

# “The Wall of Hope”: A National Advocacy Campaign Bringing Patients, Policymakers, and Society Together to Raise Awareness of Myeloproliferative Neoplasms in Spain - 2024

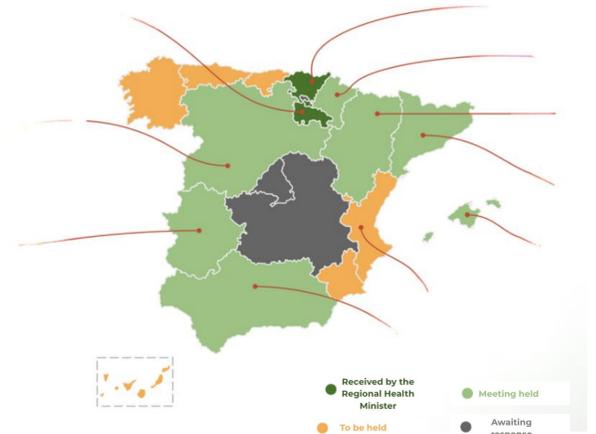


## INTRODUCTION & AIMS

**Myeloproliferative Neoplasms (MPNs)** are rare blood cancers often **invisible in the public and political agenda**. In 2024, **MPN Spain** launched “The Wall of Hope”, a travelling and virtual advocacy campaign designed to:

- **Amplify the voices** of patients and caregivers living with **Polycythemia Vera (PV), Essential Thrombocythemia (ET), and Myelofibrosis (MF)**.
- **Raise political awareness** and improve access to treatment and support services.
- Build a **tangible, symbolic representation of unity and commitment** to MPN patients across Spain.

By inviting **politicians to sign LEGO bricks** as pledges of support, the project created a **visible and emotional symbol** that connects the MPN community with decision-makers.



Meetings Held by Region in Spain, 2024. Source: MPN Spain



## METHODOLOGY

### Target Audience

**National and regional health authorities**, Members of Parliament, healthcare professionals, patients and caregivers, the media, and the **MPN community**.

### Tactics Employed

- Public launch at the **Spanish Congress of Deputies** (April 29th 2024).
- **Meetings with regional health authorities** in more than 10 regions (e.g., Madrid, Balearic Islands, Catalonia, Basque Country).
- Collection of **signed LEGO bricks** from political representatives to build the **Wall of Hope**.
- **Media campaigns**, social media posts, and press releases to extend reach.



Public launch of the Wall of Hope at the Spanish Congress of Deputies (Madrid). Source: MPN Spain.

### Resources Required

**Board members of MPN Spain**, volunteer patient leaders, communications and advocacy materials, and local coordination with political offices.

### Evaluation Strategy

- Number of **regions visited**, reunited online, and **signatures collected**.
- **Social media reach**.
- **Feedback** from patients, caregivers, physicians, and policymakers.



Wall of Hope with Health Representatives from the Balearic Islands. Source: MPN Spain.



## RESULTS

- **Official launch** at the **Spanish Congress of Deputies with multi-party participation**.
- More than **10 regional meetings** with health authorities in 2024 (see map).
- Over **15 political representatives** signed LEGO bricks, pledging support for MPN patients.
- Creation of a possible **permanent annual political** visit plan to sustain dialogue with decision-makers.
- Strengthened **institutional relationships**, leading to **greater visibility** of MPN needs in Spain.

## CONCLUSIONS



The “Wall of Hope” successfully brought **patients’ and caregivers’ voices into political agendas**, proving that a simple, **visible symbol** can unite diverse stakeholders. Despite the challenges of introducing a rare disease into diverse political contexts, this initiative shows that **persistence and collaboration can transform symbolic gestures into real change**.

### Key Learnings:

- **The power of a simple, visible symbol** (the Wall of Hope) to break barriers and engage decision-makers.
- **The importance of consistent follow-up** to transform symbolic gestures into concrete actions.
- **The need for regional and national advocacy** to achieve sustainable progress.
- **Building trust across political parties** ensures more durable commitment.
- **This model can be replicated worldwide** to amplify patients’ voices and influence decision-making.

## TAKE-HOME MESSAGE

Patient advocacy can bridge the gap between rare disease communities and political decision-making when persistence, transparency, and a clear, human message guide the way.

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