

World Atopic Eczema Day 2022 Campaign Report




WORLD
ATOPIC ECZEMA
DAY

World Atopic Eczema Day Overview



Atopic Eczema is an allergic skin disease that sits at the center of other health issues: it impacts mental health and leads to the development of other diseases. Atopic eczema is incredibly difficult on patients and their families, seriously impacting daily life. An individual's health and overall well-being can be severely impaired by the disease.

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

- 
- Empower a cross-sector and multinational community to build a global movement for change to improve the lives of people living with atopic eczema.
 - Engage the general public on the topic of atopic eczema by enhancing the understanding of the condition's impact on patients' and caregivers' quality of life.
 - Empower patient groups with a set of common messages and materials.
 - Support and honour atopic eczema patients and their caregivers.

September 14, 2022 marked the fifth annual World Atopic Eczema Day! This year's campaign focused on raising awareness about the burdens of atopic eczema faced by patients and caregivers. We also raised awareness of the need for access to appropriate care and treatment that is reflective of the multidimensional nature of the disease.

On World Atopic Eczema Day 2022, we focused on the five major burdens of the disease:

1. Burden of extreme physical pain and itch
2. Burden on families and caregivers
3. Burden on finances
4. Burden on mental health
5. Burden of daily management.

We called on healthcare professionals, health policy decision makers and all stakeholders help us build awareness of the burdens of atopic eczema. Everyone who is affected by atopic eczema was invited to show their support by joining in the campaign through the utilization of this year's many social tools, the hashtag **#InsideAtopicEczema** alongside a new interactive element of the campaign which was to showcase themselves wearing a piece of clothing inside-out to represent this year's theme.

This year's campaign included many resources including the World Atopic Eczema Day Campaign Toolkit 2022, co-created with the [European Federation of Allergy and Airways Diseases Patients' Associations \(EFA\)](#), which was available in five languages (English, French, Spanish, Serbian and Turkish). Categorized social cards, blank social cards for customized use and Facebook, Twitter and LinkedIn awareness banners were all easily accessible through a "deconstructed" style layout on GlobalSkin's website. GlobalSkin also promoted an [e-commerce shop](#) that housed branded World Atopic Eczema Day merchandise for purchase to enhance campaigns.

Campaign Toolkit and Social Media Tools Now Available



**25% Increase
Downloads from
GlobalSkin's
WAED Page**

DOWNLOADS

- Campaign Toolkit - 1068
- WAED Social Cards - 358
- Blank WAED Social Cards - 261
- Translated WAED Social Cards - 339



GlobalSkin Social Media Campaign

This year, GlobalSkin ran an extensive social media campaign on several social media platforms: Facebook, Twitter, Instagram, LinkedIn and added a new channel - YouTube. The paid portion of the campaign (across all channels), yielded a significant amount of community engagement and participation. GlobalSkin grew followers and reached an even bigger audience this year, than in 2021.



24.8M Total Impressions
(Twitter, Facebook,
Instagram, LinkedIn)



46% Increase in Total Impressions Across All Channels*



55% Increase in Reach on Facebook & Instagram*



New Channel in 2022
476,000 Impressions on YouTube
(10,442 views on all
Documentary videos)



618,448 Impressions

24,174,211 Impressions

78,391 Impressions



87 Countries reached
by GlobalSkin
Social Posts



DOUBLED+
Country Reach*

*Increase is year over year comparison 2021 - 2022.

GlobalSkin Social Media Campaign Reach

Top Performing Facebook/Instagram Engagements

Mental Health
Itch Physical Burden
Financial Burden Redness
Pain Psychological Burden
#InsideAtopicEczema
Burden of Daily Management
Children Multidimensional Disease
Dermatologists Caregivers
Doctors Burning
Families

WORLD ATOPIC ECZEMA DAY
September 14, 2022
#AtopicEczemaDay

WORLD ATOPIC ECZEMA DAY
INSIDE ATOPIC ECZEMA
"It breaks my heart to see how she suffers from the itching."
- Parent of a child with atopic eczema



September 14, 2022


Reach: 3,716,093
Impressions: 9,111,852
Engagements: 45,534

Reach: 2,995,713
Impressions: 7,980,737
Engagements: 40,710



Followers : 29,629


Top Tweets

 **GlobalSkin** @IADPO · Sep 1
Atopic eczema is more than itchy skin, it is a systemic, multidimensional disease that affects the minds and bodies of people around the world.

#GlobalSkin #InsideAtopicEczema
#AtopicEczema
#AtopicEczemaAwareness
#atopicdermatitis #eczema #skindisease
#dermatology



globalskin.org
Join the awareness campaign, and watch the full documentary now.

 **GlobalSkin** @IADPO · Aug 14
#AtopicEczema is a #skindisease that sits at the center of other health issues; it impacts mental health & leads to the development of other diseases. It's incredibly difficult for patients and their families, seriously impacting daily life.
#InsideAtopicEczema #DermTwitter



globalskin.org
Help Raise Awareness!

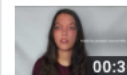
Impressions: 236,781
Engagements: 61,232

Impressions: 123,298
Engagements: 15,001



Increase of 163 Followers
Totalling 2664

YouTube Performance

 **Sneak Preview - Skin: Our Barrier to the W...**
by GlobalSkin • 8,202 views
GlobalSkin premieres an impactful documentary, "S..."

Impressions: 476,000
Engagements: 9,050



Increase of 60 Followers
Totalling 271

Top Performing LinkedIn Engagements

WORLD ATOPIC ECZEMA DAY
Join Us
#InsideAtopicEczemaDay
SEPTEMBER 14, 2022

Mental Health
Itch Physical Burden
Financial Burden Redness
Pain Psychological Burden
#InsideAtopicEczema
Burden of Daily Management
Children Multidimensional Disease
Dermatologists Caregivers
Doctors Burning
Families

WORLD ATOPIC ECZEMA DAY
September 14, 2022
#AtopicEczemaDay

Reach: 12,831
Website Clicks: 138

Reach: 8,112
Website Clicks: 107



Increase of 676 Followers
Totalling 861

Social Network Participation



FUNDAPSO @FUNDAPSO · Sep 14

La picazón que provoca la dermatitis atópica son objeto de malentendidos, y su importancia suele subestimarse. Muchos pacientes describen el picor como una sensación devoradora, más insoporable que el dolor. #InsideAtopicEczema #EczemaDay

WORLD ATOPIC ECZEMA DAY

ENTRO DE LA DERMATITIS ATÓPICA

"Pica y duele la piel todo el día. Debes hacer un gran esfuerzo para tener una vida normal."

- Paciente con dermatitis atópica

Septiembre 14, 2022

British Dermatological Nursing Group @BDNG · Sep 14

World atopic eczema day @IADPO #InsideAtopicEczema #Eczema #EczemaTwitter

Eczema Society Kenya (ESK) @EczemaSocietyKE · Sep 12

The world atopic eczema day Cup 2022

AbbVie Italia @AbbVieItalia · Sep 14

World #AtopicEczemaDay: risponiamo all'iniziativa promossa da @EFA_Patients e @IADPO per diffondere maggiore consapevolezza su questa patologia e mettere in luce le necessità delle persone che ci convivono. #InsideAtopicEczema

WORLD ATOPIC ECZEMA DAY



Tehran Chemie - 2nd Pharmaceutical Co. + Follow

Atopic eczema is one of the most prevalent skin diseases in the world and one of the most under-recognised. Often dismissed as "just a skin condition," patients' needs are not addressed in a supportive and timely manner. ...see more

14 September

World Atopic Eczema Day

Inside atopic eczema

Anala Jamir · 3rd+ Event Management + Follow

#InsideAtopicEczema #AtopicEczemaDay

Calling on individuals, patients, carers, and healthcare professionals to join the World Atopic Eczema Day, 14th September 2022. ...see more

WORLD ATOPIC ECZEMA DAY

September 14, 2022

Have you noticed an increase in the number of people with eczema?

WORLD ATOPIC ECZEMA DAY

#InsideAtopicEczema #AtopicEczemaDay

BIOMAP IMI 108 followers + Follow

How can we improve the quality of life and health outcomes for people affected by #AtopicEczema? ...see more

WORLD ATOPIC ECZEMA DAY

"In BIOMAP we aim at defining relevant and patient-centred outcomes, and at finding clinically useful biomarkers of these outcomes in order to guide and individualize patient management and minimise time to effective treatment. Better screening for earlier detection and prediction as well as individualized use of innovative treatments can make a meaningful difference for patients' health outcomes and quality of life."

Biomap Prof. Stephan Weidinger, Christian-Albrechts-Universität zu Kiel, BIOMAP Coordinator



alergija_lja

WORLD ATOPIC ECZEMA DAY

EFA

UNUTAR ATOPISJSKOG EKCEMA

"Ljudi sa ovom bolešću više nemaju život, izbegavaju da izlazimo ili da se srećemo sa ljudima."

- pacijent sa atopijskim ekcemom

14. Septembar 2022. Međunarodni dan atopijskog ekcema

frankferagine · Follow

epidermia.greece

Πογκόσμια Ημέρα Ατοπικής Δερματίτιδας

#7

Ενυδάτωση:

- Λιπαρή αλοιφή
- Ελαφριά υρέμα

Ανάλογα με την εποχή και την ξηρότητα του δέρματος



Eczema Support Australia September 7 at 12:49 AM · 14

LAST CHANCE TO GET INSIDE OUT. Highlight the burdens of living with this eczema and enter our #InsideAtopicEczema campaign. We are calling on those affected by eczema (patients, their families and community) to submit a photo or short video wearing your clothes inside out to highlight the under-recognised burdens of this disease. Submissions will be combined into a photo exhibition to be released on 14 September to mark #InsideAtopicEczemaDay. And just for sharing your pic, y... See more

Eczema, Asthma & Allergy Ireland September 11 at 10:17 AM · 40

Hi everyone,

I would like to invite you to participate in today's World Atopic Eczema Day campaign called #InsideAtopicEczema. We hope to gain some traction and general awareness by posting biomarkers and photos of eczema sufferers wearing a piece of clothing inside out. This represents the many burdens that we feel such as burden of extreme itch and physical pain, burden on family and caregivers, burden on finances, mental health and daily management.

Skin Sri Lanka September 2 at 11:38 PM · 0

අපේ වර්ෂා දවසා දිනා - සැප්තැම්බර් 14, 2022.

වර්ෂා දවසා යනු වර්ෂාවේ වර්ෂාවකි. අධ්‍යයන පිළිබඳව වාර්තාව, ස්වභාව සහ රෝගවේදි අතින් සාධනය, එය සමස්තව සහ මුද්‍යාවේ මාර්ගෝපදේශ වර්ධනය සඳහා අති වැදගත් පිටිල්ලකි. අපි ඔබ දෙවර්ගිත් මගේම සහභාගීත්වයට සාදා... #InsideAtopicEczema campaign: <https://lnkd.in/g/HUS3DEE1>. See more

See Translation

වර්ෂා වර්ෂා දවසා දිනා (World Atopic Eczema Day) 2022 සැප්තැම්බර් 14

WORLD ATOPIC ECZEMA DAY

INSIDE ATOPIC ECZEMA

"ආරක්ෂාව වීම වීම යුතු නැතහොත්, මම මම ම ආරක්ෂාවට නොමැත්ත"

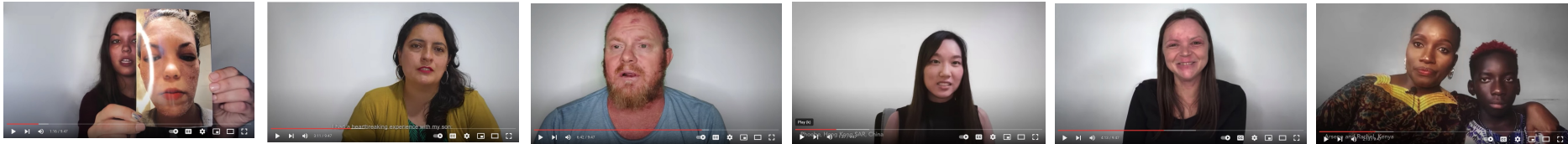
- වර්ෂා දවසා යුද්ධ වර්ෂාවකි.

eczema

September 14, 2022

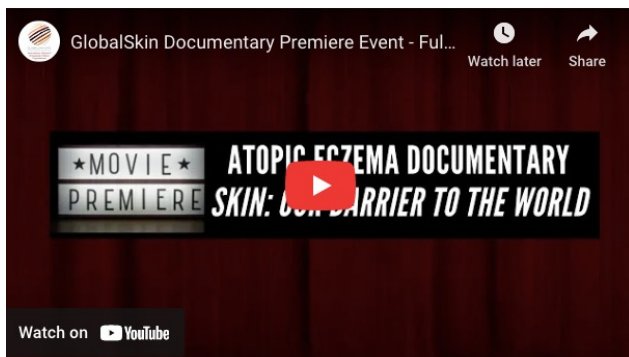
Skin: Our Barrier To The World

The GlobalSkin Atopic Eczema Community took on a significant project this year. We have produced a 10-minute documentary about the Burden of Atopic Eczema as told by six patients living with the condition – each from different regions of the world. Hear stories from people in the United States, New Zealand, Colombia, Slovenia, Kenya, and Hong Kong SAR, China as they discuss the burdens that Atopic Eczema presents in their daily lives. **The documentary reached over 2.1K organic views on our [YouTube channel](#).**



Replay of the Premiere

On September 1st, a Special Film Premiere Event of the documentary was held, as over 100 audience members (patient organizations, patients, stakeholders and partners) watched stories from people around the globe as they shared how the impact of Atopic Eczema presents in their daily lives.



Following the documentary screening, we hosted an interactive panel discussion featuring participants, patient leaders and the film makers who all shared their perspectives on the documentary and what it meant for them to be involved.

It was a powerful and impactful event, bringing together our community that is focused on improving the lives of people with Atopic Eczema around the world.

Total Impressions: 476,000

Total Views: 10,442 on all Documentary-related videos

Premier Event Views: 155

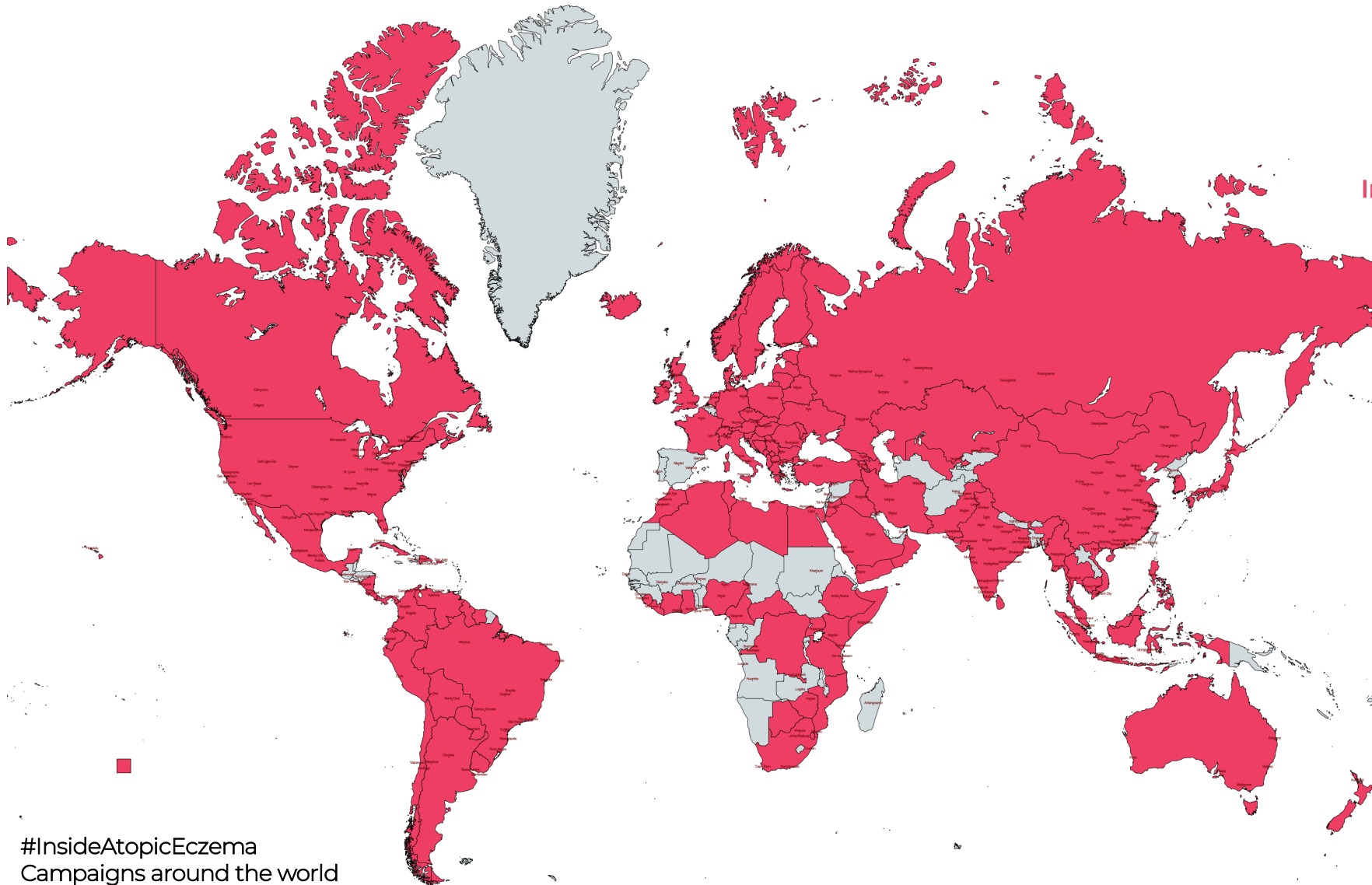
Country Reach: Colombia, Kenya, Slovenia, US, UK, Canada, Netherlands, Hong Kong, Ireland, India, Malta Switzerland, France, Japan, Algeria



Global Campaign Reach

The map shown on this page demonstrates the worldwide reach of the #WorldAtopicEczemaDay campaign through engagement on social media. GlobalSkin, our Members, Partners and other patient organizations around the globe participated in using the hashtag #WorldAtopicEczemaDay #InsideAtopicEczema in their online support efforts.

Most impressions in Bangladesh, India, Ethiopia, Sri-Lanka, Liberia, Rwanda, Venezuela, Philippines, Colombia, Kenya, Slovenia.



DOUBLED+
Country Reach
In 2022 over 2021

#InsideAtopicEczema
Campaigns around the world

World Atopic Eczema Day Fund

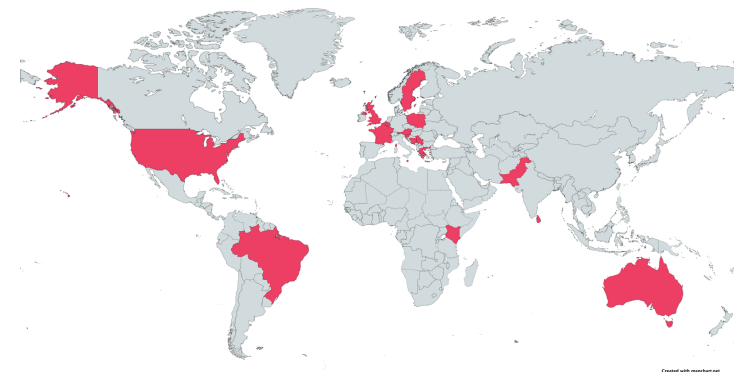


2022 marked the fourth year of the **GlobalSkin World Atopic Eczema Day Fund**. This fund was created to financially assist GlobalSkin Member organizations in the planning and execution of events and activities around this important day. Patient organizations also had resources such as the World Atopic Eczema Day Communications Toolkit which was made available to all GlobalSkin Members that wanted to participate in this important awareness day. The toolkit included key messages, press release templates, event ideas and suggested social media posts.

22 PATIENT ORGS
16 COUNTRIES
4 REGIONS

Australia
Austria
Belgium
Brazil
Bosnia &
Herzegovina
Greece
Kenya
Malta
Pakistan
Poland
Serbia
Slovenia
Sri Lanka
Sweden
United States
United Kingdom

- Allergienet, Belgium
- Allergy & Asthma Network, USA
- AMICUS Psoriasis and PsA Foundation, Poland
- Association of Patients with Asthma, Allergies and Atopic Dermatitis, Bosnia and Herzegovina
- Association Française de l'Eczéma, France
- Austrian Lung Union (Österreichische Lungenunion) , Austria
- Atopikerna, Sweden
- "CDD" - Crônicos do Dia a Dia, Brazil
- Društvo Atopijski Dermatitis, Slovenia
- Eczema Outreach Support, UK
- Eczema Society of Kenya, Kenya
- Eczema Association of Australasia Inc, Australia
- Eczema Support Australia, Australia
- Epidermia, Panhellenic Society of Patients with Psoriasis & Psoriatic Arthritis, Greece
- Global Allergy & Airways Patient Platform, USA
- GPER, USA
- Helping Hands Foundation, Pakistan
- ITSAN, USA
- Malta Eczema Society, Malta
- National Association Allergy and Me, Serbia
- Skin SriLanka, Sri Lanka
- Zavod Atopika, Slovenia



Grant applications were submitted from GlobalSkin Members in the lead-up to World Atopic Eczema Day on September 14, 2022. Projects that supported raising awareness of and/or contributed to building the community during World Atopic Eczema Day were considered for funding. Funded projects fell into two categories: Events Planning and Marketing Support.

New this year, GlobalSkin offered a new Digital Advocacy category with funding up to \$1500 CAD. Members were able to apply for the digital advocacy fund in addition to the regular World Atopic Eczema Day funding categories for a total potential funding of \$4000 CAD.

Campaigns were connected on social media channels using the hashtags alongside other initiatives such as live/virtual events, paid multi-media, giveaways, as well as digital campaigns and advocacy work.

We are grateful to AbbVie, Pfizer, Sanofi Genzyme Regeneron, Bristol Myers Squibb and Eczema Foundation (Corporate Foundation of Pierre Fabre Laboratories), and Leo Pharma for their support.



PIERRE FABRE
Eczema
FOUNDATION



sanofi
REGENERON



“

Celebrating the campaign with one of the seven wonders of the modern world, with open arms, showing that we are not alone, was undoubtedly one of the most exciting moments, added to the countless testimonials from patients who, upon seeing this action, sent messages saying how much they felt represented in this event.

- Bruna Silveira, Crônicas do Dia a Dia

”

GlobalSkin Member Stories



International Alliance of Dermatology Patient Organizations

GLOBALSKIN.ORG



WORLD ATOPIC ECZEMA DAY

AMICUS Psoriasis and PsA Foundation, Poland

This is the first World Atopic Eczema Day organized by our Foundation. By publicizing the event, more patients found us, and we can now help them find a doctor or psychologist. We created a patient database and we will be able to successfully meet the current knowledge, which is very low in Poland. Biological treatments have been available for several months and JAK inhibitors have been available since November. Patients should know about it so that they can live a normal life.

In addition to providing support to the sick and their relatives, we also reach healthy people and build social awareness. Through media activities and participation in debates with experts, we are reaching out to decision-makers who have an impact on drug policy.

We have launched an educational website for AD patients and their relatives: www.azs.edu.pl



AMICUS
PSORIASIS & PsA
FOUNDATION
www.AmicusFundacja.org



Eczema Association of Australasia Inc, Australia

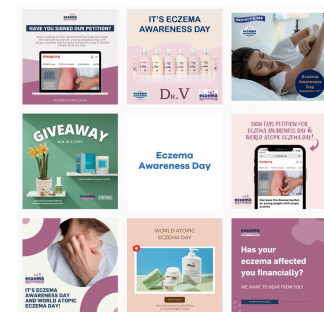
Our campaign aimed to bring awareness to how the condition affects young people at school, or at university. It spoke directly to a youth audience with tips like how to budget – specifically around eczema costs, how to manage your condition at school, easy ways to tell people about your eczema, how to find a support network and materials and assets that can guide you through this difficult time.

This campaign specifically focused on teenagers and young adults, who are soon to be or are financially independent. People who develop eczema as children often have their management paid for and taken care of by a parent, loved one or carer, and feel daunted about taking this on themselves.

We also developed a petition page on change.org that called on the Federal Government to fund more research into the impacts of eczema on young people in Australia, and more support for people suffering from eczema. The petition initially aimed to secure 100 signatures however has now reached over 500 signatures. The goal has now been increased to 1000 people.



eczema association australasia
support education management



Crônicos do Dia a Dia, Brazil

We managed to establish the National Day for Atopic Dermatitis in Brazil by mobilization with the National Congress. In a face-to-face event, we took patients, the medical community and managers to Christ the Redeemer, the biggest symbol of our country, illuminating it with lilac, the color chosen by the patient community as the pain of AD, since the skin, after healing, takes on this color. This event had great national repercussion. Our campaign in Brazil is called Living in the skin.

In addition, we held an exhibition on the yellow line of the São Paulo subway, one of the busiest in the country, with posters explaining skin diseases and bringing life stories of people living with AD. Thinking about young people, who are mostly affected by AD, we made a graffiti mural at Beco do Batman, a place known internationally for street art and with great daily circulation. Besides it, we made a board game about atopic disease in a public school, with high school students.

Celebrating the campaign with one of the seven wonders of the modern world, with open arms, showing that we are not alone, was undoubtedly one of the most exciting moments, added to the countless testimonials from patients who, upon seeing this action, sent messages saying how much they felt represented in this event. - Bruna Silveira, Crônicos do Dia a Dia



Eczema Support Australia, Australia

Building on the success from previous years, this year we ran a virtual exhibition calling for photo submissions from Australians which was then produced into a short video released on 14 September. We were ecstatic to receive numerous submissions and new member submissions to our photo exhibition, not only did our audience share heart breaking photos, they also shared emotional comments and stories about how eczema impacts their life. Entries spanned individuals, families, teenagers right through to a Primary School and Dance School pledging support to raise awareness about the burdens of eczema.

We also launched a [change.org](https://www.change.org) digital petition on World Atopic Eczema Day, 14th September. We are running this petition until early 2023 in order to present the petition and our White Paper report to these decision makers. So far, we have gained 843 signatures along with many insightful comments.



Helping Hands Foundation, Pakistan

We arranged the following activities on a single day to enhance the importance of World Atopic Eczema Day:

- 1) Seminar at Nishtar Hospital Multan - We arranged a seminar where patients, caregivers, pediatricians, attendants and dermatological experts participated and attended the event, and delivered lectures to increase awareness of Atopic Eczema to emphasised the need to advocate.
- 2) We arranged an awareness event at the community center in the community where parents were invited and given an awareness about the Atopic Eczema and what to see and do if they experience any case in their family or relative, how to address it.
- 3) We arranged an event in a Govt. Boys School where children were given the lecture on Atopic Eczema and what to do if they experience any skin problems.
- 4) We arranged an event in a Govt. Girls School where girls were addressed about Atopic Eczema and what to do if they experience any skin issues.

The great success of the World Atopic eczema day is that we shared the forgotten message to the national level where we not only spread awareness but also advocate for the issue. When participants came and appreciated the effort, realized that how much bigger this problem is and how little we are doing towards it.

"I got this disease and nobody in my family and circle were considering it even a disease, they were thinking I am being overly sensitive, thanks to your awareness program now they know." - Atopic Eczema Patient

"I realise that I have seen some cases that had quite similar symptoms, but I didn't care and just treated like simple skin issue, how careless we were." - Junior Doctor



ITSAN - International Topical Steroid Awareness Network, International

We created a video to explain the need to safer labeling on topical steroids - the mainstay drug prescribed for eczema patients. This video had over 3000 views across all of our social media platforms. We held an Instagram LIVE event with live attendees and over 1220 views. We also created the Petition itself which landed at 722 signatures and counting. We have already been able to reference this petition in meetings with government reps at the Hill Day with Coalition of Skin Diseases, as well as in our ongoing communications with the FDA to demand safer drug labels of topical steroids.

There was so much engagement on this issue, and it reaches across so many disease states. Our petition was about better labeling on Topical Steroids. This medication is a first line for eczema patients and the labeling with a lack of dose or dosing instructions create a huge gap for patient safety. This affects our Topical Steroid Withdrawal community acutely, as 95% of our population stated with an eczema diagnosis and prescribed topical steroids.



Did you have the information you needed to make an informed decision about topical steroids?

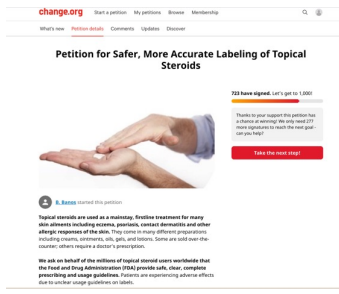
There's something you can do about it on September 14.

Join us for a LIVE on World Atopic Eczema Day so you can learn more.



Kathryn Tullos, ITSAN President and Briana Banos, the Creator of the documentary "Preventable" will discuss the need for topical steroid labeling changes to better inform and protect patients.

Wednesday, September 14



Allergy & Asthma Network, USA

We did a full social media campaign using resources from the GlobalSkin World Atopic Eczema Day Toolkit and did a dedicated email blast with resources for Atopic Dermatitis. Our dedicated email blast sent was sent to 45,253 users and had a 29.4% open rate which is very successful! Part of our mission is to end the needless deaths and suffering through outreach, education, advocacy, and research - this campaign this year helped us work towards that mission through the outreach and education sections."

"It was eye-opening to read and learn about the burden of eczema thanks to the toolkit provided by Global Skin. It helped me gain a better insight into what goes on in someone's life who lives with eczema as well as their family/friends."

- Staff Member at AAN



The image shows a collage of social media content from the Allergy & Asthma Network. It includes a tweet from @AllergyAsthmaHQ dated September 14, 2022, which promotes World Atopic Eczema Day and provides a link to a resource page. Below the tweet are two promotional graphics for 'World Atopic Eczema Day' on September 14, 2022. The graphics feature the text: 'INSIDE ATOPIC ECZEMA "The whole day your skin feels itchy and painful. You have to do your very best to function normally." - Atopic eczema patient' and 'Today is World Atopic Eczema Day'. The graphics also include a 'Tweet' button and a 'Like' button.

Global Allergy & Airways Patient Platform, Austria

On World Eczema Day 2022, GAAPP launched the Atopic Dermatitis Caregivers Academy, a series of testimonial videos to educate caregivers and family members who face a recent Atopic Dermatitis diagnosis. GAAPP has partnered with caregivers, patient advocates, and experts to deliver these short videos that cover the most important aspects of being a caregiver of a person living with Eczema.

The aim was to provide guidance to caregivers worldwide and help to provide vitally needed information on how to face a new Eczema diagnosis with your loved ones. These videos will be a permanent asset in GAAPP digital channels. The topics have been chosen based on the testimonials collected during our 2021 World Atopic Eczema Day Campaign: <https://gaapp.org/waed2021/>



Atopikerna, Sweden

The week contained activities such as participating in a podcast, following a young person with atopic eczema in her everyday life, a national report release, broadcasting of a live webinar, spreading survey results on a) members perceived quality of care and their wish for improvement in atopic eczema care b) responses from Swedish regions on their treatment offers in atopic eczema care.

Our organization's goal during 2022 has been to focus on children with atopic eczema and the family perspective, to strengthen the families and give them tools to manage atopic eczema and improve the quality of life.

*"The webinar really contained all of that and much more."
Thank you for all your hard work. The webinar was great, on a good level and gave me so many new insights. It feels good and safe to not be alone in this chaos." - A mother to a child with atopic eczema*



Association Française de l'Eczéma, France

For World Atopic Eczema Day 2022, we planned and carried out:

- A podcast of testimonials from patients who live positively with the disease and sport;
- A 20 minute TV show
- One issue of our Eczema Magazine: Eczema and environment
- One solidarity race, the third PEAUpositive Race, to encourage patients to practice sport again.

The Association Française de l'Eczéma has been working for several months on The Barometer of the Care Journey measured in the same patients every 2 years, with 1000 French patients, to highlight the path taken by patients with atopic eczema and the challenges they face, from the first symptoms to being diagnosed, and then on their long journey towards treatment.

Our ambition will be to measure the repercussions of atopic eczema on the patient's quality of life and the burden of the disease and to suggest ways to improve management. For the first time in Europe, we will be able to follow the evolution of the patients' care journey and their feelings. The results were presented in an online conference on Wednesday, September 14.

"Our family is very happy to have taken part in the adventure challenge PEAUpositive Race with Romain Magellan, a former professional rugby player and sponsor of the association.

We enjoyed the activity all together. What a joy to see that we are not alone in facing the disease. Thanks to the French Eczema Association!" - PEAUpositive Race participant



Global Parents for Eczema Research (GPER), USA

On World Atopic Eczema Day, GPER provided the opportunity for those to share their stories about the mental health impacts of eczema – on children and on parents. There were two ways to join the campaign:

Share a “High and Low” moment or describe an experience by posting a “Dear Eczema” letter that explains one's mental health journey. The caregivers in our community were able to express their thoughts and feelings by sharing their story of the mental impacts of their child's eczema. This helped inspire other caregivers to publicly share their own stories.

"This was such a great outlet allowing me to express myself creatively during such a horrible time our lives."
- Campaign participant



Join our CAMPAIGN!

- (1) Share your "Highs & Lows" to describe your experience!
- (2) Write a "Dear Eczema" letter to show your mental health journey!
*read an example letter from Kerl on the next slide!

Make sure to tag us @eczemaparents, @eczemaresearch, or @GlobalParentsforEczema Research wherever you post so we can re-share!



Epidermia, Panhellenic Society of Patients with Psoriasis and Psoriatic Arthritis, Greece

In the frame of World Atopic Eczema Day on September 14th, the Panhellenic Patient Association, Epidermia, informed the patients in an easy and understandable way about the everyday challenges of patients living with Atopic Eczema, and suggest practical solutions and tips in order to help the patients to cope with the disease. The tips and the advice was presented in the form of posts and stories on Epidermia's social media channels. Moreover, we gathered all the tips and created a video for our YouTube channel.

The tips were taken by the European Academy of Dermatology and Venereology (2019), Information Leaflet for Patients. EADV Atopic Dermatitis Task Force/ European Task Force on Atopic Dermatitis (ETFAD).

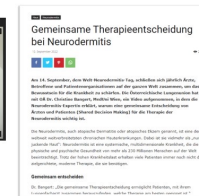
Additionally, we published a press release and our action was known to the public. We used the cards from GlobalSkin and the Word Atopic Eczema Day logo as a base for our posts and stories.



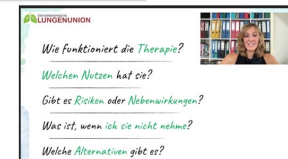
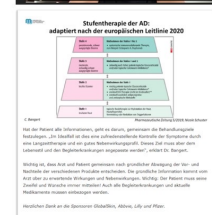
Austrian Lung Union, Austria

We invited patients to view new patient information online and hosted an additional patient information event led by a very well known dermatologists for the University Hospital of Vienna.

We also focused on shared decision making: physicians becoming more aware about shared decision making and appreciating the work we contribute in training and informing the patients; patients start to ask questions about how to participate and have less fear about asking questions about their therapy.



<https://www.lungenunion.at/gemeinsame-therapieentscheidung-bei-neurodermitis/>

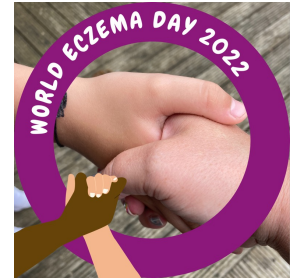


Eczema Outreach Support, United Kingdom

We held an online webinar on World Atopic Eczema Day with two health psychology doctors focusing on mental health and wellbeing with children and young people with eczema. The free session was focused on how to cope with the condition including talking with peers, dealing with visible symptoms and engaging with healthcare professionals.

Feedback from parents is that the event was well needed. While we have ran webinars in the past, these have focused on the physical impact of eczema but this one very much focused on mental wellbeing and ways to help children feel comfortable dealing with HCP. They feel the mental impact of having a visible condition is often overlooked but has one of the biggest impacts on young patients. Speaking to our young people members, they said the mental impact of worrying how their skin looks or what people think can be just as tough as the physical impact.

We created a page in on our website to encourage advocacy. We had details on how to contact your local representative via email and Twitter and encouraged people to send photos of them holding their child's hand in our special WAED frame. We also Tweeted policy makers ourselves during the week alerting them to the "You Can Hold My Hand Campaign".



More than skin deep: eczema and children's wellbeing

Join us on September 14th at 8pm for a free webinar with Dr Guest, Dr Ghio and the EOS team



Institute Atopika, Slovenia

On Wednesday, September 14, the Institute of Atopika raised awareness about atopic dermatitis in the center of Maribor on Trg svobode, where patients could consult dermatologist Jurije Plaznik, dr. spec. dermatovenerologist. The event was attended by a dermatologist, a psychologist, a medical student-patient, industry partners from whom patients could receive testers of skin care ointments. We provided the children with workshops and a play/reading room. The event was also supported by a music group.

Part of the event took place on social media in the form of a media campaign. The call for our project was to get videos from patients and parents of children with atopic dermatitis explaining how serious the disease atopic dermatitis really is. We wanted to point out that patients need holistic, multidisciplinary treatment; that we need to be treated by a dermatologist and not by a different one each time; that we need to get changes from policy makers regarding reimbursement for medications such as antibiotic creams, lotions, etc.; that atopic eczema is not an infectious disease and that we need the medical community to show more empathy. We are very satisfied with this year's event, especially because a media campaign was conducted in which patients and their relatives actively participated.



Skin SriLanka, Sri Lanka

With the current drastic Sri Lankan economy recession and having lot of financial and political issues we were able to help more than 400 extremely poor Sri Lankan rural folks with a very successful medical health camp with all the necessary medications and education advice through leaflet distribution. In some parts of the Sri Lanka where there are not many resources, rural poor people are having great difficulties. Sometimes they don't have enough food to eat and other necessities are no point of mentioning. After a 2.5 hour journey from Colombo we were able to start this clinic at about 9.30 am and finished it about 6.30 pm.

This year is a memorable year to Skin SriLanka because we were able to reach more people (public and patients) through our website as well as physically and were able to introduce our organizations goal to more people.

"In today's this extremely difficult times, this health camp is a great relief for all of us. We should convey our gratitude to Skin SriLanka & its parent organization GlobalSkin."
– testimonial from several attendees from Handapanagala, Sri Lanka



National Association Allergy and Me, Serbia

This year, our association Allergy and I celebrated the International Day of Atopic Eczema with a large number of activities.

1. We took a joint photo of the wardrobe turned inside out, which indicates a lack of understanding of the problem of this leather diseases
2. We organized a performance carrying posters with messages that indicate the problems we deal with in our daily lives.
3. The association organized over 150 free examinations by dermatologists, allergists and pulmonologists and allowed everyone to try the best options for the treatment of atopic eczema.

4. In the coming days, the Association will address the official institutions with an initiative to increase the therapeutic possibilities for the treatment of this disease. 99.9% of drugs and treatments for the treatment of atopic eczema are at the expense of the patient themselves and this must change.

5. The association, as always, thought of patients from all over the country and organized rich educational content. Educational texts, interviews with doctors, webinars.



Allergienet vzw, Belgium

World Atopic Eczema Day has become a bit of a tradition for us. Since we want to give everyone the opportunity to participate in our event that day, we always hold our event at a different location in Belgium. This year, we concentrated our communication campaign primarily on our social media channels. We made grateful use of the social cards, it was easy to translate the blank cards into Dutch and take over the various themes. We also made use of a promotional video and, as usual, a separate campaign website. In total we had just over 120 registrations.

Our program consisted of the following; 'The cost of living with eczema' by Tinne Hermans where she discussed the various dimensions of the burden of disease, ending with the screening of Atopic Eczema Documentary: Skin Our Barrier to the World. Then we gave the floor to Dr. Vandersichel. She is currently conducting research into the relationship between stress and eczema. Then I had the honor of speaking to our audience about patient-driven innovation. Specifically for atopic eczema with, among other things, 'big ideas for eczema challenge' and an introduction of our own eDerma app. Then we got to listen to Professor Dr. Gutermuth who gave us a very interesting explanation about the new treatment options and answered the many questions from the public. Afterwards we concluded the evening with a small reception and very interesting informal conversations. It was great fun talking to so many fellow patients and hearing their stories.



Društvo Atopijski Dermatitis, Slovenia

For this years World Atopic Eczema Day, we organised a live event including three lectures from doctors, one round table with patients and doctors and a lecture from social worker about living with atopic eczema. We also launched a video game created specially for this event, for raising awareness, as a learning tool, to make it fun to get to know the risk factors. And a month leading up to the event, we also made a storytelling campaign through social media.”

Finally an event with a lot of helpful information and most of all with all people, doctors and others, who have a heart, who really care. I feel like I finally came home. (Caregiver of a 6 year old eczema patient)





Eczema Society of Kenya, Kenya

This year we hosted a football tournament , a virtual meeting for a selected number of women's groups from Nairobi and a talk and essay competition at a school. It is important that school-aged children are able to understand eczema, not bullying each other. People have called us to just thank us for helping working with the public on Eczema awareness. Our social media platforms are gaining more followers by day because of the impact of our work. Empowered people ready to face the world and we had a whopping 56 attendance of our virtual meeting; the football tournament involved over four teams which was a major achievement; and the school training was also well attended.

We also had an online petition on going, to compel the Government to waive taxes on emollients and creams used for the treatment and management of Eczema and other dry skin conditions <https://www.change.org/p/petition-to-lobby-the-moh-kenya-and-kra-to-waive-taxes-on-creams-and-emollients>



Association of Patients with Allergies, Asthma and Atopic Dermatitis, Bosnia and Herzegovina

This year we focused on raising awareness and advocacy with an online coffee chat with patients about skin care, and online letters to Ministries about biologics therapy and its importance for the patients since it is not available in BiH. We held meetings with policy makers and rolled out a digital campaign.

Besides raising awareness, we hosted an in-person event offering free check ups and free emollients for more than 100 patients. We received a promise from the Ministry of Health that the new budget with the new administration after election in October will push this topic to be discussed.

We are the most-proud of the power of our more than 11 000 patients community who is willing to support and share their stories. We are proud on our effort with policy makers and possibility to continue our discussions about biologics. We are proud of our advocacy and impact in world atopic eczema branding since now pharmacies, hospitals, and media started to communicate on this day."

"The most precious is when you feel understood, that you are not alone, that someone feels you and shares your pain. Thank you for this initiative, we started to believe again that we can improve our condition as a family with two patients with atopic dermatitis." - Amina Ramic



UDRUŽENJE PACIJENATA S ALERGIJAMA, ASTMOM I ATOPUSKIM DERMATITISOM



Thank you to our Partners for your support and participation!

