



SMA EUROPE LAUNCHES THE 2026 AWARENESS CAMPAIGN: "3,2,1... Rolling!"

EMBARGO UNTIL 1 August 2026

SUMMARY: SMA Europe is proud to announce the launch of our 2026 Awareness Campaign titled "3,2,1... Rolling!", set to run across all social media platforms from 1 to 31 August 2026. This marks the **fourth awareness campaign** fully curated by SMA Europe since our inaugural initiative in 2023.

The 2026 Awareness Campaign serves as our flagship awareness initiative related directly to disease awareness and real needs of the SMA community. The campaign is co-produced by our group of "Rolling Journalists" - young patient advocates selected from our SMA Europe Youth Group.

The overall goal of the campaign is to amplify the patient voice and lived experience of SMA, strengthen patient-centred perspectives in research and clinical care, and create meaningful connections between young people, researchers, clinicians, and patient advocates. It highlights not only scientific progress, but also the motivations, emotions, personal experiences, and shared hopes that drive the SMA community forward.

SMA must be understood not only through laboratory findings, clinical data, or motor milestones, but also through its impact on real people, families, and communities. People living with SMA can offer insights that data alone cannot provide.

By connecting scientific knowledge, clinical expertise, lived experience, advocacy, and youth perspectives, "3, 2, 1... Rolling", grounded in the 2026-2030 strategy of SMA Europe, creates a narrative where the future SMA research and care agendas are relevant, inclusive, collaborative, and focused on the community's real needs.

As Olga Germanenko, Vice-President of SMA Europe, states:

"Supporting fundamental research is critical. It lays the necessary foundation for developing new drugs, improving diagnostic methods, and finding ways to completely cure the disease. Fundamental science helps identify molecular markers that in the future can accurately predict the course of the disease and assess the effectiveness of treatment for each patient.

And the discovery of the mechanisms being studied for SMA provides the scientific basis for the search for treatments for other severe neurodegenerative and genetic diseases as well.

Continuing to support and fund fundamental research is essential today. The more we invest in supporting basic research today, the more progress we will see tomorrow and, perhaps, the closer we will get to the currently elusive goal of a complete cure."

In the words of Emilia Debska, Communications and Marketing Manager of SMA Europe:

Bringing the voices of young people living with SMA to the table when discussing awareness initiatives is crucial. They offer fresh perspectives and a distinctive way of telling their stories, creating



authentic narratives that effectively convey both the importance of the community's needs and the realities of living with SMA.

At the same time, their involvement provides a valuable opportunity to learn about patient advocacy firsthand, while recognising and appreciating the efforts of those who came before them. It helps them understand the advocacy achievements they benefit from today and the collective work that made those advances possible.

The campaign will run across social media platforms **throughout August 2026, with a launch on 1 August and a conclusion on 31 August.**

Campaign's website: www.sma-europe.eu/awareness2026 (goes live on 31 August)

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