



WORLD  
ATOPIC ECZEMA  
DAY

**STRONGER TOGETHER.**

September 14, 2020 | World Atopic Eczema Day

# World Atopic Eczema Day 2020 Campaign Report



GLOBALSKIN.ORG

International Alliance of  
Dermatology Patient  
Organizations

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 wellbeing can be severely impaired by the disease.

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

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

September 14, 2020 marked the third annual World Atopic Eczema Day! This year's campaign focused on patients and families and asked the question "How do YOU care for atopic eczema?". Everyone who is affected by atopic eczema was invited to share their experiences, some of which were stories of joy and support, but also included those of suffering and compassion.

GlobalSkin and the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) developed a Communications Toolkit for use by patient organizations to help raise awareness for this disease with a common voice. The toolkit included key messages, event ideas and was made available in 12 languages. Messaging included working together with patient groups across the globe and uniting for action on the disease.

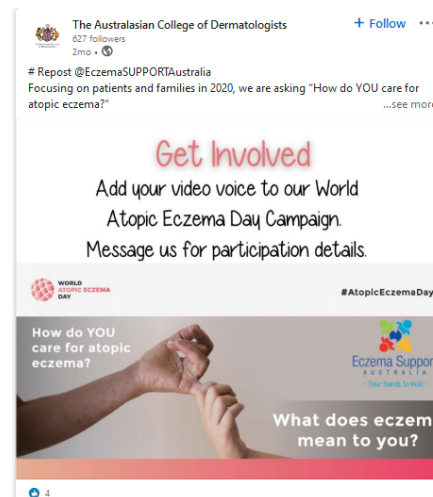
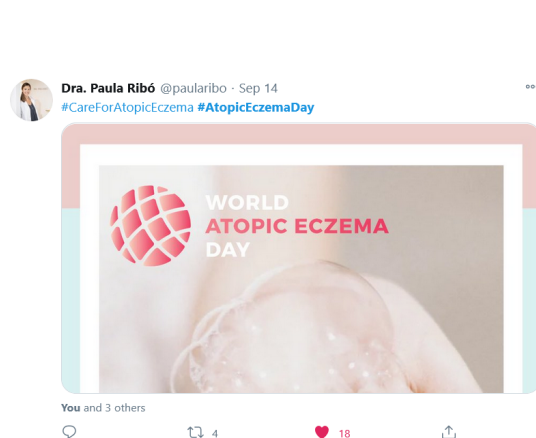
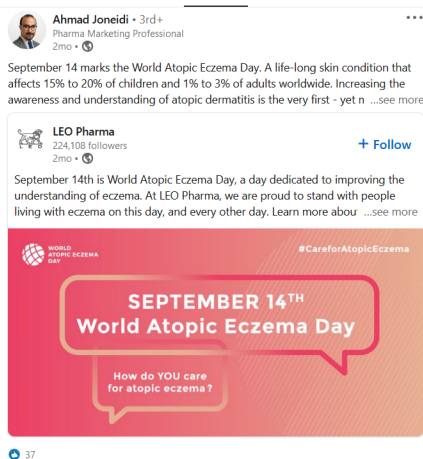
The 2020 Campaign also invited health care professionals and decision makers to join the initiative and to share how they support atopic eczema patients all over the globe.



# Overview – GlobalSkin Campaign



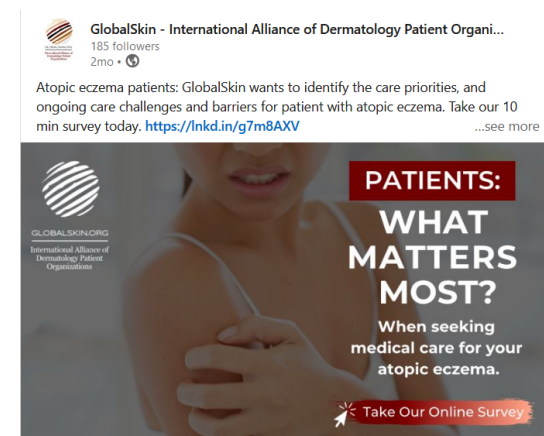
Despite the coronavirus pandemic that has gripped the world in 2020, engagement in World Atopic Eczema Day was far reaching. Participation was seen from patients, patient organizations, healthcare providers, industry partners, dermatology societies and many other stakeholders from the United States, Philippines, United Kingdom, Netherlands, Kenya, Australia and everywhere in between.



In 2020, GlobalSkin ran an extensive social media campaign on existing channels like Facebook and Twitter, but also added two new channels, Instagram and LinkedIn to outreach efforts. The paid portion of the campaign included ads on Facebook, Twitter and Instagram, with an overwhelming amount of engagement. GlobalSkin grew followers on all channels and reached a brand-new Instagram audience.

The GlobalSkin Campaign also included a Care Priorities Survey developed as an initiative of our Atopic Eczema Community. The survey was designed with the purpose of identifying the care priorities, and ongoing care challenges and barriers, for people living with atopic eczema.

The survey was shared globally and was highlighted during GlobalSkin's month-long World Atopic Eczema Day awareness campaign. Over 300 atopic eczema patients and caregivers took part in the survey with particularly high involvement in the Philippines.

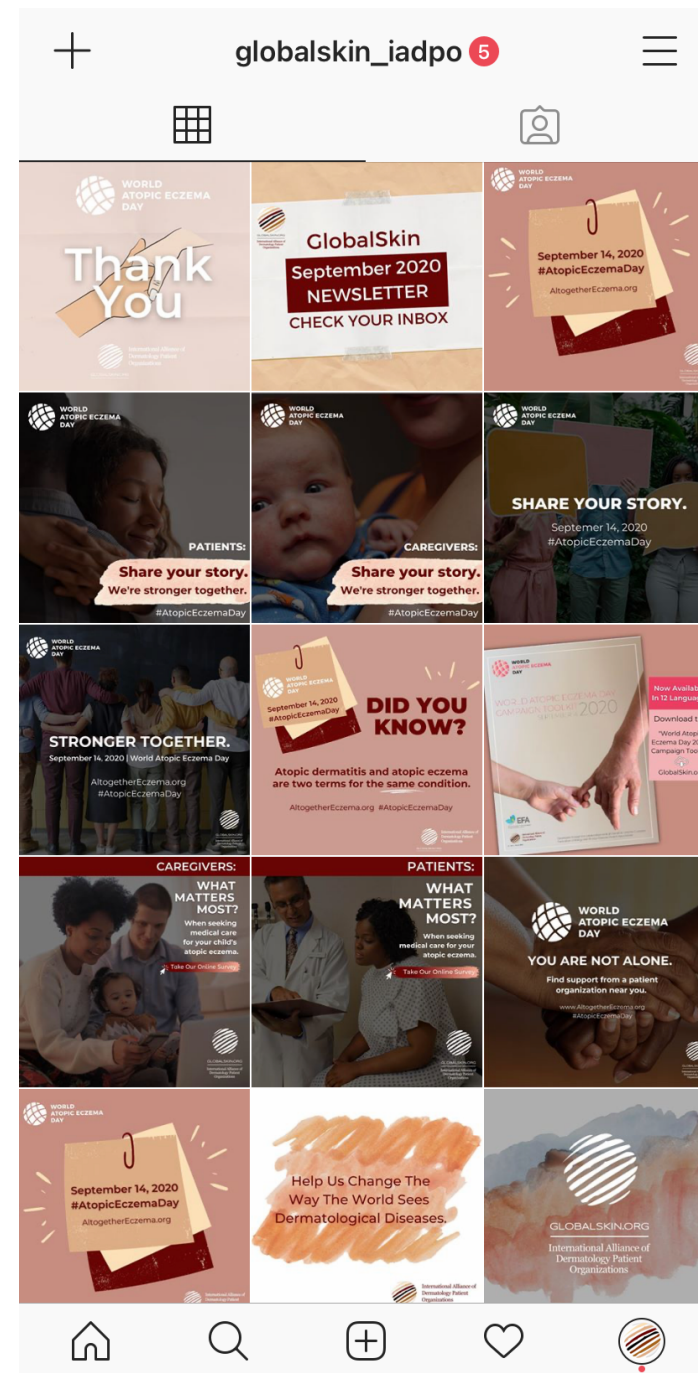


# Overview – GlobalSkin Social Media Campaign




## KEY SOCIAL MEDIA METRICS:

- 2.72M Total Impressions (Twitter, Facebook, Instagram)
- 1.81M Impressions Twitter
- 1.2M Impressions Facebook/Instagram
- 24,190 Post Engagement – Facebook
- 25 countries reached by GlobalSkin posts
- Most impressions in Philippines, US, Canada, UK, France, Australia, Netherlands, Kenya
- Increase of 8352 Followers on Facebook (Totalling 25,155)
- Increase of 854 Followers on Twitter (Totalling 1875)
- New Instagram Channel (115 followers)
- Re-engaged LinkedIn Channel (185 followers)
- 300 Completed Patient Care Surveys Worldwide



## Top Performing - Engagements

	Reach	Engagements
	47,873	19,145

## Top Tweet

**Top Tweet** earned 8,203 impressions

Did you know that [#atopicdermatitis](#) and [#atopiceczema](#) are two terms for the same condition? [#AtopicEczemaDay](#) is coming up - learn more about this campaign and show your support. [#eczemaawareness](#) [#eczema](#) [pic.twitter.com/jzr8xj8D5l](https://pic.twitter.com/jzr8xj8D5l)






SEP 2020 SUMMARY

Tweets	40	Tweet impressions	1.81M
Profile visits	6,900	Mentions	80
New followers	832		



## Top Performing - Reach

	Reach	Engagements
	699,137	10,169

Increase of **8352** Followers on Facebook (Totalling 25,155)  
 Increase of **854** Followers on Twitter (Totalling 1875)

# Patient Organization Participation



The World Atopic Eczema Day Communications Toolkit was made available to GlobalSkin Members and any organization, patient or stakeholder that wanted to participate in this important awareness day. The toolkit included key messages, press release templates, event ideas and suggested social media posts. The following is a list of patient organizations that utilized the toolkit in their 2020 campaigns.

33 PATIENT ORGS  
20 COUNTRIES  
4 REGIONS

Argentina

Australia

Belgium

Brazil

Canada

Colombia

Czech Republic

Denmark

France

- Allergy UK (United Kingdom)
- Allergy Foundation South Africa (South Africa)
- Alergija i ja (Serbia)
- Asociación de Afectados por la Dermatitis Atópica - AADA (Spain)
- Associação Dermatite Atópica Portugal - ADERMAP (Portugal)
- Asociación de Dermatitis Atópica - ADAR (Argentina)
- Association Francaise de l'Eczema (France)
- Associazione Nazionale Dermatite Atopica – ANDeA (Italy)
- Atopikerna (Sweden)
- Atopic Eczema Association - AEF (Denmark)
- Autoimmune Related Diseases Association (United States)
- Brazilian Society of Dermatology (Brazil)
- Canadian Skin Patient Alliance (Canada)
- Asociación Civil para el Enfermo de Psoriasis - AEPSO (Argentina)
- Eczema Support Australia (Australia)

33 PATIENT ORGS  
20 COUNTRIES  
4 REGIONS

Ireland

Italy

New Zealand

Russia

Serbia

South Africa

Spain

Sri Lanka

Sweden

United Kingdom

United States

- European Federation of Airways and Allergies Patient - EFA (Belgium/All Europe)
- Eczema Association of New Zealand (New Zealand)
- Eczema Association Australasia Inc - EAA (Australia)
- Eczema Outreach Support - EOS (United Kingdom)
- Eczema Society of Canada (Canada)
- Fundacion de Apoyo al Paciente con Psoriasis y otros Enfermedades de la Piel - FUNDAPSO (Colombia)
- Global Allergy and Asthma Patient Platform (Global)
- Investigación en Alergias y Enfermedades respiratorias INAER (Argentina)
- Irish Skin Foundation (Ireland)
- International Topical Steroid Awareness Network - ITSAN (USA/Global)
- National Eczema Association (USA)
- Ospedale Israelitico (Italy)
- Respiriamo Insieme - RI (Italy)
- Skin Sri Lanka (Sri Lanka)
- Skin and Allergic Diseases (Russia)
- Sociedad Latinoamericana de Alergia, Asma e Inmunologia - SLaaI (Ibero-America)
- Spanish Association of People with Food and Latex Allergy - AEPNAA (Spain)
- Topical Steroid Withdrawal Syndrome Support – ITSAN (United States)





# World Atopic Eczema Day Fund

2020 marked the second 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. We are grateful to Sanofi Genzyme Regeneron, LEO Pharma, Pfizer, and AbbVie for your support.

Grant applications were submitted from GlobalSkin Members in the lead-up to World Atopic Eczema Day on September 14, 2020. 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: Planning/Hosting Events and Marketing Support.

## The 2020 World Atopic Eczema Day Fund Supported:

- 14 Patient Organization Projects
- Located in 10 different countries: China, Slovenia, USA, Kenya, Sri Lanka, UK, Serbia, Australia, Belgium and Austria
- Each project was funded up to 2000 CAD each

“  
Thanks to this Fund, we were able to create higher quality content for our members which was particularly significant this year with our campaign being fully virtual.

- Cheryl Talent  
Eczema Society of Australasia

”

## China AD Family (China)

Online Presence:

WeChat Channel 7 posts, 2046 views, 100 shares

How the Funds Helped:

Website build, design and operation; article-writing; data analysis

<https://chinaadfamily.org.cn/sy>



We launched the China AD Family website on the day in order to touch more potential atopic dermatitis patients and enhance public and patient's atopic dermatitis disease awareness, improve diagnosis and evaluation and self-management capability. Several activities were posted on the website and WeChat including Real Patient Stories, Patient Education, and a Junior Dermatitis live broadcast. Many thanks for your full support on World Atopic Eczema Day in China.

## Drustvo Atopijski Dermatitis (Slovenia)

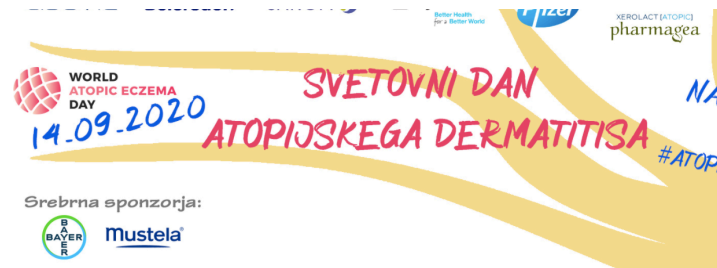
Online Presence:

Facebook 33 posts, 64,970 views, 746 likes

Instagram 20 posts

How the Funds Helped:

Printing costs of brochures and books of patient stories



We conducted interviews with patients and caregivers and put them together in a book of stories which we also gave out to decision makers, companies, doctors, and pharmacies. We made an online campaign with T-shirts, which we turn inside out for the support of all the atopic patients. We also appeared in the paper, on radio and TV to give statements about atopic eczema, about World AD Day and about our association.

To be able to communicate with different decision makers and doctors really pointed out where our challenges lie. Finally, a center for atopic dermatitis in Slovenia is being considered, which was an idea that came from us "being loud".

## Global Parents for Eczema Research (USA)

Online Presence:

Facebook 36 posts, 13,000 views, 966 likes


Instagram 36 posts, 2112 likes, 710 comments, 89 shares

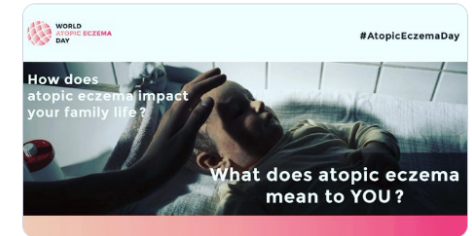
How the Funds Helped:

Graphic design of social media posts, prizes for caregivers, paid boosted posts, postage.

We invited caregivers of children with eczema to share their personal stories and experiences on their public timelines on Facebook and Instagram on Sept. 14 and offered prizes for the most impactful posts. These were incredibly emotional, moving, and raw stories that generated a lot of interaction and traffic. All were reposted to the GPER Page and shared as Instagram stories as a "gallery" of stories, which we invited people to view via Twitter as well.

We had a big turnout and lots of engagement. We were really happy with how the day went. Please check out our caregiver stories at: [www.facebook.com/parentsforeczemaresearch](https://www.facebook.com/parentsforeczemaresearch).

 **Global Parents for Eczema Research** @eczemaresearch · Sep 14  
For #AtopicEczemaDay, #GPER has created a gallery of caregiver stories that highlight the intimate struggles of battling #eczema in children. They are raw and real and moving. See: [facebook.com/parentsforeczema](https://facebook.com/parentsforeczema)... #atopicDermatitis #eczemacaregiver



## International Topical Steroid Awareness Network (USA)

Online Presence:

Facebook, Twitter and Instagram 12 posts, 1000+ impressions per post

How the Funds Helped:

We hired a film maker to produce 5 short videos, as well as 5 print ads, "boosted" Facebook ads, Zoom platform.

We held a webinar and live Facebook stream, as well as posting short videos and memes. Our webinar featured an eczema/topical steroid withdrawal sufferer with a large social media following. She has appeared on TLC's "Save my Skin" and is creating a documentary chronicling her eczema/TSW journey. Our posts featured myths vs facts to share with friends and family, and short videos highlighting the eczema experience socially, financially, emotionally, and physically.

We are a small non-profit, and to see numbers in the 20 - 40 thousands engaging with us was a real treat. We are so grateful that this grant allowed us to reach more people and raise awareness.



## Eczema Society of Kenya (Kenya)

Online Presence:

Facebook 35 posts, 418 likes, 130 shares

Whatsapp 180 views

Webinar 427 attendees

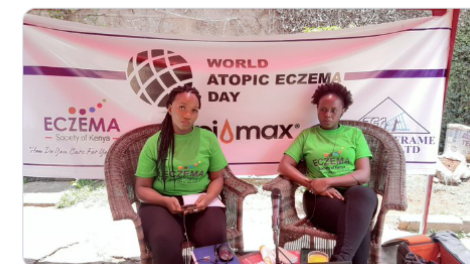
How the Funds Helped:

Zoom account, paid media outreach, incentive materials, internet costs for participants

We held a two-day virtual event held on 14th and 15th September 2020, from 12:00pm - 2 pm, streamed live on zoom and Facebook. The objective was to mark World Atopic Eczema Day for 2020, whose theme was "How do you take care of your atopic eczema?" We were able to bring together a team of eight panelists participating on both days, sharing their expertise, knowledge, experiences, answering questions, concerns, and emerging issues.

Participants commended the Eczema Society of Kenya for the good advocacy work, they are doing. They advised that they should target a wider audience - the vulnerable groups in the society who do not have access to such opportunities. The guest dermatologist advised participants on the importance of knowing your triggers and observing proper diet and hygiene, and the need to take an allergy test for identifying Eczema triggers. We had participants volunteering to share their experiences and journey with atopic eczema on both Facebook and zoom (as a panelist), highly motivating others who identified with their stories.

**Eczema Society Kenya (ESK)** @EczemaSocietyKE · Sep 14  
Know your triggers in order to buy the specific products for your skin.  
#Eczema. #livingwithEczema @EczemaSocietyKE @Hot\_96Kenya  
@eczema\_less @oureczemastory1 @EczemaNoMore



## Skin Sri Lanka (Sri Lanka)

Online Presence:

Facebook 4500+ reach

How the Funds Helped:

Hosting in-person clinics in remote regions, boosted posts

We started our WAED program one month before, with the education of our community with the everything about Atopic Eczema in our native language (Sinhalese) on our official FB page SkinSriLanka. We gave a media conference about the importance of WAED and good media coverage through the TV and prominent news papers in Sri Lanka. Our special Atopic eczema clinic on the WAED held in deep down south of Sri Lanka place called Morawaka in Galle district where the health facilities are very poor. More than 200 atopic eczema patients were attended with about 100 care takers. All most all patients were seen by a Dermatologists and treated accordingly with specific advice related to atopic eczema.



## Allergy and Asthma Network (USA)

### Online Presence:

Facebook 2118 reach, 15 shares

Twitter 2202 engagements

E-newsletter 38 000 deliveries, 5880 opens

### How the Funds Helped:

Paid social media ads, boosted posts

We worked with allergist Purvi Parikh, MD, to post an article titled “What’s Causing My Eczema? 6 Common Triggers,” highlighting that Sept. 14 is World Atopic Eczema Day. We also spotlighted an “Ask the Allergist” video with allergist Stanley Fineman, MD, who discussed how to stop the itch-scratch cycle associated with chronic eczema. We posted the content on AllergyAsthmaNetwork.org, promoted it on social media and shared it in our monthly E-newsletter. We supplemented our own World Atopic Eczema Day messaging and social media posts – Facebook, Twitter and LinkedIn – with posts provided by GlobalSkin.



## Eczema Outreach Support (UK)

### Online Presence:

Facebook and Instagram 221 601 reach, 520 shares

### How the Funds Helped:

Facebook and Instagram ads, plus boosted posts

Eczema Outreach Support held an online webinar with a dermatology nurse consultant for members and the general public. We also filmed a follow up video with the nurse, answering additional questions and posted on YouTube and our website. We also held an online event for members aged 11-17 with a dermatologist answering their questions and we premiered our new school animation on eczema that will be shown in secondary schools which featured the voices of some members. When polled, 89% of webinar attendees said it helped them to feel more supported to deal with their child's eczema. We had national newspaper coverage in The Mirror and Belfast Telegraph. As a result of this, Eczema Outreach Support had new members join having seen the news articles.



### Eczema Outreach Support @EczemaOutreach · Sep 12

You can show your support for World Eczema Day on Sep 14 by adding our frame to your Facebook profile picture. Just click the image and select 'use frame' to add to your photo.

[#eczemaoutreachsupport](#) [#eczema](#) [#eczemahelp](#) [ow.ly/dWZL50BeArU](https://ow.ly/dWZL50BeArU)  
[@IADPO](#)

## Allergy and Me (Serbia)

### Online Presence:

Facebook 49 posts, 59 183 views, 3968 likes, 96 shares

Instagram 38 posts, 79 105 views, 3985 likes, 79 shares

Twitter 17 tweets, 1626 impressions

### How the Funds Helped:

Equipment and scenography rental, media wall, atopic eczema brochures, printed materials, photo exhibition, materials for kids' workshops, designer for printing and publishing materials.

We published a Literary Competition in which patients shared with us personal experiences in the form of a story that we published on our website. We have collected 10 quality stories, which we published in an online book. We opened an author's photo exhibition (14 photos + 4 posters with messages) with messages explaining the everyday experience of living with atopic eczema. After the opening, it will be presented at the Clinic for Dermatology of Serbia, and after that in other cities in Serbia. We organized free examinations by dermatologists and allergists for patients, which are the main event for patients this year as well, due to the impossibility of treatment and the difficulty of diagnosis, especially now at the time of Corona virus. A panel discussion was held in which mothers of children with atopic dermatitis shared their stories, and at the end of the event we prepared a motivational speech by a young patient who spoke about her treatment for atopic eczema and supported young people to take care of their skin. Together with our associates and experts, we have written 13 educational texts for our website that will cover topics that no one has previously written about.

I think that this year we have moved the line of understanding atopic eczema in Serbia. I am very proud that our content will continue to live in the future, and not just for one day a year.



## Institute Atopika (Slovenia)

### Online Presence:

Facebook 97 posts, 49 303 views, 9859 likes

### How the Funds Helped:

Graphic design for event, filming and live stream, event coordinator.

Our event lasted for 3 days. Dermatologist doc. dr. Maruška Marovr, dr. med. gave free consultations for patients. We gave one interview on television, one on radio and 4 interviews for written media. For the educational part of the event, we organized a congress for the patients with atopic dermatitis, their loved ones, the general public and medical doctors. At the congress we held lectures from three dermatologists, allergist, pediatrician, skin- gut microbiota researcher, psychologist and pharmacist. We also hold a round table where adult patients and mother of children that suffer with AD explained how their life looks like and what is the rate of their life quality. We held the congress in person and online. We also had activities take place at the Maribor City Park where we organized numerous workshops. We held relaxing sound bath (with gong, drums and other holistic instruments), foot reflex therapy to aid the organism with atopic dermatitis and guided meditation.

I have to say that everything was successful. The most successful was the round table where patients told their stories. Even the doctors that see those patients every day were speechless. The patients were grateful that all three days they could communicate with the doctor on a personal level.



## Eczema Support Australia (Australia)

Online Presence:

Facebook 18 700 reach

How the Funds Helped:

Video filming, editing and social media planning and implementation. Management and promotion of eczema community participation. Promotion of social media posts.

We invited those affected by atopic eczema to share their experiences on the impact of eczema and how they manage to live with this condition in Australia. Our activities involved collating a number of short video messages from around Australia and sharing these through our social media networks. We made it easy for participation by providing a detailed instruction video and sheet then utilized a professional filmmaker to edit and compile the videos. In total, we produced 10 short videos plus an instruction video and 4 still images to use along with the graphics supplied by Global Skin.

The videos will contribute to more understanding in our community, in our healthcare system and with our policy makers. It was empowering for our members to get involved in front of the camera and share their tips, experiences and challenges.



## Eczema Association of Australasia (Australia)

Online Presence:

Facebook 3635 reach, 134 engagement

Instagram 4159 reach, 3909 engagement

Twitter 11700 reach, 221 engagement

How the Funds Help:

Preparation and filming of two informational digital videos

The Eczema Association of Australasia Inc (EAA) requested funding for professional filming of two promotional informational videos for upload to their AU & NZ social media platforms. One video was for a professional overview of eczema from Dermatologist, Dr Leona Yip and one was a patient case study from EAA member Kerry Patterson who has children with eczema, both highlighting the themes and messages for World Atopic Eczema Day 2020 and encouraging EAA & EANZ members, members of the public in Australia and New Zealand, and other interested parties to reach out for the appropriate help required from the appropriate source – whether locally or overseas via GlobalSkin.





## Allergienet, Belgium

### Online Presence:

LinkedIn 1 post, 465 views, 31 likes

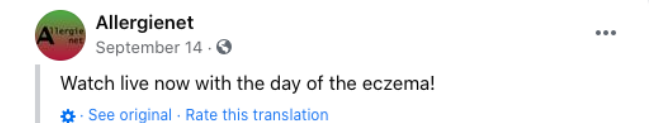
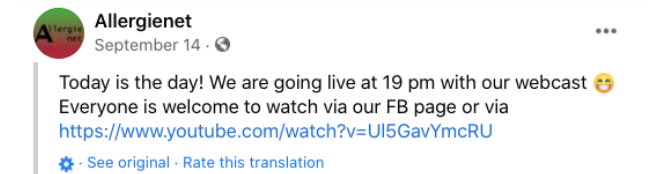
YouTube 2 posts, 22431 views

Facebook 19 posts, 242 comments, 1233 reactions, 55 shares)

### How the Funds Helped:

We were really challenged due to Covid19 to organize our World Atopic Eczema day. We decided to host our event virtually by organizing a panel talk with caregivers and patients to talk how they care about AD and to share their experiences followed by a presentation about AD. We rented a small hall to guarantee the safety of all panel participants and took extra Covid19 measures and transformed this location into a safe recording studio.

We were joined by a Belgian celebrity medical professor who is also AD patient and we called in the help of the co-host of the most popular webcast/podcast show in Belgium (the local Joe Rogan) to help us record and host the panel talk. After the panel talked, we had a presentation by the well know Belgian Dermatology professor Lapeere who presented our audiences with information about AD and about new treatment options now and in the future available in Belgium. We also launched a petition during our première asking for financial reimbursement for moisturizing crèmes for people with AD since these are pricy and are a necessary treatment. We aired our event in première simultaneously on YouTube and Facebook. Which is a first for us. During the première volunteers of our organization were interactively answering questions from the audience on both channels. Because of the virtual nature of our event we mainly used internet communication to promote our 'Dag van het Eczeem' We used a campaign website to pre-register participants, made social media advertisements and video clips to announce our event. Although we missed the real interaction of a life event we were very very happy with the results and with the interaction. We received only positive feedback and people asked us to keep our film online with we decided to do. We've learned a lot and hope we can continue this success to the next edition.



## Global Allergy and Airways Patient Platform (Global/Austria)

Online Presence:

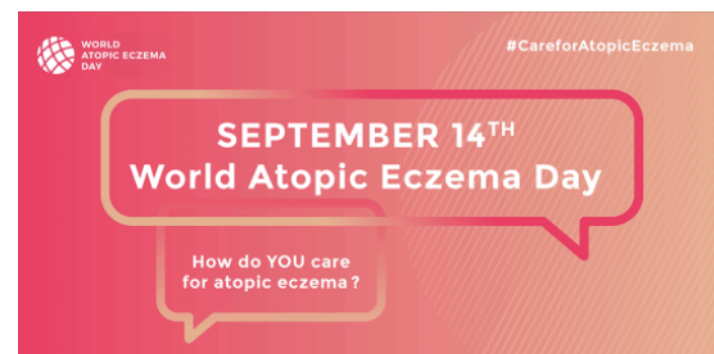
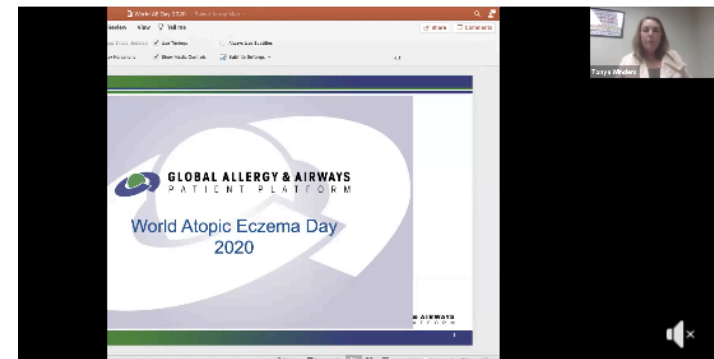
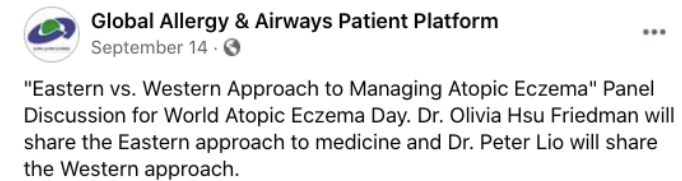
Weekly Facebook posts, Website

How the Funds Helped:

We collected patient stories and adjusted the website to accommodate for the panel-discussion.

We also offered translation of the panel discussion to members. Our community has a strong focus on World Atopic Eczema Day and the feedback about the different approaches of "Eastern vs. Western Approach on the treatment of AD" was anticipated very well. It also reflects the global view of disease management and offers the chance to combine different approaches.

A patient told us that having a discussions about AD that day and seeing different activities for AD is so much different than 10-15 years ago when disease was not visible in the public and nobody really understood the problematic of the disease and the burden for patients.



# Thank you to our Partners for your support and participation!

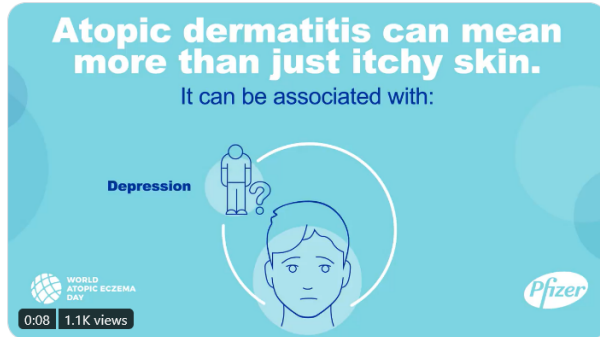


In-kind Partner



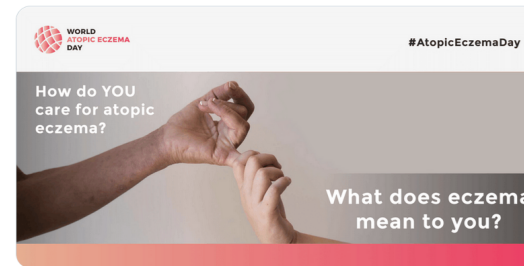
**Pfizer Inc.** @pfizer · Sep 14

#Atopicdermatitis (AD) is a disease known for causing itchy, red or discolored skin patches, but it can also have an impact on emotional health and well-being. This #AtopicEczemaDay, we're raising awareness of the burden of AD.



**LEO Pharma** @LEOHealthySkin

Atopic Eczema can have a significant, negative impact on quality of life due to distressing itch, sleep disturbance & social embarrassment due to visible lesions. On World #AtopicEczemaDay, we are proud to support eczema warriors #DermatologyBeyondTheSkin #LEOPharmaCares



11:09 AM - Sep 15, 2020 - Sprout Social

**Sanofi Genzyme France** @SanofiGenzymeFR · Sep 16

[#AtopicEczemaDay] La #DermatiteAtopique est une #maladie de #peau qui démange au quotidien pour 9 patients sur 10 et pour 2 patients sur 3 plus de 12 heures par jour. Plus d'infos sur le site de @SanofiFR



La dermatite atopique c'est d'abord une maladie de peau qui démange  
sanofi.fr

**AbbVie** @abbvie · Sep 15

How do we #CareForAtopicEczema? We push the boundaries of science every day in #dermatology: bit.ly/3iCJ1Ru #AtopicEczemaDay

