

MPN - ONE NAME, MANY FACES

A Patient Information, Awareness and Access Campaign by LIPA
in Collaboration with Media and Key Stakeholders in Serbia



LIPA
udruženje obolelih od limfoma

INTRODUCTION & AIMS

Initiative was launched by the Patient Association **LIPA** with the goal of raising awareness about **MPN**, providing accurate information, and advocating for better access to care.



To create the highest quality information so people can understand own disease



To ensure that people affected by **MPN** can access the treatment and care that they need



To ensure that people feel supported with and beyond **MPN** by other stakeholders

This initiative was driven by the belief that a **MPN** diagnosis is not a punishment but a transformation — a moment that forces people to reflect on their lives and priorities

METHODOLOGY

Target audience

Patients with MPN, their families, the general public, healthcare professionals, and decision-makers

Tactics employed

- A photographic exhibition in the 5 largest cities in Serbia
- Media outreach and collaboration with 17 journalists
- Guest appearances in 7 of the most-watched national TV programs
- Patient-centered storytelling through powerful portraits and testimonies

Resources required

Human:
LIPA staff, volunteers, photographers, and storytellers

Evaluation strategy

- Media coverage: number of articles, portals, and TV appearances
- Public engagement: visibility, audience feedback, and campaign reach
- Presence of key messages in traditional and digital media

RESULTS

The campaign was covered by nearly all major print and digital media outlets in Serbia



17 journalists engaged in on-site reporting during the exhibition



Appearances on 7 national TV broadcasts significantly amplified the campaign's message



The exhibition format allowed patients to be seen as individuals, not just as cases, breaking stigma and humanizing the diagnosis



The initiative sparked dialogue about the needs of MPN patients and inspired solidarity within the community



CONCLUSIONS

Power of Visuals

- Visual storytelling proved to be an effective tool for expressing complex patient experiences

Raising Awareness

- The campaign successfully **raised awareness, reduced stigma**, and encouraged open conversations about **MPN**

Breaking Silence

- Key challenges** included confronting emotional topics and overcoming societal silence around cancer, which were addressed through empathy and authenticity

Take-home message

- Every face tells a story — and behind every story is a person who deserves understanding, care, and a chance to thrive beyond **MPN**

REFERENCES

www.lipa.org.rs | @LipaSerbia



MPN Horizons 10-12 October
Beyond Boundaries Marrakesh, Morocco
10th International Conference

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mpnan