HOW TO CREATE EFFECTIVE DIGITAL COMMUNICATIONS
¡HOLA!

I’m Carlos David Peña Aragón, Spokesman of Gaucher disease in México...

...and Head of social networks in FEMEXER
FEMEXER has been over 10 years...

1. Umbrella organization for more than 70 national ONGs for rare diseases.

2. Think-thank and operative arm for those who work and develop strategies to fulfill patient treatments.
Social Networks

- In COVID-19 times we haven’t stop our efforts for those waiting for their treatments.
- Since 7 years ago we have developed daily infographics for many rare diseases in order to commemorate them.
- This has been a wonderful strategy for patients, family, representatives, physicians and common people to acknowledge and embrace rare diseases.
- Plus, we encourage patients and family to register on the first (and only!) national registry for rare diseases in México.
Infografías y otros carteles...
Social Networks

Over this troubled times we’ve also held weekly Zoom meetings with parents, siblings, caretakers, nurses, physicians so they can share in their own personal way how rare diseases touch their lives.
Many virtual meetings & interviews with different actors...
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Rare Disease Day 2021

We’re working alongside with standup comedians and influencers from Mexico and Latin America to develop a video to de-stigmatize people with rare diseases in a friendly and fun way.

In this way, we hope people will embrace their diseases and we’ll all be able to work side by side.
Many virtual meetings & interviews with different actors...
THANK YOU