World Psoriasis Day 2013

What is World Psoriasis Day?

World Psoriasis Day, October 29, is an annual day specially dedicated to people with psoriasis and/or psoriatic arthritis.

Conceived by patients for patients, World Psoriasis Day is a truly global event that sets out to give an international voice to the more than 125 million people with psoriasis/psoriatic arthritis around the world.

Aims and Objectives

- Raise awareness about psoriasis.
- Encourage healthcare decision makers to give psoriasis suffers better access to the most appropriate therapies for their condition.
- Deliver facts, relevant information and knowledge to interested parties.
- Provide a patient voice platform.

Key Communication Messages

- Psoriasis and psoriatic arthritis are serious and chronic, non-communicable and disabling diseases
- People with psoriasis should have access to appropriate treatments
- We are more than 125 million people with psoriasis and we want to be heard
- Psoriasis is not contagious, stop stigmatization and discrimination
Concept of World Psoriasis Day 2013

WPD Theme 2013

- Global access to treatment

Key Communication Messages

Core message

- Psoriasis knows no borders – access to treatment for all!

Supporting messages

- More than 125 million people around the globe need and deserve access to treatment
- Psoriasis treatment are available but not to all
- Treating psoriasis early and effectively lessens the burden of disease for the person, the family and the community
- Treat the patient – save the person

Target groups

- United Nation Agencies
- Politicians and policy makers – international, regional, national and local
- Insurance companies, HMO’s
- The Public
- Researchers, pharmaceutical industry
- Health care professionals
- Mass Media
Global campaign WPD 2013

The Global campaign WPD 2013 was launched at World Psoriasis Day, October 29, 2013.

IFPA initiated a photo testimonial campaign where people with psoriasis and/or psoriatic arthritis could share what access to treatment means for them.

The photo testimonial campaign was based on the following questions:

If under treatment:

- What has been treated for psoriasis meant for you/your family/your community?

Without treatment:

- How has the lack of treatment impacted your life/your loved ones?
- How do you think access to treatment could change you situation?

The idea behind the campaign was to feature testimonials from people with psoriasis sharing their story in regards to access to treatment – what access to treatment has meant for them as individuals, their families and communities, or what impact the lack of treatment has had on a person’s life.

Benefits of the photo testimonial campaign: Impact, easy to identify with – real people with real problems, low cost campaign, shows the many faces of psoriasis all over the globe, well suited for social media and internet – easy to go “viral” and effective way showing impact of treatment or lack of treatment to policy makers, the media and the public.

In addition to this year’s campaign the speech bubble from the World Psoriasis Day campaign 2012, was kept as a symbol for the campaign to the global and national health authorities to put psoriasis and World Psoriasis Day on the political agenda.

Ideas for actions/events

- Use the photos on own website, on Facebook, Flickr and other social media
- Spread the photos and the messaging to media, politicians on all levels
- Photos and messaging spread to media, KoLs, UN/WHO, both for awareness raising and as a challenge to policymakers worldwide to give access to treatment for all.
- Arrange walks, parades, and such, to spread awareness on psoriasis.
- Blogs- maybe there are bloggers out there that have psoriasis or know someone that has psoriasis and want to blog about it.
- Famous/well known persons that either has psoriasis or is familiar with psoriasis (maybe through family member, or such) and ask them to take part in photo testimonial campaign.
Suggested WPD Advocacy actions

Access to better healthcare and treatment begins with talking to local politicians and national health ministries. Ask them to put psoriasis on the agenda now!

1. Implement a roundtable meeting, engaging KoLs, policy makers and the media in one event to gain support for the WHO psoriasis resolution and national psoriasis policy issues. Make an appointment with your local politicians and national health ministry

2. Inform them about:
   a. psoriasis
   b. health care needs (lack of and the need for early diagnosis; safe, affordable and effective treatments and access to treatment)
   c. psoriasis can be severely disabling
   d. the connection between psoriasis and shared risk factors with other severe NCDs (the need for screening for and possible prevention of)
   e. stigma and discrimination; the psychological impacts of psoriasis
   f. economic impacts (unable to work; time lost at work because of treatments or flare-ups)
   g. World Psoriasis Day - what it is and why it's important
   h. the fact that the Health Ministry of Panama is raising the issue of psoriasis and World Psoriasis Day to the World Health Organization - putting it on the global health agenda

3. Key "Asks"
   a. put psoriasis on the national health care agenda
   b. formally recognize World Psoriasis Day - with a proclamation, a declaration, etc.
   c. for the Health Ministry to support Panama at the level of the World Health Assembly
   d. take a picture of the health official holding the “speech bubble”

IFPA Advocacy project – WHO recognition of psoriasis and World Psoriasis Day:

The goal of the political action is to have psoriasis and psoriatic arthritis, recognized by the World Health Organization, WHO as a severe chronic, non-communicable disease and include psoriasis in the WHO strategy for prevention and control of non-communicable diseases.
We are convinced that recognition of psoriasis by WHO will help psoriasis patients to recognize their own disease and seek treatment, will enable the public to realize psoriasis is not contagious and halt discriminating behavior, and will facilitate the medical community to properly diagnose and treat the disease.

These small but effective steps are strategies that are low in economic costs but tremendously high in return and will begin to lift the burden of the disease on more than 125 million people worldwide and allow for a better quality of life for people with psoriasis.

Throughout the year of 2013 several activities and communications were focused on towards achieving recognition of psoriasis as a serious, noncommunicable disease. At the member meeting held in Madrid, the IFPA 8 STEP Roundtable was introduced, which was developed to help members implement a roundtable meeting in order to gain support for the WHO psoriasis resolution and national psoriasis policy issues. In order to achieve visibility locally and for national results, engaging national KoLs, policymakers and the media in one event is most helpful and a roundtable event will accomplish this.

On May 27 a World Health Assembly Side event on psoriasis was hosted by Argentina, Ecuador and Panama together with IFPA. The objective was to give the World Health Assembly delegates a better enhanced view of psoriasis and the burden it places on an individual and on a society. It was also the opportune time to inform the WHO member representatives about psoriasis, World Psoriasis Day and IFPA, as the psoriasis and the resolution on psoriasis/World Psoriasis Day were to be discussed at the WHO Executive Board meeting following the World Health Assembly. The program at the Side event featured the film “Burden of psoriasis”, driving awareness of the impact of all aspects of psoriasis. Approximately 60 persons from a large number of WHO member states participated in the side event. Many expressed their support for the psoriasis community and the resolution.

Psoriasis was on the agenda for the 133rd meeting of the WHO Executive Board and IFPA was present under the auspices of the International Alliance of Patient Organizations, IAPO. A report stated an overview of psoriasis, written by the WHO Secretariat to give to the Executive Board and the Member states, was met with appreciation by the delegates. Many expressed their support for the recommended actions mentioned in the report and several representatives called for improved access to treatment and care.

IFPA made an intervention during the Board meeting. The statement called upon the Board to adopt the psoriasis resolution and encouraged Member states to take note of the recommended actions in the WHO psoriasis report. The WHO Executive Board unanimously adopted the resolution on World Psoriasis Day! Next step is for the psoriasis resolution to be voted upon at the World Health Assembly in May 2014 and IFPA will strategically keep advocating gaining support for psoriasis recognition and World Psoriasis Day by WHO and the Member states.

World Psoriasis Day Activities

**Awareness-raising activities**

Psoriasis is a chronic, non-communicable disease with huge impact on people’s lives. It is important to let people with psoriasis know that they are not alone and raise the profile of this devastating disease and the misery it can cause. World Psoriasis Day should provide a platform from which the ‘patient voice’ can be heard and from which people with psoriasis can be encouraged to speak out about their needs and wants.
World Psoriasis Day should aim to provide information and knowledge to those who are affected by psoriasis/psoriatic arthritis as well as the general public, in order that people can be better informed about the condition, develop a better understanding, enabling them to be more confident to speak about it.

The goal is to dispel myths about the condition, such as the mistaken view that psoriasis is contagious. Awareness raising activities to educate and give information about psoriasis and psoriatic arthritis are of enormous importance for all groups in the society.

Target groups
- Politicians
- Public
- Health care professionals
- Psoriasis community
- Media

National WPD activities 2013

For World Psoriasis Day 2013 a wide variety of activities took place, everything from seminars to meetings with politicians and decision makers. Every year the interest and the success of World Psoriasis Day increases and we are proud to present some examples of all the awareness-raising national activities that have been taking place all over the world.

Examples of national activities WPD 2013

ARGENTINA

AEP$ - Asociación Civil para el Enfermo de Psoriasis

- An agreement was assigned between AEP$ and Buenos Aires Province Health Minister which aimed at:
  - coordinate actions to improve quality of life for psoriasis and psoriatic arthritis patients
  - promote public awareness on the disease, its treatment and its psychical and social consequences
  - implement the first psoriasis patient record for the province of Buenos Aires
  - defend patient’s right to receive the more effective, safe and relevant diagnostic methods and treatments

AUSTRIA

Pso - Austria Verein und Selbsthilfegruppe der PsoriatikerInnen in Österreich

- PSO-Austria arranged an information day for psoriasis patients and their families for the 9th time, at the Mozartplatz in Vienna.

BELGIUM

Gipso - Groupe d'Aide à la Recherche et à l'Information sur le Psoriasis

- Information material about psoriasis and psoriatic arthritis was distributed in four hospitals, on October 29, in Chimay, Uccle, Liège and Marche-en Famenne.
### BRAZIL

**Brazil – PSORISUL**
- A request was presented to the Health Minister asking for equal access to treatment for every patient with psoriasis.

### BULGARIA

**Association of people suffering from psoriasis and psoriatic disorders**
- An inquiry was sent out to citizens in Sofia, Varna and Veliko Turnovo with the theme “What do you know about psoriasis?”

### CANADA

**CAPP – Canadian Association of Psoriasis Patients**
- 50 psoriasis patients and family members gathered in Toronto to be informed about the latest development about psoriasis.

### CHILE

**CORPSO – Corporación Psoriasis Chile**
- National walks were held with both psoriasis patients and medical professional attending. 25,000 people with different pathology participated in the events.

### COLOMBIA

**FUNDAPSO – Fundación de Psoriasis de Colombia**
- FUNDAPSO attended the 10th National Congress of Pediatric Dermatology at the Sheraton Bogotá Hotel and arranged had an information stand on site.

### CROATIA

**Drustvo Psorijaticara Hrvatske – Croatian Psoriasis Association**
- On October 26 the Croatian Psoriasis Association held an event for the general public at the main square, in Zagreb. The association received a written support by the President of Croatia for their projects and the event held in Zagreb.

### CZECH REPUBLIC

**SPAE – Psoriatic and Atopic Eczema Association Czech Republic**
- Representatives from SPAE local divisions put up posters at dermatology clinics and surgeries in major cities around the country.

### DENMARK

**Danish Psoriasis Association**
- World Psoriasis Day was celebrated at the Danish Psoriasis Association´s new facilities and the theme was “Psoriasis is...” a program of experience art, live political debate, world-class research and poignant patient
stories. The day offered a full program where health challenges for people with psoriasis and anyone who has psoriasis close in its life, was the focus for the day.

**ECUADOR**

*FEPSO – Fundación Equatoriana de la Psoriasis*

- A medical conference on psoriasis and a psoriasis symposium was held in Il Manabi, Manta City. An artistic car parade was arranged in conjunction to the event.

**EL SALVADOR**

*PSONUVES – Psoriasis Nueva Vida El Salvador*

- 10 educational psoriasis presentations were held in main clinics and municipal markets in El Salvador.

**ESTONIA**

*EPsoL – Estonian Psoriasis Association*

- A program was shown on Tallinn TV featuring the topic on psoriasis patients and their ability to work and employment. The subject of positive impact of right treatment and the quality of life for people with psoriasis and psoriatic arthritis was shown on Estonian TV.

**FINLAND**

*Psoriasisliitto ry, The Finnish Psoriasis Association*

- A campaign was carried out in swimming halls together with the Finnish Swimming Teaching and Lifesaving Federation and corporate sponsors. A new poster with a picture of a smiling tattooed girl with psoriasis patches and the slogan “Smile is catching – Psoriasis is not” was distributed to all public swimming halls in Finland together with information about World Psoriasis Day.

**FRANCE**

*France Psoriasis*

- A survey was conducted on July 14 and July 15, to study people’s knowledge about psoriasis. A press conference was held on September 26 where the results of the survey were presented.

**GEORGIA**

*PSO Georgia – Psoriasis Association of Georgia*

- Free consultations for people with psoriasis and psoriatic arthritis were held in Kutaisi, Tbilisi and other cities all over Georgia.

**GERMANY**

*Deutscher Psoriasis Bund e.V.*

- A patient event was held in Koblenz at the hospital Lahnhöhe, in Lahnstein. Lectures were held about psoriasis arthritis and psychological factors connected with psoriasis. The event ended with a play about rejection and how to overcome it.
ICELAND

SPOEX - Samtök Psoriasis og Exemsjúklinga

- SPOEX organized an open house at the Blue Lagoon geothermal spa, a famous attraction in Iceland.

IRELAND

ISF – Irish Skin Foundation

- The Irish Skin foundation, ISF, launched its first patient information booklet, on the subject of psoriasis. The booklet was made available at the Skin Awareness Day on 2nd November and was also available for download at the Irish Skin Foundation website. Feedback from patients and hospitals alike were extremely positive.

ISRAEL

Israel Psoriasis Association

- A “call to action” project was held. Psoriasis patients were directed to a 1-700 nurse call center where the nurses screened key parts of the patients. The majority of the callers, suffered from mod-severe psoriasis, were referred to dermatologists and appointments were made.

JAPAN

Japanese Psoriasis Association

- Meetings in eleven cities/areas gathering more than 611 delegates.

MALAYSIA

PAM – Psoriasis Association of Malaysia

- The Psoriasis Association of Malaysia organized a public event at the Impiana KLCC Hotel and Spa on October 27. Lectures were held by a dermatologist, dietician and a psychiatrist.

MEXICO

AMCPSO - Associación Mexicana contra la Psoriasis

- Printed media: Various articles were published in newspapers and magazines. It reached 370.00 people.

NETHERLANDS

Psoriasis Vereniging Nederland

- Two psoriasis patients ran the marathon in Rotterdam wearing T-shirts with the Psoriasis Vereniging Nederland logo attached. It was followed up by interviewing them both on radio and on TV.

NORWAY

PEF - The Psoriasis and Eczema Association of Norway

- The Psoriasis and Eczema Association of Norway’s distributed a newspaper appendix about psoriasis and psoriatic arthritis. The appendix was attached to the national newspaper Dagbladet.
PANAMA

Fundación de Psoriasis de Panamá

- Five national television channels arranged interviews with the Foundation. For the first time, a documentary about psoriasis and the Foundation was presented on TV, on prime time.

PERU

Asociación Peruana de Psoriasis - Psoriasis Perú

- An event was held at the auditorium of the Edgardo Rebagliati Hospital. Lectures were made by both dermatologists and rheumatologists with topics such as: psoriasis and rheumatologic implication, overview and clinical aspects of psoriasis, psoriasis and phototherapy, new psoriasis treatments, emotional and psychological aspects of psoriasis, nutrition in psoriasis and metabolic syndrome psoriasis.

PHILIPPINES

PsorPhil

- A Fun-walk was arranged on October 26 to celebrate World Psoriasis Day. During the event several awards were given out to people who had been actively advocating for the past year. Three doctors were honored as Doctor of the Year – an award given to the most passionate doctor voted upon by psoriasis patients.

PORTUGAL

PSOPortugal – Associação Portugesa da Psoriase

- Various events were held around World Psoriasis Day: Partnership with Delta cafés, free screenings at shopping centers, and an initiative with Medical Professionals at the Parliament and a ”PsoRIA-SE” show was arranged. The ticket revenue of the ”PsoRIA” show was given to PSO Portugal.

PUERTO RICO

APAPP – Asociacion Puertoriquena de Ayuda al Paciente de Psoriasis

- An educational activity was held on October 26 where more than 125 people assisted at the event. As part of the educational material APAPP launched their newsletter “Hablemos de Psoriasis” which included information about psoriasis, psoriasis patient life stories and information about APAPP and its activities.

ROMANIA

A.P.A.A. – Autoimmune Diseases Patients Associations

- Lobbied actively towards the Romanian delegation, including the Minister of Health, at the World Health Organization.

RUSSIA

The Interregional Charitable Non-governmental Organization “Society of patients with psoriasis”

- Psoriasis schools were held in three regions in Russia: Moscow, St Petersburg and Yekaterinburg. Approximately 100 people with psoriasis and psoriatic arthritis attended the schools. Amongst the topics that
were presented and discussed were general questions about psoriasis and psoriatic arthritis, current treatment options, legal aspects of receiving free medical care.

SCOTLAND

PSALV – Psoriasis Scotland Arthritis Link Volunteers

- PSALV has continued to attend the Cross Party Group, CPG, for psoriasis and psoriatic arthritis quarterly in the Scottish Parliament. The objective is to raise awareness, knowledge and understanding through the Parliament process and improve services for the needs of people living with psoriasis and psoriatic arthritis in Scotland. The meetings are open for all people.

SINGAPORE

PAS - The Psoriasis Association of Singapore

- The Psoriasis Association of Singapore, PAS, celebrated World Psoriasis Day with a concert at the Nexus Auditorium on October 26. The theme for the concert was “Family Day” and members of PAS were encouraged to bring three family members to the event. The Guest of Honor for the event was the President of the Dermatological Society of Singapore, Dr Wong Su Ni.

SOUTH AFRICA

SAPSA – South African Psoriasis Association

- The South African Association had a table and an advertising board at the main passage at the Groote Schuur Hospital, informing medical professionals and patients about psoriasis and psoriatic arthritis. Information material was distributed.

SPAIN

ACCIÓ Psoriasis

- A photographic exhibition, La Verdad al desnudo “the naked truth” was held during September 30 – October 30.

SWEDEN

Psoriasisförbundet

- The Swedish Psoriasis Association arranged an event at the central station in Stockholm together with the Psoriasis Youth Organization and the Stockholm Psoriasis Association. The campaign activities involved recruiting new members, people to have their skin tested and entertainment for children.

SWITZERLAND

SPVG – Schweizerische Psoriasis & Vitiligo Gesellschaft

- Members of SPVG set up information stalls in several towns in Switzerland on Saturday, October 26. Information material was distributed and the public had the possibility to ask question about psoriasis and psoriatic arthritis.
TAIWAN

PAT – Psoriasis Association Taiwan

- The Psoriasis Association Taiwan arranged an activity on Facebook encouraging the general public to write positive words to psoriasis patients. The aim was to raise awareness/educate people that psoriasis is not contagious and to lower the discrimination of people living with psoriasis.

TURKEY

Sedef Hastalan Dayanisma Dernegi

- The Turkey Patient Solidarity Association organized a concert and an event with doctors and psoriasis patients on Taksim Street and Sisli Concert Center. Information stalls were set up at Taksim street and Sisli corner. Information material about psoriasis, psoriatic arthritis and the Turkish Psoriasis Association were handed out to the general public.

URUGUAY

APSUR – Psoriasis Uruguay

- 15 Mass Media expositions.

VENEZUELA

AVEPSO – Asociación Venezolana de Psoriasis

- On October 23rd AVEPSO attended workshops under the Metropolitan program for the integration of people with disabilities. The purpose of the program was to build advocacy – raise awareness and educate citizens and strategic actors in the Metropolitan Area of Caracas on issues related to the integration of people with disabilities.

VIETNAM

PsorViet

- Vietnam Psoriasis Network arranged two conferences in the cities of Hanoi and Ho Chi Minh.
Media

World Psoriasis Day is usually heavily featured in the media, and the Global photo testimonial campaign 2013 was used to great advantage in this forum, especially in social media.

Examples of media activities

Argentina
- 70 Mass Media participations.

Austria
- Advertisements were made to announce the 9th Information day of PSO-Austria in the Newspaper “HEUTE” with a circulation of 613,000 per day.

Belgium
- The project “You are not alone” was launched on Facebook, inviting the public to take interest in psoriasis and psoriatic arthritis and get them to support the campaign and the message via "likes".

Brazil
- Mass media presentations were made.

Canada
- Interviews were made in 3 large city centers in Canada: Vancouver, Ottawa and Halifax. The World Psoriasis Day media campaign generated a total media audience reach of over 754,800

Chile
- Publications were made in 10 newspapers and magazines. 8 radio interviews were conducted. A new website was launched which had 40,929 visits between May and October.

Colombia
- Information about psoriasis, World Psoriasis Day and conference announcements was spread in social media, at press conferences, during interviews made for radio and TV and in written press.

Czech Republic
- Broadcasts at the Czech National Radio.

Ecuador
- Information about World Psoriasis Day was published in printed media and in spoken press.

El Salvador
- An article about psoriasis, World Psoriasis Day and PSONUVES’s work was published in San Salvador magazine. 8000 copies.
Estonia
- The chairman of the Estonian Psoriasis Association, Evelyn Vill, was interviewed for a radio channel at Vikerraadio.

Finland
- A World Psoriasis Day press release was published to remind the media about the WHO draft resolution on psoriasis to be voted upon at the upcoming World Health Assembly in May, 2014. The information was broadcasted on the main evening news on the radio.

France
- France Psoriasis made a TV spot which could be seen on Facebook. The TV spot was also broadcasted, free of charge, during the week of October 28 to November 2nd. It could be seen on Replay from October 23rd to November 30.

Georgia
- A program “Health´s Hour” was broadcasted at the regional TV channel Rioni. Dermatologist Prof A. Tsereteli, State University in Kutaisi, Konstantine Tsagareishvili and President of PSO Georgia N.Chijavadze, were invited to speak about psoriasis and psoriatic arthritis.

Iceland
- The Vice Chairman at SPOEX, Jónína Ólöf Emilsdóttir, was interviewed on the main radio station.

Ireland
- Articles published in Irish Times and Irish Examiner, highlighting Skin Awareness Day and its itinerary for psoriasis sufferers. Circulated nationwide.

Japan
- A media seminar was held on psoriasis and psoriatic arthritis in Tokyo. More than 20 newspapers released articles about psoriasis.

Mexico
- Broadcasts on 6 TV stations with a total media outreach of 4'650 000 people. 2 radio interviews were held which reached 790,662 thousands of people.

Netherlands
- Interviews on radio and TV with two psoriasis patients who ran the marathon in Rotterdam wearing T-shirts with the Psoriasis Vereniging Nederland logo attached.

Norway
- An online version of a newspaper supplement was set up including a lot of information about psoriasis and psoriatic arthritis.

Panama
- 27 Media expositions.
Peru
- Facebook action campaign where patients were asked to send in pictures with the theme “uncover the summer”.

Philippines
- Photo testimonial campaign 2014: Many photos were displayed on Facebook.

Portugal
- More than 40 minutes was aired on TV and 57 news about psoriasis and psoriatic arthritis, were published in the national press.

Puerto Rico
- 12 Mass Media presentations

Singapore

South Africa
- Interviews at three radio stations

Spain
- 2 press conferences were held on October 29 and November 21st in Madrid and Ceuta.

Sweden
- Approximately 20 advertisements were published in local newspapers throughout the country.

Switzerland
- A press release was issued in the beginning of October to all major newspaper and magazines in Switzerland.

Taiwan
- Psoriasis Bear campaign on Facebook

Turkey
- Various articles were published online

Uruguay
- 15 Mass Media expositions

Venezuela
- On the radio program – Health Musikal with Arturo de la Rios, President Luisa Herrera invited the general public to celebrate World Psoriasis Day.

Vietnam
- Documentary films about psoriasis were made. Video clips to be seen at Facebook.
Most of the participating Psoriasis patient associations around the world gave interviews to TV and radio stations, newspapers and magazines. Important topics were living with psoriasis and the celebration of World Psoriasis Day. We can clearly see that there is high media interest in the countries where manifestations and activities were organized. Those countries that had extensive marketing on the web, sent press releases and were active in advertisement of various kinds also had good media coverage. Public events are also a high-impact for media coverage.

**WPD 2013 Photos**

<table>
<thead>
<tr>
<th>Austria</th>
<th>Bulgaria</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Austria Photo" /></td>
<td><img src="image2.jpg" alt="Bulgaria Photo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chile</th>
<th>Russia</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.jpg" alt="Chile Photo" /></td>
<td><img src="image4.jpg" alt="Russia Photo" /></td>
</tr>
</tbody>
</table>
WPD Website

The World Psoriasis Day official website is www.worldpsoriasisd.com. The WPD website works as an important channel to promote and spread information globally about psoriasis and World Psoriasis Day.

External communication channels

By using Facebook, YouTube or other social networks we can reach thousands of individuals in a short span of time to a minimal cost.

Facebook

World Psoriasis Day has its own group on Facebook. The purpose of the group is to raise awareness about psoriasis and World Psoriasis Day. There is also a World Psoriasis Day badge that Facebook-users can add to their own profile photos.
Leticia Lopez, President of APAPP and Josef de Guzman, President of PsorPhil - both members of the IFPA Executive Committee, shared their personal photo testimonials on Facebook.

YouTube

On YouTube a lot of the videos from national WPD events can be found. There are also many other videos about psoriasis and psoriatic arthritis. The large coverage and the popularity among young people is an advantage with this social media.
People with psoriasis need, and deserve, access to treatment – no matter where they live

Today, on World Psoriasis Day, the International Federation of Psoriasis Associations, IFPA, brings attention to the need for improving the availability of treatment and care for psoriasis – a disease that affects more than 125 million people all over the world.

Psoriasis is a serious, chronic, inflammatory, non-communicable disease for which there is currently no cure. According to the official report on psoriasis issued by the WHO Secretariat in advance of the 133rd meeting of the WHO Executive Board, the disease affects around 2 percent of the global population, with an even higher prevalence in some countries. Yet, even though it is a quite common disease which also carries with it an extensive physical, psychosocial and socioeconomic burden, there are still a large number of countries where it is difficult, or even impossible, to receive efficient treatment.

Lars Ettarp, President of IFPA, comments: “A survey carried out by IFPA among its member organizations showed quite clearly that in many countries the treatments are in fact available, but due to very high costs or other limitations, such as lack of, or weak, social security systems, still not accessible for people with psoriasis. In some countries it can even differ from region to region and some treatment methods might not be available at all.”

Psoriasis has no borders

“Psoriasis has no borders. It is in every region and every country, affecting millions of people in their daily lives, as well as their families and communities. IFPA’s vision is a world without human suffering from psoriasis. Even if we today don’t have a cure for psoriasis, we can all work for better equality in regards to access to treatment and care, to alleviate the burden of the disease on a person’s life”, says Kathleen Gallant, IFPA Executive Committee Secretary and Chair of the IFPA Task Force on NCDs.

Treat the patient – save the person

As part of the World Psoriasis Day messaging for 2013, IFPA initiated a photo testimonial campaign where people with psoriasis and/or psoriatic arthritis can share what access to treatment means for them. Josef de Guzman, IFPA Executive Committee Treasurer and Chair of the IFPA World Psoriasis Day Steering Committee, explains the reasoning behind the campaign: “This is a very visual, and impactful, way of showing what we as people with psoriasis feel is important. We aren’t our disease or “just” patients, we are people with hopes and dreams and ambitions just like everyone else. But not receiving treatment for our health problems heavily impacts how we can live our lives, or fulfill our dreams. Hence the theme for the campaign: treat the patient – save the person. Giving people with psoriasis access to treatment gives them the chance to fulfill their potential as human beings. Health shouldn’t be a luxury; it is a basic human right.”

About IFPA and World Psoriasis Day

IFPA, together with all its national member associations, is working to improve the quality of life for...
people suffering from psoriasis. Towards this end we are all united in a yearly World Psoriasis Day campaign, on October 29. In 2013 we are focusing on the need for access to treatment for all people with psoriasis, no matter where they live. To read more about World Psoriasis Day and the campaign, please visit www.worldpsoriasisday.com.

In May of this year, the WHO Executive Board adopted a resolution on psoriasis/World Psoriasis Day, encouraging “Member States to engage further in advocacy efforts to raise awareness regarding the disease of psoriasis, fighting stigma suffered by those with psoriasis, in particular through activities held every year on 29 October in Member States”. The resolution, entitled “World Psoriasis Day”, will be voted upon at the next World Health Assembly, in 2014, and can be downloaded here: EB133.R2.

For more information about IFPA, World Psoriasis Day and the resolution, please contact the IFPA Secretariat at ifpa@pso.se or +46 8 556 109 18.