

WORLD ATOPIC ECZEMA DAY

2019 Report



**WORLD
ATOPIC ECZEMA
DAY**



GLOBALSKIN.ORG

International Alliance of
Dermatology Patient
Organizations

Overview

In 2018, the International Alliance of Dermatology Patient Organizations (IADPO, also known as GlobalSkin) launched World Atopic Eczema Day with the global patient community serving those patients as a means of achieving the following:

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

September 14, 2019 marked the second annual World Atopic Eczema Day, where we looked beneath the surface of atopic eczema and its impacts on life. A new [logo and Communications Toolkit](#) were developed for use by patient organizations to help raise awareness with a common voice on this important day.

We saw global engagement from Kenya to Ireland, Argentina to Serbia!

Key social media metrics

- 2.8M Impressions!
- 337,315 Reach
- 100 unique tweets on Sept 14th
- 59 unique contributors
- 168 countries reached by GlobalSkin posts
- Most impressions in Nigeria, Malaysia, Philippines, Indonesia



32 PATIENT ORGS
24 COUNTRIES
2 REGIONS

Patient Organization support during World Atopic Eczema Day

All IADPO Member organizations serving people who live with atopic eczema were provided with the new World Atopic Eczema Day Communications Toolkit which included the new logo, brand guidelines, event ideas, press release templates and suggested social media posts to assist in marking the day and helping to raise awareness for World Atopic Eczema around the world.

AADA (Spain) used the hashtag #atopiceczemaday suggested by GlobalSkin and focused our campaign on social channels including Facebook and Instagram.

Association Francaise de l'Eczema (France) held a yoga event in their region and used a press campaign to raise awareness for World Atopic Eczema Day.

Eczema Support Australia (Australia) created World Atopic Eczema Day social media posts based on Myth/Facts, shared locally created short films and shared GlobalSkin posts.

Psoriatic and Atopic Eczema Association Czech Republic (Czech Republic) prepared an educational campaign on Facebook with our partners and held a press conference on eczema and treatment options.

German Allergy and Asthma Association (Germany) distributed a World Atopic Eczema press release and focused on social media posts.

ITSAN (USA/Global) focused efforts on social media using the communications toolkit provided.

National Eczema Association (USA) advanced a social media campaign the day of using a few of the GlobalSkin assets.

Irish Skin Foundation (Ireland) raised awareness for atopic eczema and circulated findings of a recent study they conducted.

Canadian Skin Patient Alliance (Canada) used the social media tools provided in the toolkit.

Asthma and Allergy Foundation of America (USA) focused on the social media toolkit.

Global Allergy and Asthma Patient Platform (Global) circulated social media posts using the World Atopic Eczema logo and toolkit.

Allergy UK (United Kingdom) posted social media posts to raise awareness.

Eczema Society of Canada (Canada) utilized the World Atopic Eczema Day media kit and resources for communications across their channels.

Atopikerna (Sweden) created a campaign with pharmacies, developed a national report and self care tools for patients.

Skin Sri Lanka (Sri Lanka) used the communications toolkit and social media resources to raise awareness.

Argentina

Australia

Canada

Czech Republic

Belgium

Europe

France

Germany

Global

Ireland

Israel

Italy

Kenya

Lithuania

Malta

Netherlands

New Zealand

Portugal

Russia

Serbia

Slovenia

Spain

Sri Lanka

Sweden

United Kingdom

United States

European Federation of Airways and Allergies (Belgium/All Europe) was the co-creator of the World Eczema Day logo and communications toolkit. Their campaign was focused on the media, policy makers, their members and used all aspects of the toolkit in their efforts.

Associazione Nazionale Dermatite Atopica – ANDeA (Italy) shared social media resources provided in World Atopic Eczema Toolkit.

Dutch Association for People with Constitutional Eczema -VMCE (Netherlands) shared social media posts related to World Atopic Eczema Day.

AD Argentina (Argentina) developed a substantial social media campaign using World Atopic Eczema Day tools, local events and photos with doctors and health care professionals raising awareness for the day.

Associação Dermatite Atópica Portugal - ADERMAP (Portugal) shared social media posts related to World Atopic Eczema Day.

Eczema Association of New Zealand (New Zealand) used social media toolkit to promote World Atopic Eczema Day.

Atopisk Eksem Forening (Denmark) promoted World Atopic Eczema Day on their social channels using tools and resources provided for the day.

Atopinio dermatito pacientų asociacija (Lithuania) developed social media posts using the toolkit made available.



Created with mapchart.net ©

Countries in blue represent Patient Organizations participating in World Atopic Eczema Day 2019

**** Several organizations represent Europe and Global Organizations – therefore awareness reach is higher than the countries shown ****

World Atopic Eczema Day Fund

This year, GlobalSkin launched the World Atopic Eczema Day Fund, created to financially assist GlobalSkin Member Organizations in the planning and execution of events around this important day. We are grateful to Sanofi Genzyme Regeneron for making this fund possible.

Grant applications were submitted from GlobalSkin Member organizations in the lead-up to World Atopic Eczema Day on September 14, 2019. Projects that supported raising awareness of and/or contributed to building community during World Atopic Eczema Day were considered for funding. Funded projects fell into two categories: Planning/Hosting Events and Marketing Support.



"Thanks to your support, we have been able to significantly increase our communication and promotion budget. As a direct result we had more reach and visitors this edition."

The 2019 World Atopic Eczema Day Fund (20,000 Euros) supported:

- **10 Patient Organizations** projects
- Located in **9 different countries** - Ireland, Kenya, USA (organization was global), Slovenia, Belgium, Malta, Serbia, Russia and Israel
- Each project was funded up to **2000 Euros each**

Projects included:

- ✓ Local community events, workshops, congresses, community walks
- ✓ T-shirts and banners, posters and printed materials, and other communications resources
- ✓ Social media campaigns, paid media
- ✓ Translation of materials into local languages

Patient Organization Stories:

Allergienet (Belgium)

On September 14th we held our local "dag van het eczeem" at Hotel Serwir in Sint-Niklaas. We tried to make a patient-friendly program with speakers and topics close to the patients' interests. We brought the following topics: 'Everything you already wanted to know about itching!', 'Eczema and new medication now and in the future' (Biologicals), 'How do you care for your eczema skin?', 'Know your rights as a patient!' and 'Holiday for the skin'. But we also ensured social contact between patients at our info expo.



Via Facebook we promoted various videos in which dermatologists answer a patient's question. These videos made a call to come to our day of eczema. In addition, there was an FB promotion that invited people through FB events to come to our day of eczema. And of course, we used the materials provided by GlobalSkin to post messages on Facebook and in our Facebook support groups. We also sent a regular mail campaign to all accredited dermatologists and to regular family doctors in the vicinity of our event location, inviting their patients to our eczema day.



Thanks to your help, we were able to expand our campaign.

Allergy and Me (Serbia)

National Association Allergy and Me organized an event for raising awareness for the World Atopic Eczema Day. We rented the place in the city park, Tašmajdan, in the city center of Belgrade, ideal park for kids, parents and other people. We made two roll-ups for the event, one representing our Association and the other customized for the World Atopic Eczema Day. We made brochures containing the basic information every patient should be familiar with, such as symptoms, testing procedure, diagnostics. We had a booth at the venue where the basic information about the event and our Association did provided along with the brochures and other material. Volunteers dressed our designer T-Shirt and had their ID card with bands.

We had five different workshops for children: coloring allergy friendly pages, illustration from the published book and workshop about moisturizing for brave kids with eczema, atopic eczema quiz, a play for kids with our mascots Czech and Belly. The kids got “diploma for courage”.

We prepared and distributed to all the participants allergy free cookies with the Association logo. We had designer t-shirt with slogan: *Look below the surface. What is not visible to the eyes does not mean that it does not exist.*

We had a social media campaign that last for two-weeks, personal stories on our web site, television, print and web presence. Also, we organized influencers and bloggers campaign on Instagram, who dressed our designer t-shirt and invited people on the event.



Nacionalna udruženja Alergija i ja
EFA
WORLD ATOPIC ECZEMA DAY

14. SEPTEMBAR 2019 MEĐUNARODNI DAN ATOPIJSKOG EKCEMA

Pogledaj i ispod površine!
Ono što se okom ne vidi ne znači da ne postoji.

Atopijski ekcem je hronično upalno oboljenje kože, ali je i mnogo više od samih promena na koži.
Ovo najučestalije kožno oboljenje pogoršava i umanjuje kvalitet života obolelih i onemogućava obavljanje svakodnevnih poslova.

LA ROCHE-POSAY Eucerin EPIDUSA BIODERMA Uriage
LABORATOIRES Dermatologiques

www.alergijaija.com

Atopika (Slovenia)

In non-government organization Atopika we organized two whole days' event for patients with atopic dermatitis, their caregivers and interested public. On 14th of September we organized a congress for patients with atopic dermatitis at the University of Maribor, where medical doctors (paediatrician, allergist, dermatologists), researcher (gut microbiota, atopic dermatitis, allergies) and patients lectured on different themes related to atopic dermatitis (AD and treatment, AD and allergies, AD and psychodermatology, AD and gut, AD and breastfeeding, life of a patient with AD, the charm of a family with special needs). The second part of the first day was organized in the city centre Maribor where children workshops, CPR workshops, art workshops, skin care workshop, allergy workshop and many other unfolded. In the city centre different companies presented their skin care and other products that are appropriate for patients with atopic dermatitis.

The second day was dedicated to atopic eczema lifestyle. We organized guided meditations, sound therapy, mindfulness, reflexotherapy for all present patients with atopic dermatitis, skin care workshop, yoga for children, yoga for adults, allergy workshop, food and atopic dermatitis workshop, breastfeeding workshop for new moms of babies with atopic dermatitis. The workshops unfolded on the second day from early morning to evening in Maribor's City Park.



Drustvo AD (Slovenia)

On Friday the 13th we prepared a workshop for patients and their close ones: How to improve quality of life, what to do, how to face all atopic dermatitis brings. The workshop was led by AD patient and a Psychologist.

On the 14th of September we had a dance marathon in the center of our capital city Ljubljana. We danced for twelve hours practically nonstop. We spread the word through T-shirts and leaflets. Main goal was to raise awareness and it was awesome. We also talked to a lot of tourists, so it was really diverse.



With that same goal we started a new trend to turn shirts inside out as a sign of support for all AD patients. We also prepared a reward game for all of those who would take a picture with us on the field or who would post it on social media, with their shirt inside out. To encourage them to spread the word, to talk about AD. We spread all of the 2500 leaflets through out Slovenia to inform people about basic information about AD.

Projekt so omogočili:

RIASIT
REKONJACIJSKI FARMACEVTSKI
pharmagea

SKIN FAIRYTALE.

Pfizer

SANOFI

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUES

Posebna zahvala pa gre tudi odraslim in otrokom atopikom in njihovim bližnjim, ker so z nami delili svoje slike in svoje zgodbe!

Povežite svojo zgodbo, spružite, sodelajte, podprite, povežite se!
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<https://www.instagram.com/drustvoad/>

NE MOREM IZ SVOJE KOZE!
Atopijski dermatitis ni samo stanje kože!
14. SEPTEMBER
Svetovni dan atopijskega dermatitisa!

Stopite iz svoje kože v svojih dejanjih in prisluhnite tistim, ki tega ne morejo zares storiti!

Obrnite majico s šivom navzven in pokažite podporo vsem, ki se borijo z atopijskim dermatitisom!

Več info na www.drustvoad.si

Eczema Society of Kenya (Kenya)

On 14th September 2019, Eczema society of Kenya organized a walk dubbed 'World atopic eczema day'. We used the media and social media platforms to advertise the walk. The venue of the walk was Dima College in Nairobi. We started the walk which was flagged off by the area health officer. We walked for about 10 km wearing t-shirts (we were avoiding the dust and scorching sunshine along Ngong road and its environs then we ended at Dima College). While walking we were distributing the flyers to the members of the public and also sensitizing them on eczema awareness.

After the walk we gathered again for refreshments ready for another session. We had a talk from skin experts, nutritionists and also sharing of experiences by caregivers, parents of children with eczema and eczema warriors giving their life experiences on living with eczema, challenges they face and how to soldier on.



Eczema Society Kenya (ESK)
@eczemasocietyKE
Our voices are stronger together. Join us on this #AtopicEczemaDay in working together until health systems address the condition's full range of impact. @EczemaSocietyKE @LakapraNaturals @silas_okado #Eczema #LivingwithEczema



Global Parents for Eczema Research (Global based in USA)

We used funds to strategically plan and implement a social media campaign with the help of a consultant. We focused on highlighting the burden of AE on children and families. We showcased the findings of our own survey research on this topic and tied it to World AE Day goals. As our posts and ads above indicate, we had several calls to action including:

- Learn more about the true burden of AE
- Support patients,
- Join the movement to advocate for research and better treatments.

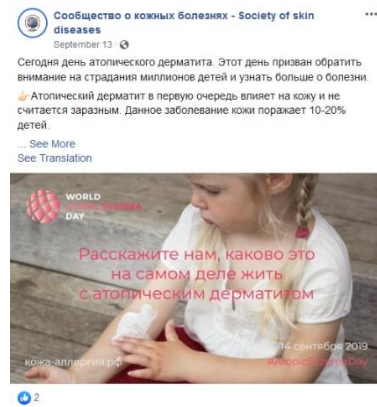
In addition to posting and encouraging parent members of GPER to post, we created short form video ads with the help of an ad agency, MotionCue. We promoted those on Facebook and Twitter using paid placements and reached, in total, ~100,000 individuals.



Interregional Charitable Public Organization "Skin and Allergic Diseases (Russia)

A seminar was held for people with atopic dermatitis by a leading expert, information materials for patients were released (photo by attachment). The seminar addressed issues of modern treatment methods, psychological support and the rights of patients. During the break, patients and experts were able to chat over a cup of coffee.

On the day of atopic dermatitis, we carried out the distribution and promotion of banners on social networks and on the sites of organizations and partners.



Israeli Association for Atopic Eczema (Israel)



Series of posters publicized and circulated, raising awareness and understanding of the disease.



Malta Eczema Society (Malta)

