



**WORLD
ATOPIC ECZEMA
DAY**



International Alliance of
Dermatology Patient
Organizations

GLOBALSKIN.ORG

World Atopic Eczema Day 2023 Campaign Report

#IfYouOnlyKnew




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 was launched in 2018 to raise awareness about the disease globally and across Europe through an initiative coordinated by GlobalSkin and the European Federation of Allergy and Airways Diseases Patients' Associations (EFA).

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 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, 2023, marked the sixth World Atopic Eczema Day! This year's focus was on the psychosocial burden on children and youth living with atopic eczema. The campaign shared the thoughts of children and youth living with atopic eczema through the hashtag **#IfYouOnlyKnew**.

This campaign provided a new way the burdens of atopic eczema are viewed, from the young patients' perspective. It brought young patients' feelings and perceptions to the forefront. The aim was to showcase the invisible struggles happening in a patients' life, with an emphasis on the emotional burden on children and youth living with the condition.

The campaign's new hashtag **#IfYouOnlyKnew** was paired alongside the now well-known **#AtopicEczemaDay**.

The graphic style of the campaign was designed with a unique take on a child's scrapbook, connecting the innocence of childhood and severity of the condition that children and youth experience.

World Atopic Eczema Day Campaign Toolkit



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Key messages and creative assets were made available in the World Atopic Eczema Day Campaign Toolkit 2023, co-created with the [European Federation of Allergy and Airways Diseases Patients' Associations \(EFA\)](#).

The toolkit included social media cards with young patient stories from around the world, blank social cards for customization and could be easily personalized through a Canva template. Facebook, Twitter and LinkedIn banners were also provided for social media accounts. A template press release and support letter gave participants more ideas to enhance the reach of their campaign.

All assets were accessed through download as a full toolkit or individual items on [GlobalSkin's website](#).

Campaign Toolkit and Social Media Cards



Google Analytics:
105K Website Visits
August 15-September 15, 2023

DOWNLOADS

- Campaign Toolkit – 1017
- Social Media Cards – 539
- Template Press Release – 76
- Template Support Letter- 29



GlobalSkin Social Media Campaign

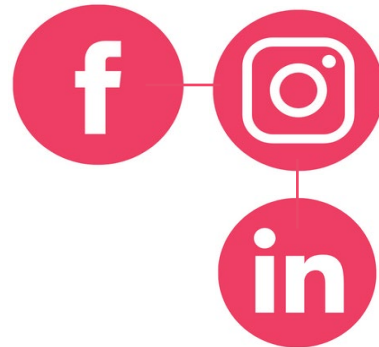
GlobalSkin ran a social media campaign focusing efforts on the Meta platform (which includes Facebook and Instagram) as well as LinkedIn. The paid portion of the campaign (across all channels), yielded a significant amount of community engagement and participation. GlobalSkin's campaign reached a larger audience over the 2022 campaign.



158.2M Total Impressions
(Facebook, Instagram,
LinkedIn)



**553% Increase in
Total Impressions
Across All Channels***



158M Impressions

112K Impressions



**100+ Countries
Reached by
GlobalSkin
Social Posts**



**11% Increase in
Country Reach**

*Increase is year over year comparison 2022 - 2023.

Social Network Participation



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Global Allergy & Airways Patient Platform @gaapporg · Sep 14

#IfYouOnlyKnew: Chus Gigosos from @somosAADA talks about her story as a mother of a daughter with #Eczema, how to overcome the stigma that the patients suffer and how to face the life-long challenges of living with this condition. youtu.be/ywAckf_Qd4 #WorldEczemaDay #IADPO

An Eczema patient needs to learn to live with constant pain, itches and stigma. That burden it's also carried by the caregiver.

JUST STOP SAYING "IT'S ALLERGENS".

ATOPIC ECZEMA AFFECTS KIDS PHYSICALLY & SOCIALLY

ATOPIC ECZEMA AFFECTS YOUTH PHYSICALLY & SOCIALLY

Learn more about stigma from the caregiver's perspective:



Zain Shah · 3rd+ Medical Science Liaison at AbbVie

Proud to be a part of the AbbVie dermatology team, where we are learning about the invisible burden of Atopic Dermatitis (eczema) on World Atopic Eczema Day 2023! #WAEED2023 #WorldAtopicEczemaDay #Globeat - see more

Pedro Yoshikawa · 3rd+ Head of Pharmacovigilance & Customer...
Reposted from Galderma · 1mo

#AdvancingDermatology
#AtopicDermatitis #Eczema #WorldAtopicEczemaDay #SkinStory

WORLD ATOPIC ECZEMA DAY

DÍA MUNDIAL DE LA DERMATITIS ATÓPICA

#IfYouOnlyKnew

GALDERMA 1987

Clare Etoom @ClareEtoom · Sep 14

Replying to @ClareEtoom

It is so much more than some itchy skin. The Eczema Outreach Society are running an awareness day with the hashtag #Ifyouonlyknew and it is such a bang on phrase. I can't imagine how much easier life would be without dealing with this condition on an hourly basis.

Harlow NHS Library @hhl_nhs · Sep 14

14th September is 'World Atopic Eczema Day' and we are inviting all @PAHTPeople to listen to the voices of children and youths who suffer this painful disease who want to say #Ifyouonlyknew that atopic eczema is not just physical, but psychological too.



Mohamed Gamal Koraiem · 2nd Key Account Manager at Sanofi-Genzyme

Celebrating #WorldAtopicEczemaDay #Ifyouonlyknew

#IfYouOnlyKnew

"Exploring stories of strength, I join eczema support."

14 September 2023

WORLD ATOPIC ECZEMA DAY

sanofi



GLOBAL ALLERGY & AIRWAYS PATIENT PLATFORM

When you are an Eczema patient, intimacy with the people around you can be very difficult at times.

Cheryl Talenti
Spokesperson & patient (Australia)
Eczema Association of Australasia

#IfYouOnlyKnew

WORLD ATOPIC ECZEMA DAY September 14, 2023 #IfYouOnlyKnew

"How I wish for a fun summer, playing with my friends, without all that itch, bleeding and creams."

-10 year old Patient, Germany

ATOPIC ECZEMA AFFECTS KIDS PHYSICALLY & SOCIALLY

österreichischeAllergikerInnen · An 14. September ist World Atopic Eczema Day!

An heutigen Montag des atopischen Ekzems machen wir darauf aufmerksam, wie sehr sich diese Erkrankung auf das körperliche und praktische Wohlbefinden sowie des Sozialleben Betroffener auswirkt.

In Kooperation mit der International Alliance of Dermatology Patient Organizations - IADPO und der European Federation of Allergy and Airways Diseases Patients Associations - EFAA laden wir die Heilberuflichen Community mit, sich an der Kampagne #IfYouOnlyKnew zu beteiligen und dazu beizutragen, die Heilberuflichen PatientInnen zu verbinden.

WORLD ATOPIC ECZEMA DAY 2023 #WAEED2023 #WorldAtopicEczemaDay #IfYouOnlyKnew #EczemaDay

#Ifyouonlyknew

How Resilient you are



Siodil BD · Follow

On this World Atopic Eczema Day 2023, we come together to honor the incredible resilience of Eczema Warriors. Your daily battles inspire us, and to show our appreciation, we're delighted to offer a heart-felt token of our appreciation: a BDT 238 discount on our cherished Siodil Hydrating Gel for the month of September 2023.

To know more visit: www.siodil.com

Available at All Renowned Pharmacies & Harian Store

#Skincare #Siodil #HydratingGel #Eczema #EczemaSkin #DrySkin - See more

Siodil Hydrating Gel

WORLD ATOPIC ECZEMA DAY September 14, 2023

#IfYouOnlyKnew

ATOPIC ECZEMA AFFECTS KIDS PHYSICALLY & SOCIALLY

September 14, 2023

#IfYouOnlyKnew

"It's not just an itch on my skin, it affects everything"

"You wish to stop the itchy and the flare ups, but you can't stop it, it's frustrating, and you wish you could hold my hand, and you wish you had all the answers"

"I've only been in it for 3 months, but I feel so much better"

Eczema Support Australia · Follow

Today is World Atopic Eczema Day. This special day unites the global eczema community to shed light on the profound impact of eczema on individuals and their loved ones.

Share this post to show your support, raise awareness, and spread love and understanding!

#IfYouOnlyKnew #WorldAtopicEczemaDay

#IfYouOnlyKnew

"Eczema is not contagious."

Global Campaign Reach



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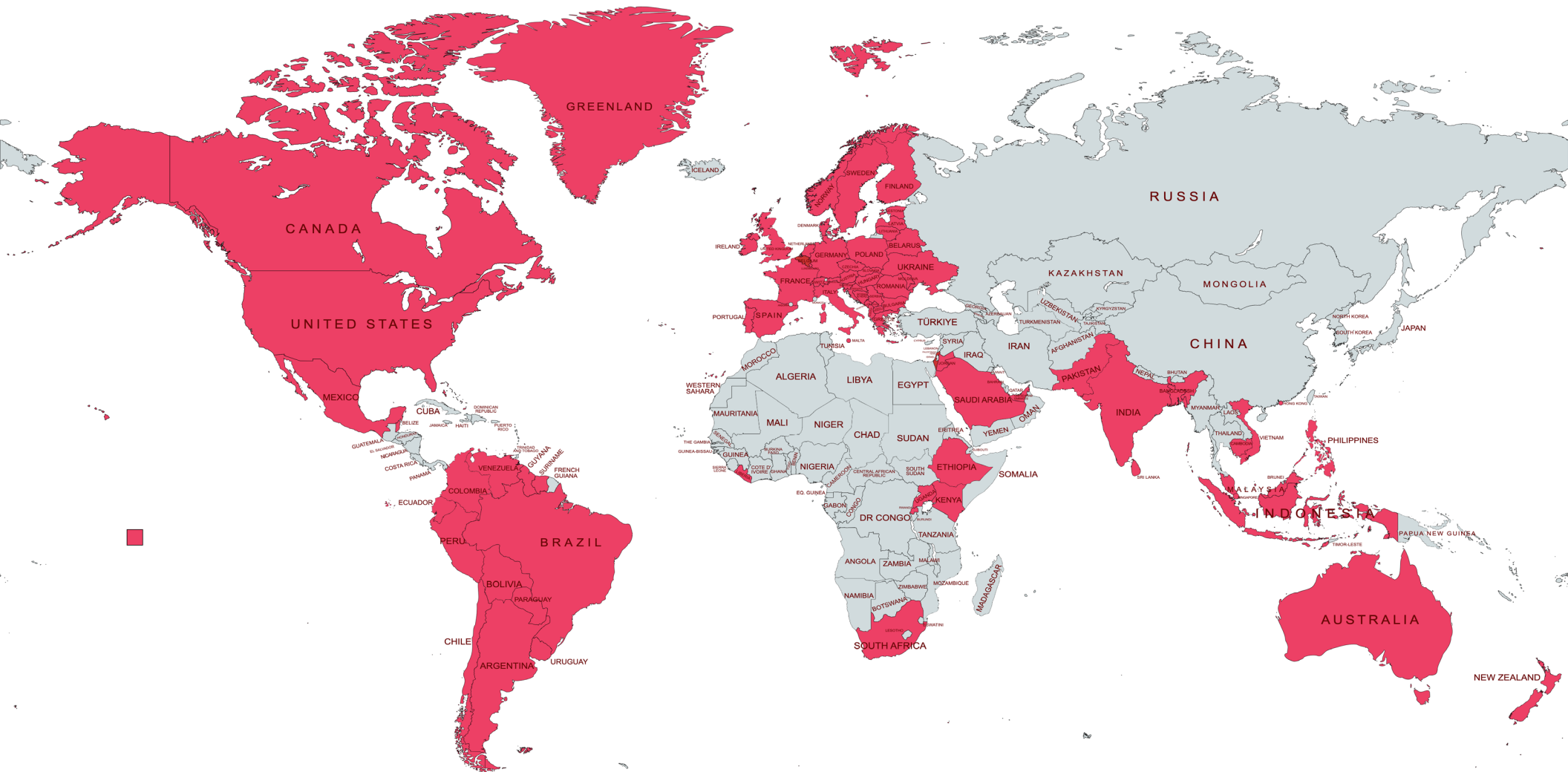
International Alliance of
Dermatology Patient
Organizations

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The global reach of the #WorldAtopicEczemaDay campaign via social media engagement is displayed on this map.

The efforts of GlobalSkin, our members, partners, health care professionals and patient communities around the globe are captured here. We are proud to see the large number of countries that are represented in this campaign.

Most impressions in 2023 were in Canada, United States, United Arab Emirates, India, Sri Lanka, and Bangladesh.



#ShareTheBurden Campaign



Skin | Our Barrier to the World

From September 1 – October 9, 2023, GlobalSkin also ran the **#ShareTheBurden** campaign to help amplify the burdens of people living with atopic eczema using the momentum of our documentary, "[Skin: Our Barrier to the World](#)".

The goal of the social media campaign was to reach 25,000 views of our paid ads featuring the documentary on Meta. We greatly exceeded our goal and had over 950,000 views of our campaign!

Additionally, through this campaign, we increased the organic views of the documentary on YouTube by over 1000. We sincerely thank everyone who watched and amplified the documentary to raise awareness about this important dermatological burden.

 Atopic Eczema Documentary 200K Website Page Views

 9294 organic views of documentary on YouTube

  950K Impressions on Social Media

 **Top Countries Reached: India, Canada, Laos, Indonesia, Morocco**

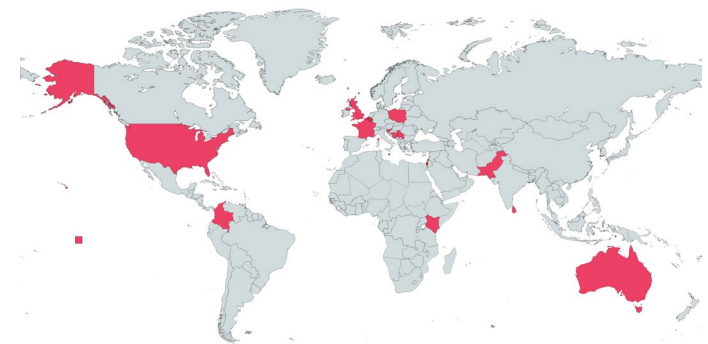
 **Post Engagement: 2.3M**

2023 marked the fifth year the **GlobalSkin World Atopic Eczema Day Fund** was offered to GlobalSkin Members. This fund was created to financially assist patient organizations in the planning and execution of events and activities around this important awareness day. 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.

20 PATIENT ORGS
15 COUNTRIES
4 REGIONS

Australia
Belgium
Bosnia &
Herzegovina
Colombia
France
Israel
Kenya
Malta
Pakistan
Poland
Serbia
Slovenia
Sri Lanka
United Kingdom
United States

- Allergienet, Belgium
- Allergy & Asthma Network, USA
- Polish Association for Atopic Dermatitis, Poland
- Association of Patients with Asthma, Allergies and Atopic Dermatitis, Bosnia and Herzegovina
- Association Française de l'Eczéma, France
- Društvo Atopijski Dermatitis, Slovenia
- Eczema Outreach Support, UK
- Eczema Society of Kenya, Kenya
- Eczema Association of Australasia Inc, Australia
- Eczema Support Australia, Australia
- Global Parents for Eczema Research, USA
- Helping Hands Foundation, Pakistan
- ITSAN, USA
- Malta Eczema Society, Malta
- National Association Allergy and Me, Serbia
- Skin Sri Lanka, Sri Lanka
- Zavod Atopika, Slovenia
- Fundapso, Colombia
- The Israeli Association for Atopic Dermatitis, Israel
- Allergy UK, UK



Additional Funding – Mental Health



In 2023, GlobalSkin offered additional funding to our Members for **Mental Health** initiatives. Member activities included providing their patient community with information and resources along with webinars and workshops. Patient organizations offered programming with mental health professionals, self-care and mindfulness seminars, and advocacy initiatives that focused on mental well being.

Campaigns were connected on social media platforms using the campaign hashtags along with live/virtual events, paid multi-media, giveaways, digital campaigns and important advocacy work focused on mental health.

Thank you to our 2023 World Atopic Eczema Day Partners:



“The theme was very relevant to our organization’s focus on mental health this year and we were glad to support World Atopic Eczema Day campaigns with our messages, programs, and research, all of which aligned perfectly.”

- Global Parents for Eczema Research, USA





“This year, the entire campaign and our activities exceptionally fulfilled our goals. Thank you for your support!”

Polskie Towarzystwo
Chorób Atopowych,
Poland



“I am proud that we reached and touched more people. We know that we have to work even harder to educate people about eczema and the impact it has on so many lives not just the patient.”

- Malta Eczema Society, Malta

World Atopic Eczema Day Fund Stories

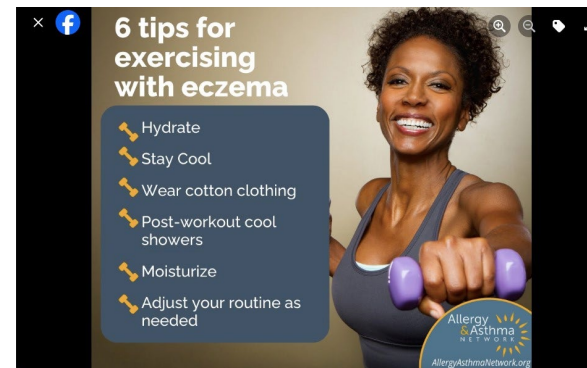


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“We have created an educational program that comprehensively addresses the psychological aspects of atopic eczema. This program encompasses coping strategies, self-care techniques, and guidance on seeking professional help.”

- Skin Sri Lanka, Sri Lanka


“The general burden and the specific mental burden on all patients including children and adults remains a difficult challenge for all concerned. This year’s campaign seamlessly integrated with our own projects aimed at young patients.”
Allergienet VZW, Belgium





PSIHODERMATOLOGIJA


“By empowering young people, we develop awareness about accepting this skin disease and strengthening the psyche so that young people can work on treatment in the best possible way.” - National Association Allergy and Me, Serbia



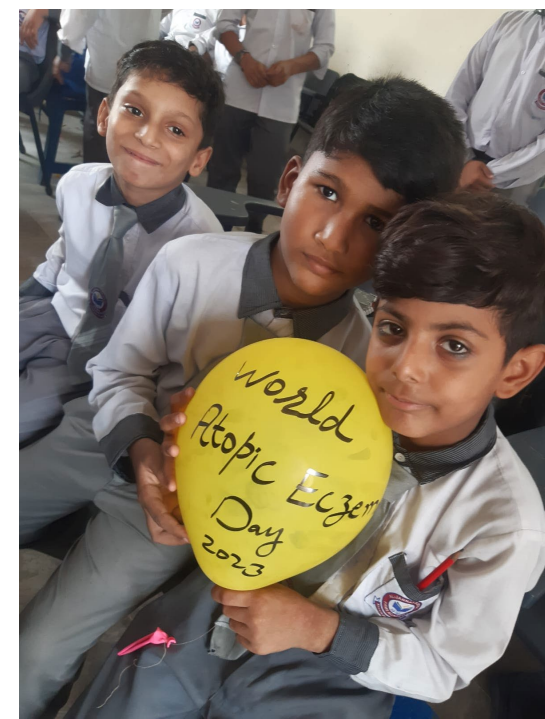
#IFYOONLYKNEW

ANXIETY AND DEPRESSION ARE PART OF LIVING WITH ECZEMA AND ERODE QUALITY OF LIFE

SWIPE TO SEE THE RESULTS!



“Mental health is one of the most important patient conditions. This helps to improve their treatments and to feel more accepted by the community.”
- Fundapso, Colombia



World Atopic Eczema Day Fund Stories



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“We are most proud of the fact that we have created a huge impact in the children’s lives. We actually had a role in the "saving lives" part of the society. Now, after this day, it will be easier for us to keep working on this to carry on the momentum.”

- Helping Hands Foundation, Pakistan



“I wish I was a normal girl who doesn't need injections to treat my skin”

Child with eczema

#IfYouOnlyKnew

How does inadequate healthcare impact families living with eczema?



THE PATIENT CHARTER
It's time to take allergy seriously

AllergyUK



“This campaign helped us connect with those who are caring for a loved one with eczema, and provide them access to support, and resources and engage with other carers.”

- Eczema Association of Australasia Inc., Australia

AKADEMIA Zdrowej Skóry
Bezradni czy bezsilni? warsztat psychologiczny
AKADEMIA ZDROWEJ SKÓRY PTCA

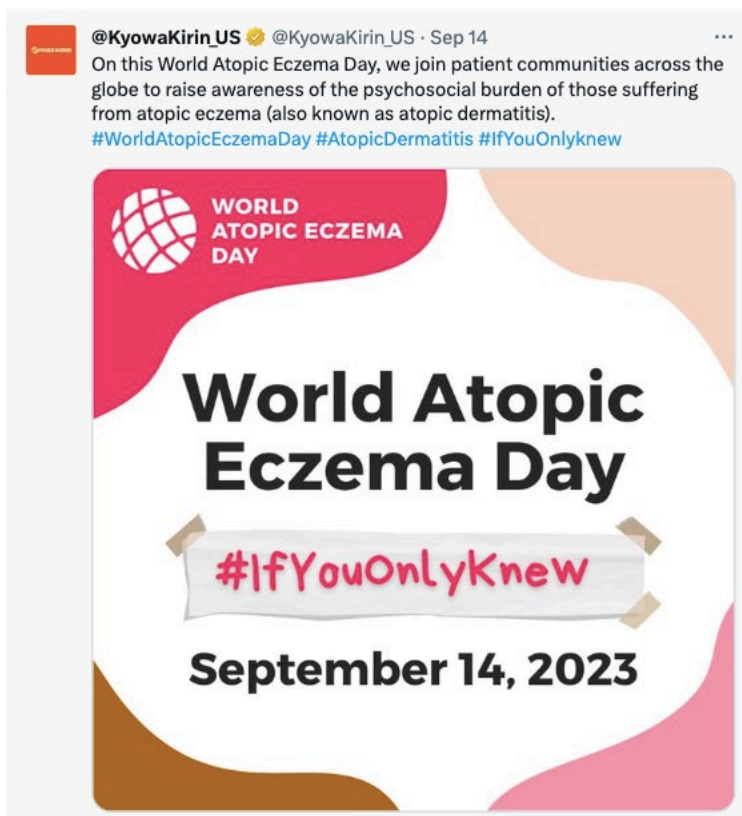


World Atopic Eczema Day - Thank You!



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Thank you, Partners, for your support and participation!



abbvie



AMGEN



Kyowa KIRIN



Eczema Foundation

Corporate Foundation of Pierre Fabre Laboratories

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REGENERON