



WORLD  
ATOPIC ECZEMA  
DAY

# World Atopic Eczema Day 2025 Campaign Report

*Our Skin, Our Journey*

#AtopicEczemaJourney

September 14, 2025



# World Atopic Eczema Day Overview



Atopic eczema is a common, chronic, and relapsing skin disease that affects individuals of all ages and carries a significant physical, emotional, social, and economic burden for patients, caregivers and society. Despite its serious impact, ranging from disrupted sleep and impaired performance at work, school, or family life - it diminishes self-image and creates strained social interactions. It's not "just a rash", and recognizing the full extent of this burden is essential for improving care, disease management, and support for both patients and caregivers.

World Atopic Eczema Day (WAED), an awareness day for atopic eczema, was launched by the International Alliance of Dermatology Patient Organizations (GlobalSkin) and the global atopic eczema patient community in 2018.

This day aims to:

## RAISE AWARENESS

About the burdens, challenges, and realities of living with atopic eczema.

## BUILD COMMUNITY

Unite, engage & connect patients, caregivers, and organizations.

## INFORM & EDUCATE

Increase public understanding of atopic eczema and its multidimensional impacts (physical, emotional, financial, social)

## CALL TO ACTION

For health professionals, policymakers, & stakeholders to recognize and respond to the disease holistically (addressing systemic barriers to access to care)

September 14, 2025, marked the **8<sup>th</sup> World Atopic Eczema Day!** This year's theme "Our Skin, Our Journey" raised awareness about the individual journeys of people living with atopic eczema and their struggles for better care.

Building on the momentum of previous WAED campaigns, the 2025 theme created a powerful platform that amplified patients' lived experiences with a constantly changing condition. We emphasized a collective message of "our," which strengthened connections within the global patient community and inspired powerful narratives.

The campaign's new hashtag **#AtopicEczemaJourney** was paired alongside the well-known **#AtopicEczemaDay** and **#WorldAtopicEczemaDay**

# World Atopic Eczema Day Campaign Toolkit



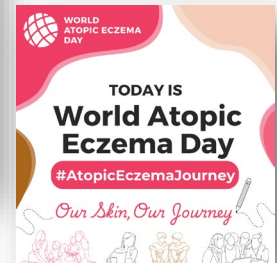
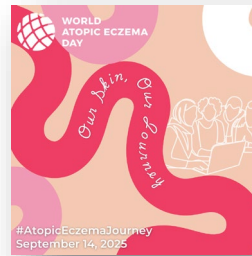
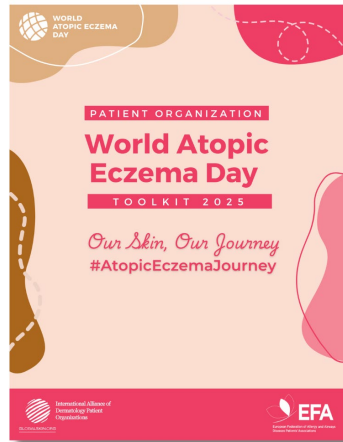
GLOBALSKIN.ORG

GlobalSkin and the [European Federation of Allergy and Airways Diseases Patients' Associations \(EFA\)](#) co-created the World Atopic Eczema Day Campaign Toolkit 2025 that provided key messages and creative assets.

The Toolkit was an all-in-one guide for planning impactful activities and events to generate awareness. It included tips for sharing meaningful atopic eczema stories and advice on how to reach out to the media, along with a template press release and letters to Medical Societies / Healthcare Professionals, and government Ministries.

The [WAED 2025 webpage](#) was developed and contained downloadable ready-to-use social media cards, including blank templates for customization.

## Campaign Toolkit & Social Media Cards



### ↓ DOWNLOADS

Campaign Toolkit – 2274

1 Social Media Cards – 882

Template Press Release – 155

Template Letter to Ministries – 55

Template letter to medical societies and individual healthcare professionals – 97



**49% Increase in Social Media Card Downloads**



48K Webpage Visits For the Duration of the Campaign



1 Comparison between 2024 VS. 2025

# GlobalSkin's Social Media Campaign



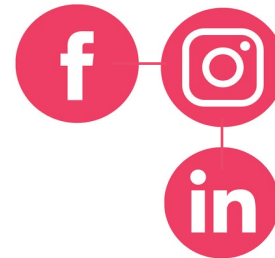
GLOBALSKIN.ORG

GlobalSkin ran a social media campaign focusing efforts on the Meta platform (which includes Facebook and Instagram) as well as one ad on LinkedIn. The paid portion of the campaign (across all channels), yielded a significant amount of community engagement and participation. GlobalSkin's campaign built on the momentum of previous years' efforts.

## SOCIAL MEDIA PLATFORMS



**3.2M Total Impressions**  
(Facebook, Instagram,  
LinkedIn)



**2.8M Impressions**

**314K Engagements**

## COUNTRY REACH



**177 Countries**  
Reached by  
GlobalSkin's  
Social Posts



**70% Increase in**  
**Country Reach**

## WEBSITE VISITS



**4000% Increase**  
in web page visits  
during the campaign



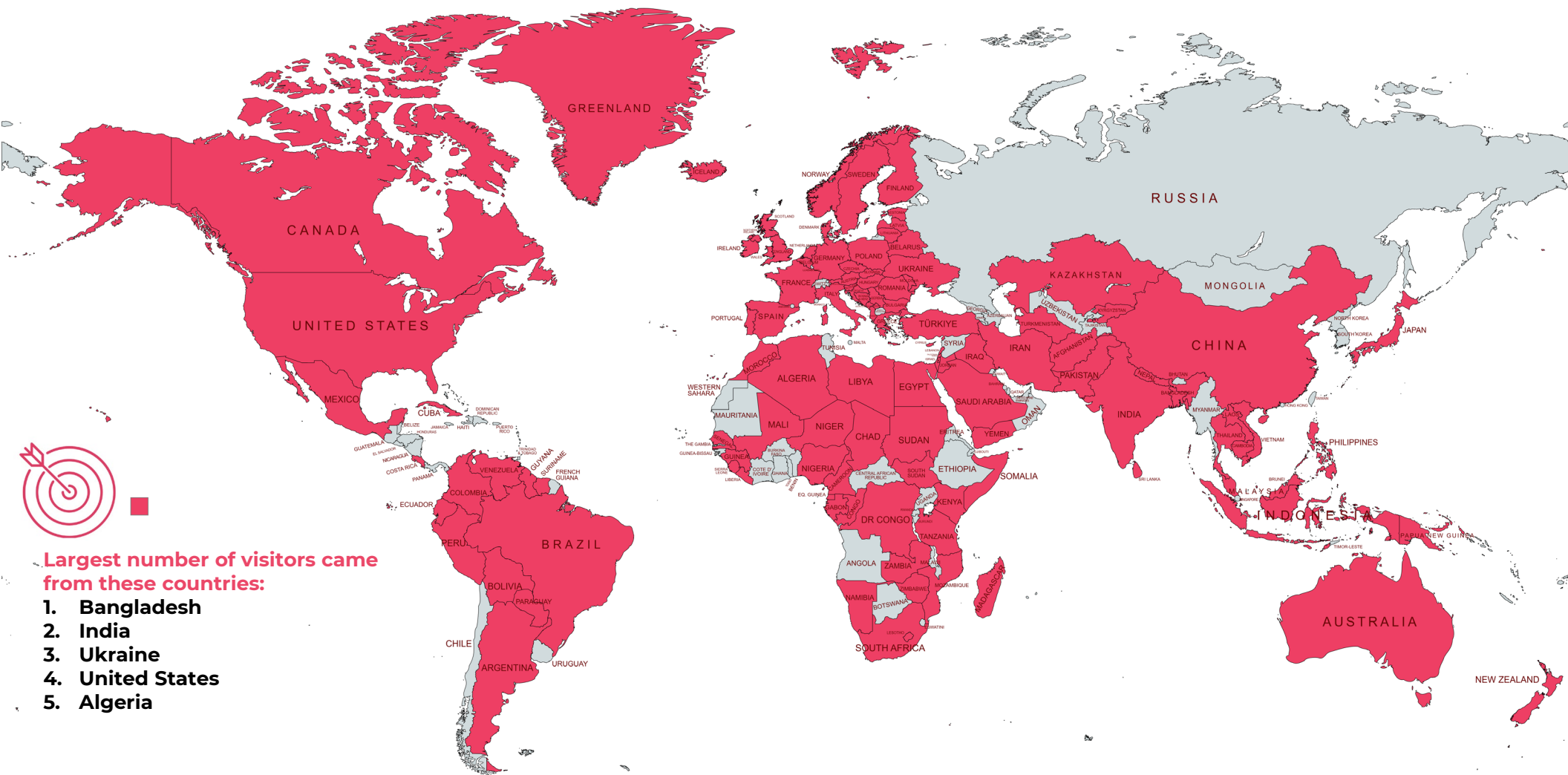
**6000% Increase**  
in active website users on  
the WAED page during  
the campaign

# Global Campaign Reach & Engagement



The global impact of the #WorldAtopicEczemaDay campaign is showcased on this map, which highlights the impressive worldwide social media engagement achieved this year.

This reach reflects the dedication and collaboration of GlobalSkin, our Members, partners, healthcare professionals, and patient communities who came together to raise awareness and advocate for those living with atopic eczema. Their collective efforts helped share powerful stories, amplify patient voices, and spread vital information about the condition and its impact on daily life.



# Social Media Participation



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**WORLD ATOPIC ECZEMA DAY**  
*Our Skin, Our Journey*  
#AtopicEczemaJourney  
September 14, 2025

eczemafoundation • Follow  
September 14, 2025  
On September 14th, World Atopic Eczema Day...  
#AtopicEczemaJourney

**WORLD ATOPIC ECZEMA DAY**  
**TODAY IS World Atopic Eczema Day**  
#AtopicEczemaJourney  
*Our Skin, Our Journey*

dermatologyaustralia • Follow  
September 14, 2025  
All Dermatology Australia members...  
#AtopicEczemaJourney

**WORLD ATOPIC ECZEMA DAY**  
*Our Skin, Our Journey*  
#AtopicEczemaJourney  
September 14, 2025

eczema\_uk • Follow  
September 14, 2025  
Identification around 15 million people in the UK have atopic dermatitis...  
#AtopicEczemaJourney

**WORLD ATOPIC ECZEMA DAY**  
**TODAY IS World Atopic Eczema Day**  
#AtopicEczemaJourney  
*Our Skin, Our Journey*

allergyuk • Follow  
September 14, 2025  
We are proud to partner with the International Alliance of Dermatology Patient Organizations...  
#AtopicEczemaJourney



Asociația Română de Educație în Alergi • Follow  
September 14 at 4:25AM  
**ASTĂZI ESTE Ziua Mondială a Dermatitei Atopice**  
#AtopicEczemaJourney  
*Păsa noastră, Calătoria noastră*

Pfizer België • Follow  
September 14, 2025  
**WORLD ATOPIC ECZEMA DAY**  
*Our Skin, Our Journey*  
**WORLD ATOPIC ECZEMA DAY**  
14th September 2025

Nuvisita Pharma • Follow  
September 14, 2025  
Atopic Eczema is a skin condition which causes dryness, itchiness, and inflammation...  
**WORLD ATOPIC ECZEMA DAY**  
In Atopic Eczema caring for your skin helps reduce redness, itching, and dryness.  
Regular moisturization with a fragrance-free moisturizer helps restore the skin barrier and keep it healthy.  
Prescribed treatment during redness or irritation helps calm inflammation and discomfort.  
Talk to your doctor today!

Kepler Healthcare • Follow  
September 9, 2025  
It results from a combination of genetic, immune system, and environmental factors that lead to a weakened skin barrier.  
#AtopicEczema

Skin Sri Lanka • Follow  
September 14, 2025  
World Allergy Day - September 14th | World Atopic Eczema Day - September 14th | Our Skin, Our Journey  
**WORLD ATOPIC ECZEMA DAY**  
වර්ල්ඩ් එටොපික් එජමා ධනය 2025 සැප්තැම්බර් 14  
#AtopicEczemaJourney  
September 14, 2025



Ark Development Organization • 2nd Non-Governmental Organization • Follow  
September 14, 2025  
"Living with eczema meant constant itch and rash that weighed heavily on my mind..."  
**WORLD ATOPIC ECZEMA DAY**  
#AtopicEczemaJourney

The Skin Hospital • 2nd • Follow  
September 14, 2025  
Today The Skin Hospital recognises World Atopic Eczema Day...  
**World Atopic Eczema Day**  
14 September 2025  
#AtopicEczemaJourney

Dermagnostix • 4th • Follow  
September 14, 2025  
The #WorldAtopicEczemaDay was initiated in 2018 by the @European...  
**WORLD ATOPIC ECZEMA DAY**  
**World Atopic Eczema Day**  
*Our Skin, Our Journey*  
#AtopicEczemaJourney  
September 14, 2025  
DERMAGNOSTIX

European Federation of Allergy and Airways Disease Patients' Associations (EFA) • 17th • Follow  
September 14, 2025  
EUROREA - European Forum for Research and Education  
Today is World Atopic Eczema Day  
Did you know that people living with allergy diseases such as asthma or...  
**WORLD ATOPIC ECZEMA DAY**  
#AtopicEczemaJourney

Allergy & Asthma Network • 7,270 followers • Follow  
September 14, 2025  
Today is World Atopic Eczema Day  
We are proud to partner with the GlobalSkin - International Alliance of...  
**WORLD ATOPIC ECZEMA DAY**  
**TODAY IS World Atopic Eczema Day**  
#AtopicEczemaJourney  
*Our Skin, Our Journey*

Innovative Health Initiative (IHI) • 14,340 members • Follow  
September 14, 2025  
Sunday is #WorldAtopicEczemaDay! Follow our ImmUniverse project to find out how they are working to improve the lives of people living with this common skin disease...  
**WORLD ATOPIC ECZEMA DAY**  
ImmUniverse  
#AtopicEczemaJourney



Pfizer Medical • 133 • Follow  
September 12, 2025  
Pfizer Medical is proud to recognize #WorldAtopicEczemaDay...  
**WORLD ATOPIC ECZEMA DAY**  
September 14 is World Atopic Eczema Day

ImmUniverse • 11 • Follow  
September 11, 2025  
This September 14, join us for #AtopicEczemaJourney...  
**WORLD ATOPIC ECZEMA DAY**  
ImmUniverse  
#AtopicEczemaJourney

SEAIC • 8 • Follow  
September 8, 2025  
Nos unimos al #WorldAtopicEczemaDay (14 de septiembre) para visibilizar...  
**WORLD ATOPIC ECZEMA DAY**  
#AtopicEczemaJourney

FUNDASPO • 8 • Follow  
September 8, 2025  
Vivir con dermatitis atópica es un camino que toda la familia recorre junta...  
**WORLD ATOPIC ECZEMA DAY**  
DÍA MUNDIAL DE LA DERMATITIS ATÓPICA  
Nuestra piel. Nuestra historia  
#NuestraPielNuestraHistoria  
14 de Septiembre

AbbieVie • 10 • Follow  
September 12, 2025  
#AtopicEczema impacts more than skin: patients with uncontrolled eczema...  
#AtopicEczemaJourney  
Marjolaine, France  
Real patient living with eczema (atopic dermatitis)

AbbieVie Italia • 11 • Follow  
September 14, 2025  
In occasione dell'AtopicEczemaDay, ci uniamo alla campagna...  
**WORLD ATOPIC ECZEMA DAY**  
Our Skin Our Journey  
Giornata Mondiale della Dermatite Atopica  
#AtopicEczemaJourney

2025 marked the sixth year the **GlobalSkin World Atopic Eczema Day Fund** was offered to GlobalSkin Members. This fund financially supports patient organizations in the planning and execution of events and activities around this important awareness day. Member projects raise awareness of atopic eczema and contribute to building community during World Atopic Eczema Day.

Funded projects fell into these categories: Event Planning and Marketing. For the third consecutive year, GlobalSkin also offered support for projects that had a Mental Health component in addition to regular Awareness Day activities.

Australia  
Belgium  
Bosnia & Herzegovina  
Canada  
Chile  
Colombia  
Democratic Republic  
of Congo  
France  
Ghana  
Greece  
Kenya  
Malta  
New Zealand  
Pakistan  
Poland  
Serbia  
Slovenia  
Sri Lanka  
United Kingdom  
United States

- AAA Association BiH
- Allergienet vzw
- Allergy & Asthma Network
- Allergy UK
- Ark Development Organization
- Association des malades de la peau: ECZEMA RDC
- Association Française de l'Eczéma
- Canadian Skin Patient Alliance
- Cross the Goal Foundation Inc.
- Društvo Alergijski Kompas
- Društvo Atopijski dermatitis
- Eczema Association Australasia
- Eczema Association of New Zealand
- Eczema Outreach Support
- Eczema Society of Kenya
- Eczema Support Australia
- Global Parents for Eczema Research
- Helping Hands Foundation Fundación Padece
- Fundapso
- ITSAN
- Malta Eczema Society
- Panhellenic Association of Patients with Psoriasis and Psoriatic Arthritis – 'Epidermia'
- Polskie Towarzystwo Chorób Atopowych
- Serbian Allergy and Airways diseases association - Allergy and Me
- Skin SriLanka
- Zavod Atopika



27  
PATIENT  
ORGS



20  
COUNTRIES



6  
WHO  
REGIONS



See highlights  
from some of  
the funded  
projects on  
the following  
pages.

# World Atopic Eczema Day Fund Success Story



WORLD  
ATOPIC ECZEMA  
DAY



International Alliance of  
Dermatology Patient  
Organizations

GLOBALSKIN.ORG

## Ark Development Organization | Ghana



### Project Included:

- Social Media Campaign
- Branded Materials
- Community Info Sessions (6)
- Radio Broadcast
- Mental Health Component

“The increased awareness generated by this year's World Atopic Eczema Day is invaluable. It allows us to better connect and provide patients with resources they need to manage their condition.”

“I'm most proud of the genuine connections we facilitated. Witnessing individuals sharing their stories, offering support and finding comfort in a shared experience was truly inspiring. It reinforced the importance of our work and fueled our commitment to building a more supportive and understanding environment for those living with atopic eczema. The collaborative spirit and positive energy surrounding the event were palpable and will undoubtedly have a lasting impact.”



# World Atopic Eczema Day Fund Success Story



WORLD  
ATOPIC ECZEMA  
DAY



International Alliance of  
Dermatology Patient  
Organizations

GLOBALSKIN.ORG

## Serbian Allergy and Airways diseases association - Allergy and Me | Serbia



Nacionalno udruženje  
**Alergija i ja**

### Project Included:

- In-person Gathering
- Branded Materials
- Social Media Campaign
- Mental Health Component

“One of the most memorable moments came from a young woman who visited our booth for a free dermatology screening. She shared that she had been struggling with atopic eczema for years, feeling isolated and hopeless because of the lack of available treatments in Serbia. After talking with our dermatologists and receiving personalized advice, she became emotional and said, *“Your words heal as much as medicine.”* That simple but powerful statement reminded us why we do this work — that empathy, understanding, and patient-centered communication can bring comfort and hope even when medical options are limited.”



# World Atopic Eczema Day Fund Success Story



## Helping Hands Foundation | Pakistan

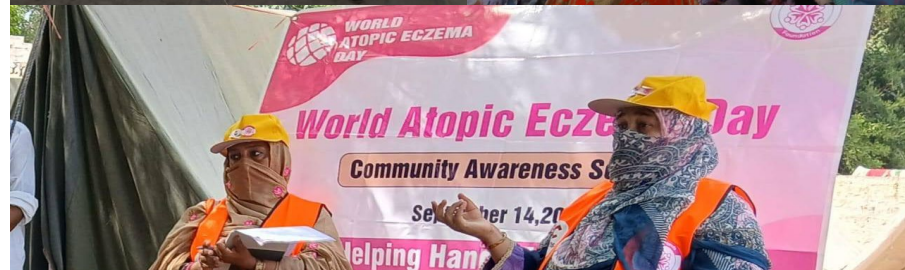


### Project Included:

- In-person Event
- Branded Materials
- Social Media Campaign
- Mental Health Component

“We are most proud of creating safe spaces where patients and caregivers could share their stories without fear of judgment. Our mix of in-person and online activities allowed voices from rural Pakistan to be heard alongside nationwide participants. Families felt connected to experts who acknowledged both the physical and emotional burden of eczema. This bridging of knowledge, empathy, and empowerment—especially in a community where skin diseases are often stigmatized—marks a milestone in our advocacy journey.”

“A 16-year-old girl shared during the school session: *“For the first time, my classmates listened to me instead of laughing at me. I feel lighter knowing they now understand it’s not my fault.”* A mother in Multan expressed relief after attending the awareness session: *“I thought my child’s itching was a curse. Today I learned it is a disease with treatment. I no longer feel ashamed to ask for help.”* These stories reflect how education and dialogue directly reduced stigma and gave families hope.”





## Fundapso | Colombia

### Project Included:

- Event - Combination Of Virtual & In-person
- Branded Materials
- Social Campaign
- Mental Health Component



“One of the most touching moments was a patient’s personal story about overcoming social, personal, and even discriminatory challenges. He shared how attending these symposiums has positively transformed his life — professionally, socially, within his family, and in his intimate relationships. His testimony deeply inspired others and proved that it is possible to live with AD with dignity and hope.”



# World Atopic Eczema Day Fund Success Story



WORLD  
ATOPIC ECZEMA  
DAY



International Alliance of  
Dermatology Patient  
Organizations

GLOBALSKIN.ORG

## Association des malades de la peau, ECZEMA RDC | Republic Democratic of Congo



- Project Included:
  - In-person Event
  - Branded Materials
  - Social Media Campaign
  - Mental Health Component

“Reflecting on this year's World Atopic Eczema Day and our event, our greatest success was connecting patients with skin diseases and atopic eczema with specialist doctors (dermatologist and pediatre-allergist). The current the security and economic crisis in our city has led to many patients being unable to afford to pay for a consultation, and doctors practicing in expensive hospitals. Patients have asked dermatologists and allergists to offer free dermatological consultations one day every two weeks. We are currently negotiating with dermatologists and allergists. This will prevent the disease from worsening due to a lack of medical follow-up.”

A teenage girl with facial eczema shared: *“I finally feel understood. Learning these tips helps me manage my skin better and feel more confident.”* A mother of a baby with eczema said: *“This session gave me hope and practical advice to better care for my baby’s skin.”* A father added: *“It was reassuring to hear doctors and parents. I learned new ways to support my child.”*



## Društvo Atopijski dermatitis | Slovenija



### Project Included:

- In-person Event
- Branded Materials
- Social Media Campaign
- Mental Health Component

“We are most proud of the environment we created, and the place of safety, warmth, joy and fun.

We really created a children friendly environment, and they opened up so much, more than expected, they really made friends. We will do this event format again for sure.

There was this little boy named Bine, he will be 3 years old in a few days, we never met before, his AD was really severe. And after the event he said, that he felt like home, he had so much fun and he invited us to come to his birthday celebration. I know it sounds like something every child would say, but this is a shy boy that came in scared, hiding after his mother, and then just felt super accepted, and comfortable, and chatty about AD and everything that bugs him.”



# World Atopic Eczema Day - Thank You!



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The World Atopic Eczema Day 2025 initiatives were made possible through the generous support of our partners:



Thank you for your participation!