipe de Lausanne a identifié une molécule (la NAC) dont l'action protège les cellules du cerveau et améliore certains symptômes cognitifs

L'utilisation de l'oxygène par les cellules crée des radicaux libres. C'est un mécanisme normal compensé par des défenses antioxydantes qui éliminent ces radicaux libres, protégeant ainsi les cellules.

Pourtant, des déséquilibres peuvent se produire. Dans le cerveau, un tel déséquilibre induit un terrain fragile qui favorise l'apparition des symptômes de schizophrénie. En effet, ce déséquilibre empêche le fonctionnement correct des neurones, ce qui se répercute sur la synchronisation des différentes régions cérébrales et empêche la formation de certaines mémoires.

Après avoir révélé cette convergence entre

la maladie et le déséquilibre oxydatif, les chercheurs ont testé l'effet de la N-acétylcystéine, ou NAC, connue comme antioxydant favorisant la synthèse du glutathion, un important antioxydant produit naturellement par nos cellules. Dans les cas chroniques où la schizophrénie est bien établie, la NAC améliore les symptômes négatifs.

Chez certains patients, les déficits au niveau du langage, de la communication, des émotions, de la socialisation sont moins marqués. Après un premier épisode psychotique, la NAC restaure des fonctions cognitives et a un effet sur les hallucinations, la confusion et les comportements incohérents.

#### L'EFFET DU STRESS OXYDATIF SUR LES CELLULES

[contact@schizinfo.com](mailto:contact@schizinfo.com)
<http://schizinfo.com>

# RESEARCHERS INTERVIEWS

- ▶ Sonia Dollfus
- ▶ Pascal Vianin
- ▶ Julien Dubreucq
- ▶ Shyhrete Rexhaj
- ▶ Aurélie Tinland
- ▶ Nicolas Franck



AND...

- ▶ Boris Chaumette
- ▶ Josselin Houenou
- ▶ Joël Doré



# RAISING AWARENESS

- ▶ Despite the COVID-19 pandemic dramatically stopped the Days in March 2020, and now jeopardize the continuation of the organization, an important step is made this year showing that taboos may step back.
- ▶ The 2020 JdS-I signature video was, for the first time, supported by major TV players, thousands of theaters and millions of teenagers. The signature video adopted the form of a Netflix type series.
- ▶ These videos help to illustrate the clinical presentation of the illness and it has caught attention of potential partner to continue the series! JdS-I also produced the website, 8 podcasts...
- ▶ 14 experts did accompany the project end-to-end.

## FACT & FIGURES

Website:

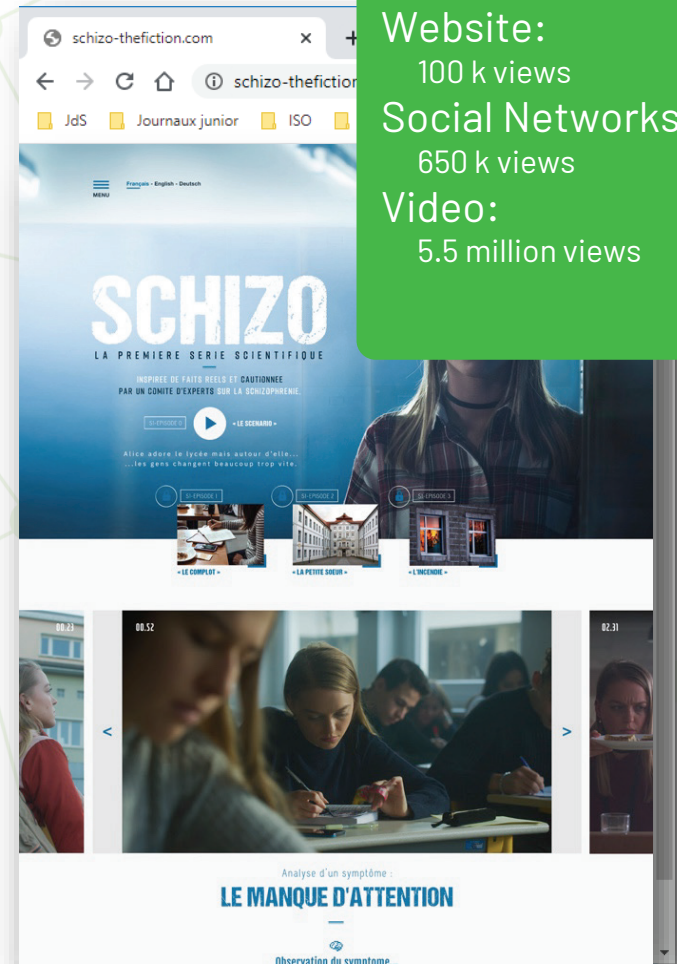
100 k views

Social Networks:

650 k views

Video:

5.5 million views



# SCHIZO

LA 1<sup>re</sup> SÉRIE SCIENTIFIQUE

INSPIRÉE DE FAITS RÉELS ET  
CAUTIONNÉE PAR UN COMITÉ D'EXPERTS  
DE LA SCHIZOPHRÉNIE

## THE PITCH

"Alice is a carefree and fulfilled high school student. However, a few weeks after her return to school, enthusiasm falls back. Signs intrigue the young woman: untimely ringing, suspicious behavior of her classmates, the feeling of being under constant surveillance... She wonders: is she the only one to notice these strange facts? But in her investigation, will she be willing to admit that the problem may be hers?"

Watch the teaser (2.8 millions views):

<https://www.youtube.com/watch?v=h3zS5Zp1BEc>

Pilot episode & podcasts :

<https://schizo-thefiction.com>





## SCHIZO

LA 1<sup>re</sup> SÉRIE SCIENTIFIQUE

INSPIRÉE DE FAITS RÉELS ET  
CAUTIONNÉE PAR UN COMITÉ D'EXPERTS  
DE LA SCHIZOPHRÉNIE

### PARTNERSHIP WITH THEATERS

In addition to being broadcast on the Internet, the French National Film Federation has issued an alert to all theaters in France to encourage free distribution of the teaser. Nearly 2,000 cinemas responded positively. However, the closure of cinemas in France made this action inoperative.



### BROADCASTING

Via the SNPTV, TV channels have been asked to broadcast a short version of the teaser. The Canal+ and TF1 groups offered €40k of free broadcasting each.

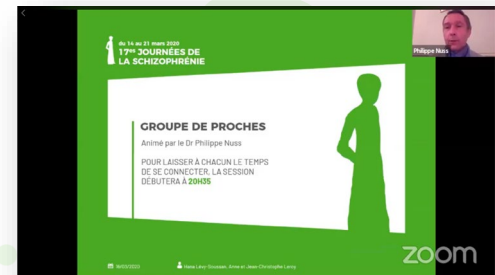


## EVENTS

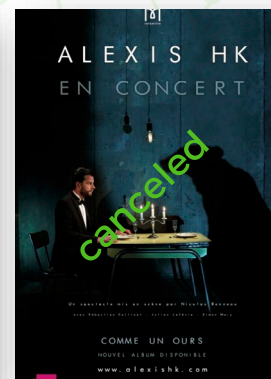
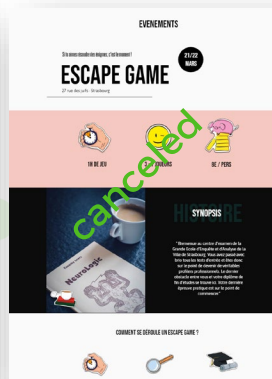
- Due to the COVID-19 pandemic, 150 of the 165 events planned for mid-March 2020 in 12 countries had to be cancelled. A few virtual events were set up to meet the expectations of partners and stakeholders.



Schizo preview in Paris



Virtual event



Event in Togo

# 4

## OTHER INITIATIVES

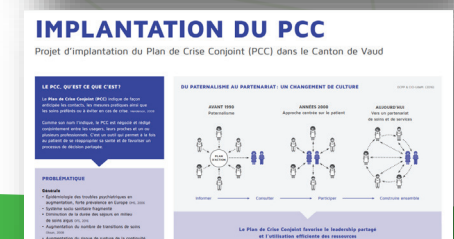
by Jean-Christophe Leroy



**SCHIZOPHRENIA  
AWARENESS DAYS**

# ALL ALONG THE YEAR

- **Education:** JdS-I has partnered with several universities to develop a MooC about recovery. 1600 participants followed the program over the last 8 months.
- **Online conferences:** JdS-I organizes 8 conferences per year with an average of 600 participants per event.
- **Schools:** JdS-I has developed a mental health education program for schools. Hundreds of youth get benefit of the program every year.
- **Research:** JdS-I participates to several research programs.





# 5 FINANCIALS

by Jean-Christophe Leroy



**SCHIZOPHRENIA  
AWARENESS DAYS**

## OPERATING ACCOUNT JDS-INTERNATIONALE

Expenses	(CHF) 2018	(CHF) 2019
Coordination and administration	31 020	21 642
Events	9 699	214
Media relationship	10 847	25 787
Web development	59 335	12 067
Digital experience	20 484	47 382
Graphic lines	21 129	4 389
Digital advertizing	26 332	28 041
Translations	13 147	0
Advertizing material	31 207	790
Fees	1 668	1 668
Web hosting	0	1 287
Deliveries	1 388	0
Travel expenses	0	7 344
Overheads	0	15
Bank charges	39	60
Indirect taxes	1 270	0
<b>TOTAL EXPENSES</b>	<b>227 565</b>	<b>150 686</b>

## OPERATING ACCOUNT JDS-INTERNATIONALE

Income	(CHF) 2018	(CHF) 2019
Allocated donations	153 500	150 000
Unrestricted donations	0	8 000
Participation fees (*)	59 264	0
Others	0	332
<b>TOTAL INCOME</b>	<b>233 764</b>	<b>158 332</b>
<b>PROFIT</b>	<b>6 198</b>	<b>7 647</b>

(\*) As of 2019, events will be financed locally without focusing on the JdS-I Association.

Only the digital campaign and the coordination of the events are ensured by the international association.

Note: the donations in kind 2019 from SNPTV/Canal+, the cinemas, Vulliens group, l'îlot, HESAV, Imprimerie Perray are not valued either in expenses or in the products. However, they may be valued at more than CHF 80 000.

## NOTE FOR 2020

As a result of the COVID-19 and of the containment in European countries, after regularly balanced exercises, losses for 2020 campaign are estimated to €55 k.

Given reserves were limited to 20k€ reduced to 0, the association has contracted debts for 35k€.



The end