World Psoriasis Day 2014

“Building a better world for people with psoriasis”

General Summary of World Psoriasis Day activities
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
- Give people with psoriasis a collective voice globally
- Provide information to educate the patients, the public, the medical community and policy makers
- Eliminate ignorance, misconceptions and thereby also stigmatization and discrimination

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 2014

WPD Theme 2014

“Building a better world for people with psoriasis”

IFPA campaign – global survey

Objective: Finding out which “tools” are seen as vital to build a better world for people with psoriasis

Target groups

- United Nation Agencies
- Politicians and policy makers – international, regional, national and local
• Insurance companies, HMO’s
• The general public
• Researchers, pharmaceutical industry
• Health care professionals
• Mass media

Global Survey WPD 2014

This year IFPA announced the launch of an online global survey on the World Psoriasis Day 2014 theme “Building a better world for people with psoriasis”. The survey was launched on IFPA’s website in mid-June 2014 and was active until the end of May 2015. On WPD 2014, IFPA released the preliminary results and the final results of the survey were be announced at the 4th World Psoriasis & Psoriatic Arthritis Conference.

The survey, which contained 17 different “tools”, aimed to identify strategies and activities that IFPA, its members and other stakeholders can use to advance psoriasis education, advocacy and awareness.

World Psoriasis Day 10 Years

2014 marked the ten year anniversary of World Psoriasis Day, which was initiated in 2004. Psoriasis patients associations, medical societies, hospitals and other stakeholders were asked to:

1. Choose a photo that illustrated their most successful or inspiring World Psoriasis Day-activity during the ten years.
2. To send the photo to hap00middle@photos.flickr.com.
3. The photo was automatically included in the World Psoriasis Day photo gallery.

To mark and highlight the ten year anniversary of World Psoriasis Day in social media a global Thunderclap campaign was launched on October 29. The campaign with the World Psoriasis Day messaging reached over 360,000 people.

As one of many World Psoriasis Day celebrations a special “birthday” cake was made and was highly appreciated by the attendees at the World Psoriasis Day Training Meeting, held by IFPA in June, 2014.

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

Since 2009, IFPA has worked to accomplish the goal to have psoriasis 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. Recognition of psoriasis is a first step that 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.

The year of 2014 has been an exciting year for the international psoriasis community, as a resolution on psoriasis was on the 67th World Health Assembly agenda, which “encourages Member States to engage further in advocacy efforts to raise awareness regarding the disease of psoriasis, fighting stigmatization suffered by those with psoriasis, in particular through activities held every year on 29 October in Member States”.

Several activities and communications in the first half year of 2014 were focused on towards building up support for the psoriasis resolution. Advocacy webinars were conducted and campaign toolkits and materials were developed to help our members in their advocacy work for the resolution. A global Thunderclap campaign was launched to help gain global support and awareness of the psoriasis resolution in social media.

Together with Argentina, Ecuador, Qatar and Panama, IFPA organized a side event at the 67th World Health Assembly. The objective of the side event was to give the World Health Assembly delegates a greater understanding of how psoriasis affects health-related quality of life to an extent similar to other non-communicable diseases and the need for global recognition. The program at the side event featured the film “Psoriasis is a disabling disease” to raise awareness of how disabling the disease can be. The side event took place right before the psoriasis resolution was brought up for discussion and vote.

During the committee A meeting at the 67th World Health Assembly, discussions on the resolution on psoriasis, in which the name of the resolution changed from World Psoriasis Day to Psoriasis to draw attention to the recognition of the disease itself, IFPA held a statement. The statement called upon the WHO Member States to adopt the resolution as a global recognition of psoriasis will help raise awareness and lift the burden of the disease. The psoriasis resolution was then adopted by the World Health Assembly – a truly historic moment for the international psoriasis community.

At the IFPA member meeting a few weeks after the World Health Assembly, IFPA initiated its strategy to support its members and key stakeholders in the important work to ensure implementation of the resolution, in which World Psoriasis Day, October 29, plays a vital part. The psoriasis resolution paired with World Psoriasis Day are by far the greatest advocacy tools the psoriasis community has to gain awareness and support in order to build a better world for people with psoriasis.
World Psoriasis Day Activities

Awareness-raising activities

Psoriasis is a chronic, non-communicable disease with huge impact on people’s lives. It is an important task that we possess to inform people who suffers from psoriasis that they are not alone in their battle, furthermore, to raise awareness of this devastating disease and the misery that it cause. Our aim with World Psoriasis Day is to provide a platform for patients where their voices 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 2014

For World Psoriasis Day 2014, we have seen a wide variety of activities that have taken 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 2014:

ARGENTINA

AEPSO - Asociación Civil para el Enfermo de Psoriasis

- Meeting with the Ministry of Health of Mendoza Province on October 21st to initiate actions of education and awareness about psoriasis towards 2015.

BELGIUM

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

- On October 25 an information meeting on psoriasis and psoriatic arthritis was held in the city of Wemmel and 95 people attended the event.

BRAZIL

Brazil – PSORISUL

- In September 2014, Psoriasis Brazil, participated in an event in São Paulo city, together with Brazilian Society of Dermatology, for the implementation of the resolution of OMS regarding psoriasis in National Public Policy.

BULGARIA

Association of people suffering from psoriasis and psoriatic disorders

- A walk was arranged in all three cities with the theme "Elapse on kilometer in my skin" and patches resembling psoriatic plaque were handed out to the public. Objective was to make the public aware of how it is to live with psoriasis and feel the eyes of others.

CANADA

CAPP – Canadian Association of Psoriasis Patients

- Released the Psoriasis Report Card: Access to Care and Treatment for Patients in Canada.

CDA- Canadian Dermatology Association

- A psoriasis tool called Psoriasis: 1 to 6 were developed which describes six types of psoriasis, by form, frequency, description, typical presentations and special considerations; each with a sample image. The tool will be distributed through D4ND and available for download on the website.
COLOMBIA

FUNDAPSO – Fundación de Psoriasis de Colombia

- A 2nd national psoriasis patient congress was held in Bogota on November 1st. The Colombian Dermatology association participated and a group of doctors with multiple specialities exhibited. Congress invitation cards were delivered to clinics, hospitals, medical clinics and phototherapy units. 100 people attended the congress.

CROATIA

Drustvo Psorijaticara Hrvatske – Croatian Psoriasis Association

- Croatian Psoriasis Association arranged a booth in Zagreb on October 25th informing the public about psoriasis and psoriatic arthritis, the psoriasis resolution, World Psoriasis Day and of the Croatian Psoriasis Association’s work and activities. The President of Croatia, visited the booth.

CYPRUS

Cyprus Society of Dermatology and Venereology

- Informational booklet “Understanding Psoriasis” and posters with the campaign theme “Psoriasis is not contagious” “Great!” were distributed to the public.

CZECH REPUBLIC

SPAE - Psoriatic and Atopic Eczema Association Czech Republic

- 40 members of SPAE CZ together with leading medical specialists and cosmetic specialists attended a meeting held on October 17-19. Two lectures on psoriasis and treatment options and three lectures with legal themes on the availability of medical care were held.

DENMARK

Danish Psoriasis Association

- The World Psoriasis Day campaign “psoriasis families”

DUBAI

- A 2nd edition of Psoriasis Day was arranged. Lectures were held by Dr Anwar Al Hammadi, Head of Dermatology Denters, Dr Ashraf Reda, Consultant Dermatologist at Welcare Hospital and a psoriasis patient describing his experience of living with psoriasis.

EGYPT

Cutis Clinic

- The clinic spent most of their time spreading the message about psoriasis through social media. The Facebook paged used to accomplish this have 50 000 followers.

EL SALVADOR

PSONUVES – Psoriasis Nueva Vida El Salvador

- Between June and October several lectures were held in various markets and clinics and at Health Fairs like for example in: Sagrado Corazón Market, La Tiendon Market, Excuartel Market and Modelo Market. Approximately 3800 attendees participated in these event in total.
ESTONIA

EPsoL - Estonian Psoriasis Association

- Meetings were held with the Ministry of Social Affairs to discuss the problems that psoriasis patients are faced with, as well as laying forth the message: the better accessibility of psoriasis treatment heals the severe forms of the disease and avoids the chance of disability.

FINLAND

Psoriasisliitto ry, The Finnish Psoriasis Association

- The Finnish Association participated in a Health Fair event in Helsinki with a pop-up skin clinic, having a dermatologist answering questions from the public. Mini-consultations turned out to be very popular. The Chairman, Yrjö Määttänen, was interviewed about World Psoriasis Day by the television at site. The Health Fair had more than 43,000 visitors.

FRANCE

France Psoriasis

- During October France Psoriasis organized 40 events, including conferences and information stands etcetera, in different regions, for example in Paris, Bordeaux and Lyon. There were 24 physicians, dermatologists and rheumatologists, involved in these events and 2800 patients were informed.

GEORGIA

PSO Georgia – Psoriasis Association of Georgia

- Free consultations for psoriasis and psoriatic patients were held in Tblisi, Kutaisi and other cities across Georgia. It was done by PSO Georgia in collaboration with Georgian Association of Photodermatology and Skin Cancer and Tblisi Dermatovenereological Association.

GERMANY

Deutscher Psoriasis Bund e.V.

- 6 large events took place in Bonn, Dresden, Hamburg, Leipzig, Ludwigshafen and Witten. Members of the association also arranged smaller meetings across the country. All meetings focused on the importance of the WHO resolution and used as a strong focal point.

HONG KONG

HK Pso – Hong Kong Psoriasis Patients Association

- In conjunction to World Psoriasis Day, Hong Kong Psoriasis Patients Day arranged a Psoriasis talk. Professor CS Lau from Hong Kong University Medicine School was invited to speak.

ICELAND

SPOEX - Samtök Psoriasis og Exemsjúklinga

- SPOEX arranged a meeting “Keep yourself updated by knowledge and affinity” at the Grand Hotel Reykjavik. Three presentations were made on the topics: Why do we have to pay?, Complications of living with psoriasis and Blue Lagoon Clinic – psoriasis treatment and new research results.
IRELAND

ISF – Irish Skin Foundation

- A photocall for WPD press release and digital campaign #saysomething were made.

ISRAEL

Israel Psoriasis Association

- A walk with the theme “Psoriasis is not contagious” was arranged by the Israeli Psoriasis Association on December 22. The purpose of the walk was to change the misconception that psoriasis is contagious and to raise awareness of the stigmatization psoriasis patient’s experience. Psoriasis patients, both adults and children, from all over the country participated in the walk.

JAPAN

Japanese Psoriasis Association

- Women’s Seminar, sponsored by Psoriasis-Patients’ support Association in Tokyo (P-PAT)

REPUBLIC OF KOREA

KPA – Korea Psoriasis Association

- A healing walk day was organized with psoriasis patients and their families. 300 people attended the event.

MEXICO

AMCPSO - Asociación Mexicana contra la Psoriasis

- AMCPSO together with the Mexican Foundation of Dermatology, organized medical days on psoriasis. Posters with invitation and information were sent.

NORWAY

PEF - The Psoriasis and Eczema Association of Norway

- Had information booths set up in Oslo Central Station and Oslo University Hospital, were information were handed out in forms of pamphlets, brochures and verbal conversations.

PANAMA

Fundación de Psoriasis de Panamá

- In the Bay of Panama more than 200 patients, family, friends and supporters marched for support for people with psoriasis and psoriatic arthritis.

PERU

Asociación Peruana de Psoriasis - Psoriasis Perú

- Conducted a mass media campaign and in government agencies facing the possibility that some medicaments were discontinued and achieved the prolongation.
PORTUGAL

PSOPortugal – Associação Portuguesa da Psoriase
- PSOPortugal met with MP´s at the Portugese Parliament to talk about psoriasis.

PUERTO RICO

APAPP – Asociacion Puertoriquena de Ayuda al Paciente de Psoriasis
- The capitol building was lit with colors for three days to raise awareness and make psoriasis visible during the World Psoriasis Day week. The event was approved by the Senate of Puerto Rico.

ROMANIA

A.P.A.A. – Autoimmune Diseases Patients Associations
- In order to encourage patients to find new ways of coping with their disease, APAA organized a survey among psoriasis patients called “Is still me, even if I have psoriasis”. The two ideas/questions in focus were:
  1. What the disease has taught me
  2. How the disease has limited me

RUSSIA

The Interregional Charitable Non-governmental Organization “Society of patients with psoriasis”
- Psoriasis schools were arranged in different cities across the country and attended by over 100 people. Leading specialists held lectures on psoriasis and psoriatic arthritis.

SINGAPORE

PAS - The Psoriasis Association of Singapore
- In alignment with the World Psoriasis Day theme PAS awareness campaign emphasized on the message - "Psoriasis is NOT contagious" and was aimed at the public at large. 60 volunteers and psoriasis patients went to the MRT (Underground Train) stations in Singapore to give away bears while doing surveys and spreading the word that psoriasis is not contagious.

SLOVENIA

Drustvo Psoriatikov Slovenije
- Drustvo Psoriatikov Slovenije organized its first World Psoriasis Day activity with lectures named "School about psoriasis". UTS-films with Slovene subtitles were shown.

SPAIN

ACCIÓ Psoriasis
- The second Conference of the Patient Advisory Council of Catalonia were celebrated the 17th of October, were there were seminars regarding the resolution, what it means and how it will help, among other subjects.
SWEDEN
Psoriasisförbundet
- Interviews with psoriasis patients have been featured in two major online media news websites.

SWITZERLAND
SPVG – Schweizerische Psoriasis & Vitiligo Gesellschaft
- In three towns members of the SPVG held information stalls on October 25th, where informative discussions were held and informational material were distributed.

TAIWAN
PAT – Psoriasis Association Taiwan
- Organized multiple outdoor activities

TURKEY
Sedef Hastalan Dayanisma Dernegi
- Arranged a nationwide photography contest called “Touch Me”, something that reached millions of people, as famous photographers participated.

UNITED STATES
NPF- The National Psoriasis Foundation
- Arranged a World Psoriasis Day Team NPF Cycle Challenge
  - During the month of October, people collectively and virtually rode across the U.S. in solidarity for the approximately 7.5 million Americans with psoriatic disease.
  - 164 people from the community signed up.

URUGUAY
APSUR – Psoriasis Uruguay
- Strengthened the participation in medical specialists’ networks in the region and in meetings of patient organizations.

VENEZUELA
AVEPSO – Asociación Venezolana de Psoriasis
- Made an effort to achieve visibility through mass media as their urban actions were constrained by the current situation in the country.
Media

World Psoriasis Day is usually heavily featured in the media. 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 opportunity for media coverage.

Examples of media activities

Argentina
- Several interviews with Silvia Fernandez Barrio informing about the screening campaign, round table meeting, urban actions and the awareness walk were made on radio and TV stations.

Bulgaria
- An anti-stigma statement was circulated among institutions and media. Several articulated were published online.

Canada
- There have been several mentioning in online media regarding the Report Card released.
- A media release was issued nationally in English and French with quotes from the CDA president and the CSPA president. Key media messages were prepared around our media release and in response to the CSPA report that was issued on WPD.

Colombia
- All activities during the day were monitored by the press, radio, TV and social media, both locally and nationally, which reached a large audience of the population.

Croatia
- Radio interviews were made.

Cyprus
- CSDV participated in radio and TV shows during the whole campaign week. A Facebook campaign was set up as a contact platform for patients and the public and information about the campaign was featured. Promotion for the campaign was published in the press.

Czech Republic
- SPAE Vysocina, a division of SPAE CZ, prepared a half-hour educational program about psoriasis which was shown on regional TV.

Denmark
- The film “psoriasis role models” was shown on Facebook, the Danish Association’s website, Youtube and at Nord-ad.dk. Resulted in wide media outreach.
Egypt

- The clinic spent most of their time spreading the message about psoriasis through social media. The Facebook page used to accomplish this has 50,000 followers.

El Salvador

- Information about World Psoriasis Day was broadcasted on several radio stations and on TV.

Estonia

- Have been featured in three newspaper articles with one up to three hundred thousand readers. The outcome of which have been an increased awareness about psoriasis, as well as the reform of working capacity.

Finland

- The leading health program on Finnish television, Akuutti, made a special broadcast on the Health Fair, and The Finnish Psoriasis Association and WPD managed to get several minutes of television coverage. The program was sent on October 29 and had with re-runs included, some 700,000 viewers.

France

- 125 media effects both on the radio, TV and in newspapers and magazines.

Georgia

- Finalized the protocols about 1. Assessment of psoriasis clinical severity and 2. Topical treatment of psoriasis, which were approved as official documents by the Ministry of Labour Health and Social Affairs of Georgia. The document is shown on the Ministry of Dermatologists and General Physicians’ website.

Germany

- Many arranged WPD events were in direct relation to the WHO resolution. The most prominent was the central press conference in Berlin, connected with the two physician organizations (DDG and BVDD) and the editor of chief of the association’s journal “Der Deutsche Dermatologe”. The content of the resolution was presented as well as the association’s ideas for a national psoriasis program. Many journalists attended the event and the circulation in the press and other media was extensive.

Hong Kong

- To promote World Psoriasis Day HK Pso was interviewed on the Radio Television Hong Kong (RTHK Radio 1).

Iceland

- Participated in an interview on national radio.

Ireland

- The digital campaign #saysomething was launched on October 29 and received a lot of attention from other media.

Japan

- JPA developed a poster with messages of WPD and WHO Psoriasis Resolution in order to raise awareness of psoriasis and people with psoriasis. Remarkably, on 29 Oct, an advertisement of WPD2014 was published on the Yomiuri newspaper.
Republic of Korea
- On World Psoriasis Day, the Korea Psoriasis Association broadcasted a campaign with the message “Build a better world!”

Norway
- On October 28th, patients and dermatologist participated in a very popular morning show called “God Morgen, Norge!”.

Panama
- Had a strong media presence and coverage of several of their conferences, both on local and regional level.

Peru
- Conducted a mass media campaign.

Portugal
- Information about World Psoriasis Day and psoriasis was broadcasted on several TV channels which resulted in more than 2 hours’ air time in total.

Puerto Rico
- APAPP initiated a media campaign with the theme “I give you a hug” which was spread widely, nationally and internationally.

Russia
- A video for World Psoriasis Day were produced and leaflets were issues which was distributed in parks, in Moscow.

Singapore
- A media blitz done through the local English and Mandarin newspapers, a local radio station, YouTube and Facebook advertisements to raise awareness of psoriasis.

Spain
- Have taken part in 23 interviews on national television and radio in between the dates October 27th and November 11th.

Sweden
- An interview with a “celebrity” psoriasis patient aired on a nation-wide public service radio station on WPD.

Switzerland
- A press release was issued at the beginning of October 2014 to all major newspapers and magazines.

Taiwan
- Used social media to reach out. Patients encourage each other on Facebook.

Turkey
- Published videos on YouTube regarding the subject, which reached up to 1776 views, and counting.
Uruguay

- APSUR had a strong presence in media. The association released press statements towards world psoriasis day had very high media impact.

United States

- NPF worked with HHS to get them to send out a Twitter message for World Psoriasis Day.

Venezuela

- Made efforts to achieve visibility through mass media as their urban actions were constrained by the current situation in the country.

WPD 2014 Photos

Argentina  
Belgium

[Images of WPD 2014 Photos for Argentina and Belgium]

Colombia  
Czech Republic

[Images of WPD 2014 Photos for Colombia and Czech Republic]
Finland

Georgia

Japan

Puerto Rico

Singapore

Spain
The World Psoriasis Day official website is www.worldpsoriasisday.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

www.facebook.com/WorldPsoriasisDay

World Psoriasis Day has its page on Facebook. The purpose of the page 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. The World Psoriasis Day Facebook page is also connected to the World Psoriasis Day account on Twitter, @WorldPsoriasisD.

YouTube

www.youtube.com

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.
Twitter

Through the Twitter accounts @WorldPsoriasisD and @PsoriasisIFPA, IFPA raises awareness of psoriasis and World Psoriasis Day to people around the world, using the hashtags #psoriasis and #WPD14. This year, a remarkable increase of mentions of World Psoriasis Day and usage of the World Psoriasis Day hashtag were noticed on Twitter, indicating a much greater awareness of World Psoriasis Day and the important role social media plays in creating disease awareness.

www.twitter.com/WorldPsoriasisD
Global survey calls attention to psoriasis patients’ wish to better understand their disease and the treatment options available

(Stockholm, October 29, 2014)
Today, on World Psoriasis Day, the International Federation of Psoriasis Associations, IFPA, brings attention to the tools respondents from 90 countries have identified to help build a better world for people with psoriasis, by participating in an online survey launched in June. The preliminary results of the survey show a clear consensus – the top tool voted for is “Educating the patients about treatment options”.

Lars Ettarp, President of IFPA, comments:
“Today, patients wish to be well-informed about treatment options, especially when they have a chronic condition such as psoriasis, so that they can make important decisions regarding their disease management and care together with their doctors. An informed patient is an empowered patient, and clearly this specific type of information is something that IFPA and its regional and national member associations must continue to focus on and develop even further in their future strategic work. The WHO psoriasis resolution, which was extensively advocated for by IFPA and its members, points out the need for ‘multilateral efforts to promote and improve human health, providing access to treatment and health care education’, so this should definitely be a priority.”

Psoriasis is a serious, chronic, inflammatory, non-communicable disease for which there is currently no cure. According to an official WHO report on psoriasis, 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 many gaps in the understanding of the disease itself and its management.

Need for more information about serious comorbid conditions
The survey also shows a need for more information on the serious comorbid conditions associated with, primarily severe, psoriasis.
“A number of serious conditions have been shown to be associated with psoriasis, such as psoriatic arthritis, metabolic syndrome, diabetes type II and cardiovascular disease. These are conditions that both the patients and the healthcare professionals need to be aware of, so that their psoriasis is managed and monitored correctly”, says Dr Hoseah Waweru, Vice President of IFPA and President of the Psoriasis Association in Kenya.

Building a better world for people with psoriasis
IFPA, its members and partner organizations are committed to building a better world for people with psoriasis, and World Psoriasis Day and the global survey are in themselves excellent tools to raise awareness. Josef de Guzman, IFPA Treasurer and Chairman of the World Psoriasis Day Steering Committee adds:
“World Psoriasis Day is a truly global campaign that aims to raise awareness of psoriasis and the many millions who live with this disease. Through World Psoriasis Day, and the survey, we hope that we can identify a clear path forward, towards a society where people with psoriasis can participate fully and be
free from the added burdens of stigma and discrimination. We hope that many more people with psoriasis, the physicians that treat them, and their friends and families take part in the survey, so that all of us who act and speak on their behalf may be successful in building a better world for them.”

About IFPA and World Psoriasis Day
IFPA, together with all its more than 50 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 2014 we are focusing on the tools needed to build a better world for people with psoriasis. To read more about World Psoriasis Day, please visit www.worldpsoriasisday.com.

In May of this year, the 67th World Health Assembly adopted a resolution on psoriasis, 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 "Psoriasis”, can be downloaded here: http://apps.who.int/gb/ebwha/pdf_files/WHA67/A67_R9-en.pdf

About the survey
The online survey was launched on IFPA’s website in mid-June 2014 and will be open until the end of May 2015. Featuring 17 different suggested tools within advocacy, awareness and education, as well as an open answer part where respondents can add their own tool, the survey is open for people with psoriasis, the physicians who treat them, and their family members and friends. The final results of the survey will be announced at the 4th World Psoriasis & Psoriatic Arthritis Conference. To participate in the survey, please go to www.netigate.se/ifpa.

[Attachment: Highlights from preliminary results of IFPA global online survey “Building a better world for people with psoriasis]  

For more information about IFPA and World Psoriasis Day, please contact the IFPA Secretariat at ifpa@pso.se or +46 8 556 109 18.
Psoriasis affects more than 125,000,000 of the world's population. Regardless of age, gender, ethnicity and socioeconomic status.

In June 2014, the International Federation of Psoriasis Associations launched an online survey, where people with psoriasis, physicians and friends and family are invited to vote for up to five different tools for building a better world for people with psoriasis. Preliminary results show that the tool deemed as most effective by all respondents is “Educating the patients about treatment options” and the top five tools voted for all concern education. The survey is open until end of May, 2015, and can be found at www.netigate.se/ifpa.

Percentage of votes for “top tool” by respondent group:

- Patients: 50%
- Physicians: 42%
- Family/friends: 39%
- Other: 32%

Top 5 tools voted for by all respondents:
- Educating the patients about treatment options - 50%
- Educating the patients about serious comorbid conditions - 42%
- Educating the patients about psoriasis as a serious, inflammatory, noncommunicable disease - 39%
- Educating doctors and other healthcare professionals about treatment options - 32%
- Educating policy makers about the socioeconomic and psychosocial impact of psoriasis - 32%

Respondents from 90 countries have participated in the survey.

60% of the responding physicians found it valuable that the patients are educated about treatment options.

The largest group of respondents (68%) are psoriasis patients.

The survey features 17 suggested tools within advocacy, awareness and education.

90 countries represented in the survey.

Most common suggestions for other tools:
- “supportive initiatives for psoriasis patients”
- “more research be conducted on the treatment strategy regarding psoriasis”