



American Academy
of Pediatrics



وزارة الصحة
Ministry of Health



AFTA
SAUDI ADHD
SOCIETY

4th & 5th
Saudi
*Pediatric
Leadership*
ALLIANCE

12-14 April / 15-17 April 2014
Tuwaiq Palace, Diplomatic Quarter, Riyadh

SPONSORSHIP GUIDE

PLA SAUDI ARABIA | BE INSPIRED



Mr. John Forbes

“

The Saudi
PLA was the
highlight of my
ten years at the
Academy.

”

JOHN M. FORBES, MBA

Chief Operating Officer & Associate Executive Director, American Academy of Pediatrics (2002-2012)

PLA SAUDI ARABIA

Mission

To foster leadership excellence among Saudi physicians to stimulate improved quality of care and positive health system change healthcare for people with ADHD or chronic healthcare conditions.

Vision

In five years there will be a growing network of active leader physicians spearheading change in every part of the Kingdom of Saudi Arabia.

Objectives

To give Saudi physicians the skills they need to excel as leaders in their field

To establish a national network of PLA alumni who will collaborate on new initiatives

To promote the role of primary care physicians in the diagnosis and management of ADHD

Contents

- Why Sponsor the PLA?
- PLA Joint Faculty
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WHY SPONSOR THE PEDIATRIC LEADERSHIP ALLIANCE?

Visibility

AFTA Society operates under the supervision of the Ministry of Social Affairs, and the PLA is held in partnership with the Ministry of Health. The PLA is promoted throughout the KSA by way of the MOH regional health affairs offices. Consequently, not only will the **newspaper adverts** reach a wide audience, but targeted announcements will be seen by **key decision makers** in both Ministries, as well as **senior executives** of every government hospital around the country.

The promotional campaign is also sent out to AFTA Society members on:

- Twitter:** > 5700 followers
- Facebook:** > 1300 followers
- Instagram:** > 1400 followers
- Email:** > 2000 members

Top sponsors will be granted **prominent floor space** for promotional booths on-site, as well as tickets to the evening social activities providing **unparalleled networking opportunities** with upcoming healthcare leaders of the near future.

Image

The PLA's strong entrepreneurial spirit, commitment to nurturing today's young physicians to become better leaders tomorrow, commitment to positive social change, and professional image have attracted only the **top sponsors** over the last two years, including Boeing International, SABIC, and GlaxoSmithKline.

Media Coverage

Previous events were covered by:

NEWSPAPERS

- Saudi Press Agency
- Riyadh Newspaper
- Al Watan Newspaper
- Al Eqtisadia Newspaper
- Okaz Newspaper
- Enayh Health (online newspaper)

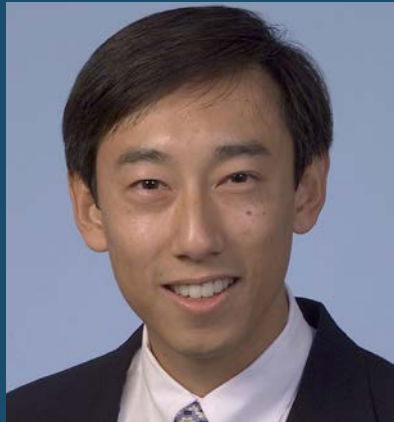
TELEVISION

- Saudi TV1 - Sabah Alarabiya
- Saudi Cultural TV - News Item

RADIO

- Saudi Radio 1 - Saudi Morning Program
- Saudi Radio 1 - Our Lives Program
- Saudi Cultural Channel - Morning Culture Program

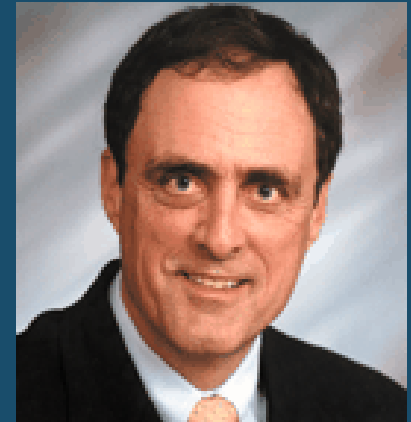
PLA JOINT FACULTY



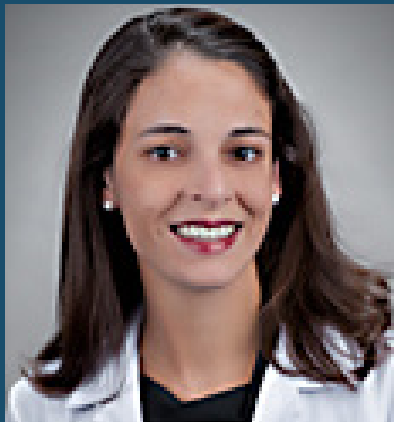
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The Saudi PLA is conducted by a joint faculty of international presenters and national facilitators. The main lectures are presented by the international faculty, while the national faculty present real accounts of local experiences with each of the 5 principles of exemplary leadership and also serve as group facilitators for each table of delegates. Through the experience of the local facilitators, this maximizes understanding, knowledge retention, and group interaction.

BACKGROUND

ADHD is the most common behavioral disorder of childhood¹, and has a high socioeconomic impact if untreated², so it is essential that children with ADHD have access to physicians who can offer diagnosis and treatment.

1.6 MILLION SAUDI KIDS

In the U.S., latest studies indicate that 9% of children have ADHD³, whereas in Saudi Arabia, 15% of school-aged children are estimated to have ADHD^{4,5}. The population of Saudi Arabia is around 28 million⁶, of whom 37.2% are under age 18⁷, therefore around one and a half million children are living with ADHD in Saudi Arabia.

WHO TREATS ADHD ?

Internationally, treatment of ADHD is multi-disciplinary process involving a primary care physician as well as social workers, nursing staff and other medical team members. Only patients who are suspected to have comorbid psychiatric or neurological conditions along with ADHD are referred to specialists such as

pediatric neurologists or child psychiatrists.

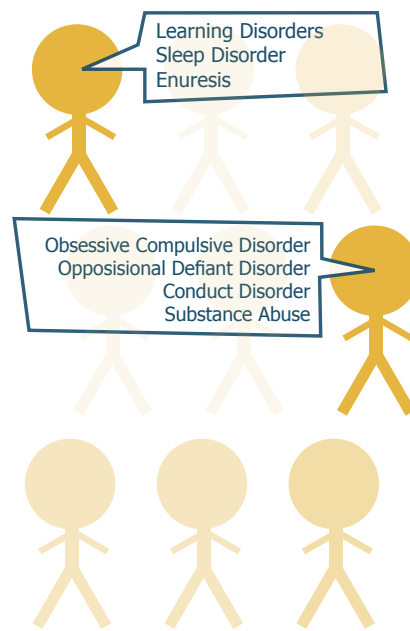
Up until the beginning of 2012 when we started this project, children with ADHD in Saudi Arabia were only treated by Pediatric Neurologists and Child Psychiatrists. However there are only 35 pediatric neurologists in the whole of Saudi Arabia (a ratio of pediatric neurologists to general population of 0.4 per 100,000 children⁸ - compared to 1.1 per 100,000 children in Canada, which is considered inadequate⁹) and in 1990, no more than two or three child psychiatrists in the whole of Saudi Arabia¹⁰. As of today, there are still only around six child

psychiatrists serving the whole country. These are certainly not sufficient to manage even a small proportion of potential ADHD patients, given the high prevalence.

WHAT IF THEY AREN'T TREATED?

ADHD is a lifelong disorder. Children and teens with ADHD are prone to academic under-achievement, delinquency, crime, substance abuse, teen pregnancy, and traffic accidents, as well as a decrease in workplace effectiveness¹⁰. Among adults, impairment from ADHD can lead to additional missed work days, difficulty accomplishing tasks in the workplace, and less job stability¹¹.

Such economic, social, and health costs are unnecessary. While ADHD itself is not preventable, the negative consequences stemming from the untreated disorder are. Research suggests that evidence-based behavioral and pharmacological interventions can reduce the incidence of criminality, school drop-out, and substance abuse among those suffering from ADHD¹². The burden of ADHD can be reduced, but only once access to care is improved.



PEDIATRICIANS HAVE AN ESSENTIAL ROLE TO PLAY

The American Academy of Pediatrics (AAP) emphasizes the essential role that pediatricians and other primary care physicians should play in the successful long-term management of ADHD¹³.

Only patients who suffer from ADHD combined with other neurological or psychiatric issues need to be referred to specialists.

However, in Saudi Arabia, there is little awareness of ADHD among primary-care physicians, and an unwillingness to become involved in management of psychiatric disorders¹⁴. Our research suggests that a variety of reasons contribute towards this reticence, including not identifying within themselves the potential for initiating change, lack of administrative and collegial support, lack of clear methodology for creating new initiatives, and unavailability of specialized resources to support physician development as leaders. It has been suggested that physicians'

potentials as leaders are limited by the absence of a leadership-training component in the training of young physicians¹⁵.

THE SAUDI PLA

In 2011, we partnered with the American Academy of Pediatrics to customize their leadership training curriculum to address our particular needs in Saudi Arabia. This was the first time for the program to be held outside the United States where it is an exclusive, nomination-only training program. The Saudi Pediatric Leadership Alliance (PLA) was inaugurated in Riyadh in February 2012 and was designed to stimulate the role of primary-care physicians in the treatment of ADHD and other chronic healthcare conditions by offering leadership training tailored for pediatricians using evidence-based leadership principles, to develop the core competencies for public health leadership¹⁶ and to encourage participants to take an active rather than passive leadership role in an interactive program that has been shown to be effective in creating long-term changes in physician behavior¹⁷ and maximizing patient satisfaction¹⁸.

The program is tailored with a focus on ADHD care integrated into the curriculum, complemented by real case-studies from local practice and accompanied by a comprehensive introductory course on ADHD diagnosis and management.

The most effective management of ADHD is a multidisciplinary process that requires cooperation and communication between team members, so the Saudi PLA includes multiple team-building exercises as well as team projects that solicit shared goals towards effective management of ADHD in the primary care setting around Saudi Arabia.

The PLA
empowers
Pediatricians to
lead the change
for people with
ADHD.

SPONSORSHIP PACKAGES

Leader Level

SR 1,000,000

- TV interview
- Full page spread of company info in PLA Program
- Verbal acknowledgement of sponsorship in opening session
- 2 Tickets to Speakers social event
- Plaque of Recognition from AAP and AFTA
- Company profile included in:
- PLA Website with hotlink to company website
- PLA Report
- AFTA Annual Report
- Company's logo included in these materials:
- AFTA Website
- Event Program
- Promotional Poster
- Newspaper Advertisement
- Press Release Recognition
- Promotional Banners
- Promotional Roll-ups
- Guest of Honor Plaque
- Post Event DVD/CD Distribution

Partner Level

SR 500,000

- 3/4 page spread of company info in PLA Program
- 1 Ticket to Speakers social event
- Company profile & logo on PLA website
- Plaque of Recognition from AAP and AFTA
- Company profile included in:
- PLA Website with hotlink to company website
- Company's logo included in these materials:
- Event Program
- Promotional Poster
- Newspaper Advertisement
- Press Release Recognition
- Promotional Banners
- Promotional Roll-ups

Supporter Level

SR 200,000

- 1/2 page spread of company info in PLA program
- Plaque of Recognition from AFTA
- Company logo on PLA website
- Company's logo included in these materials:
- Newspaper Advertisement
- Promotional Banners & Materials
- Press Release Recognition
- Promotional Roll-ups

Contributor Level

SR 100,000

- 1/4 page spread of company info in PLA program
- Plaque of Recognition from AFTA
- Company logo on PLA website
- Company's logo on Promotional Roll-ups

PREVIOUS PARTNERS



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre
مؤسسة عامة - Gen. Org.

سابك
SABK



منتجع نوفال للفروسية
NOFA EQUESTRIAN RESORT





AFTTA

Together we can lead
the way to build a
better future for our
children.

American Academy
of Pediatrics

