World Psoriasis Day 2016

General Summary
Introduction

Organization

World Psoriasis Day is presented by IFPA, the International Federation of Psoriasis Associations:

IFPA gratefully acknowledges the support of the following World Psoriasis Day supporters:

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

The aims and objectives of World Psoriasis Day are:

- Raise awareness
- Give people with psoriasis a collective voice globally
- Provide information to educate patients, the public, the medical community and policy makers
- Eliminate ignorance, misconceptions and thereby also stigmatization and discrimination
Introduction

Key communication messages

The key communication messages of World Psoriasis Day are:

- Psoriasis and psoriatic arthritis are serious, chronic, disabling, non-communicable 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

World Psoriasis Day theme 2017

The theme for World Psoriasis day was: “Breaking barriers for people living with psoriasis.”

Every day, people with psoriasis face immense barriers in society, including in the healthcare system, at work, in school and in social relations. This leads to missed opportunities in life, which could have been prevented. After extensive advocacy efforts by IFPA, both a WHO Resolution on Psoriasis and the Global Report on Psoriasis are in place. These two documents contain the recommendations needed to take action and break these barriers!

Core communication messages

- FIGHT prejudice, stigmatization and discrimination
- RAISE awareness, understanding and hope
- GAIN access to proper diagnosis, treatment and improved quality of life

Supporting messages

- Psoriasis can be psychologically devastating. Many patients experience prejudice, stigmatization and discrimination. This negatively affects their daily lives.
- Raising awareness improves understanding of psoriasis as a disease. It also educates society on how to take action. This gives hope to the 125 million psoriasis patients worldwide.
- Patients’ quality of life is vastly improved when they gain access to a proper diagnosis and treatment, through high-quality healthcare.

Campaign: Breaking Barriers animated film

IFPA created an animated film as the core of the World Psoriasis Day 2016 campaign. The film tells the story of Anna and Peter, who suffer from psoriasis and psoriatic arthritis. They are not alone: over 125 million people worldwide share their struggle. Every day, these patients have to overcome difficult barriers to access their basic human rights. The animated film explains the importance to FIGHT the barriers of prejudice, stigma and discrimination and that on October 29, RAISE hope and awareness by spreading knowledge and understanding. The goal is for all patients to GAIN access to proper diagnosis and treatment, with improved life quality as a result.
World Psoriasis Day Activities

Awareness-raising activities

Psoriasis is a common chronic, non-communicable disease with huge impact on people's lives. It is an important task that we possess to inform people with psoriasis that they are not alone in their battle, furthermore, to raise awareness of this devastating disease and the depression that it causes. 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 is living with 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 and that it is solely a skin disease. 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 and policy-makers (local, national, regional, international)
- General public
- Health care professionals
- Researchers, pharmaceutical industry
- Global psoriasis community
- Global media

National World Psoriasis Day activities 2016

During World Psoriasis Day 2016, a wide variety of activities took place - from seminars to meetings with politicians and decision-makers. Every year, the interest in and success of World Psoriasis Day increases, so on the following pages we proudly present some examples of the national awareness-raising activities that took place all over the world!
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<th>Country</th>
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<th>Activities</th>
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<tr>
<td>Argentina</td>
<td>AEPSO - Asociación Civil para el Enfermo de Psoriasis</td>
<td>• AEPSO met with the Secretary of Health of the Nation, Mr. Nestor Perez Baliño.</td>
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<tr>
<td>Austria</td>
<td>PSO Austria</td>
<td>• A World Psoriasis Day conference was arranged at the Techgate Vienna on October 29th. 7 lectures were held by medical opinion leaders and specialists.</td>
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<tr>
<td>Belgium</td>
<td>Gipso - Groupe d’Aide à la Recherche et à l’Information sur le Psoriasis</td>
<td>• GIPSO arranged several psoriasis awareness raising activities held in galleries, shopping malls and hospitals.</td>
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<td>Belgium</td>
<td>Psoriasis Liga Vlaanderen</td>
<td>• Psoriasis Liga Vlaanderen donated its first psoriasis award for the total sum of 10,000 EUR, to the Dermatology Department of the University Hospital in Ghent, for the following three projects:</td>
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<tr>
<td>Brazil</td>
<td>PSORISUL</td>
<td>• Between 27-29 of October psoriasis symposiums were held in the Deputies Chamber where various topics such as the reality of patients and new psoriasis treatments were addressed. Several parliamentarians and physicians joined the event.</td>
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<tr>
<td>Canada</td>
<td>CAPP - Canadian Association of Psoriasis Patients</td>
<td>• CAPP launched a youth art contest using the WPD 2016 theme of &quot;Breaking Barriers for people with psoriasis&quot;. Participants were asked to submit artwork that represented the WPD theme of Breaking Barriers; Fight, Raise, Gain. Art could be any medium.</td>
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Colombia
FUNDAPSO – Fundación de Psoriasis de Colombia

- World Psoriasis Day marches and psoriasis conferences were arranged in the cities of Cali, Medellín and Barranquilla.

Czech Republic
SPAE - Psoriatic and Atopic Eczema Association Czech Republic

- The President drew attention to the ČTK (Czech News Agency) strict rules for biological treatment and the fact that this treatment not being accessible for many psoriasis patients. The report were assumed to the national dailies reaching several thousand people.

Denmark
Psoriasisforeningen

- Danish psoriasis App “PsoMentor” was launched on World Psoriasis Day. The objective with PsoMentor was to empower people with psoriasis and/or psoriatic arthritis by providing a tool for them to learn more about psoriasis and get more insight into and an overview of their illness.

El Salvador
PSONUVES – Psoriasis Nueva Vida El Salvador

- A meeting was held with Advocate for the Defense of Human Rights, Raquel Caballero. PSONUVES presented a written request asking for a statement in favor for people with psoriasis.

Estonia
EPsoL- Estonian Psoriasis Association

- Estonian Psoriasis Association arranged a psoriasis conference in the city of Pärnu, in conjunction to World Psoriasis Day. The main topic was: “a psoriasis patient as a patient”. 72 people participated.
Finland
Psoriasisliitto - The Finnish Psoriasis Association

- An online quiz on psoriasis named “Psorivisa.fi” was launched in conjunction to World Psoriasis Day which will last until October 2017. 9624 persons had responded by December 1st, 2016.

France
France Psoriasis - Association Pour La Lutte Contre Le Psoriasis

- A photo exhibition “My life is more important than my disease” was displayed in six cities: Paris, Bordeaux, Toulouse, Clermont-Ferrand, Poitiers and Rennes.

Georgia
GAPP - Georgian Association of Psoriasis Patients

- With full support from General Director George Galdava, Georgian Association of Psoriasis Patients together with National Center of Dermatology and Venereology, arranged meetings with free consultations for psoriasis patients, in cities of: Tbilisi, Batumi, Kutaisi, Zugdidi, Telavi. These meetings are held annually.

Germany
Deutscher Psoriasis Bund e.V

- A press conference in Berlin was held in collaboration with the two physicians’ organizations (DDG and BVDD) and the editor of chief of our journal “Der Deutsche Dermatologe”.

Greece
Epidermia

- Over 1000 leaflets with information of World Psoriasis Day and statistics about psoriasis were distributed in central squares in Athens and Thessaloniki.
Hong Kong
HK Pso – Hong Kong Psoriasis Patients Association

- A public event was arranged at Hong Kong’s Department of Health. More than 50 patients participated.

Iceland
SPOEX – Samtök Psoriasis og Exemsjúklinga

- A World Psoriasis Day conference were held on October 25th. 2 doctors and 1 nutrition professional (nurse) gave talks about the latest in psoriasis research and nutrition. 100 people attended the event.

Indonesia
Indonesian Psoriasis Care Foundation/Yayasan Peduli Psoriasis Indonesia

- A psoriasis conference was organized on November 19, in Jakarta, with sessions like: proud living with psoriasis and psoriasis flare-up – impact on teeth.

Ireland
ISF - Irish Skin Foundation

- Promotion of regional psoriasis meetings was broadcasted several times on radio, reaching more than 350.000 listeners. Outcome resulted in increased attendance in the meetings.

Israel
Israel Psoriasis Association

- Members of the Israeli Psoriasis Association gathered at the Dead Sea and took a picture with the slogan: “Psoriasis is connecting People”, which was sent to the media.

Japan
Japanese Psoriasis Association

- Psoriasis Study meetings were arranged in Yokohama, Kanagawa and Maebashi, Gumma.
# National WPD Activities 2016

<table>
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<tr>
<th>Country</th>
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<th>Activity</th>
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<tr>
<td>Kenya</td>
<td>PAK – Psoriasis Association of Kenya</td>
<td>As part of World Psoriasis Day, PAK hosted a dinner for dermatologists and health workers where the main topic was psoriasis, on October 27.</td>
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<tr>
<td>Republic of Korea</td>
<td>KPA - Korea Psoriasis Association</td>
<td>A psoriasis talk concert was held on November 5th gathering medical staff and psoriasis patients. Objective with the meeting was to be able to talk openly about psoriasis. Approximately 250 attended the event.</td>
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<td>Lebanon</td>
<td>American University of Beirut Medical Center (AUBMC)</td>
<td>To increase public awareness on psoriasis and potentiate support to psoriasis patients, a “Bike Day” was arranged where more than 300 scouts from the Lebanese Scouts Federation, as well as the organizers, biked through the Corniche of Beirut Waterfront.</td>
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<tr>
<td>Malaysia</td>
<td>Psoriasis Association of Malaysia</td>
<td>World Psoriasis Day activities were organized at the Hospital Kuala Lumpur, hosted by Dr. Azura, medical advisor of PAM, and the dermatology department.</td>
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<tr>
<td>The Netherlands</td>
<td>PVN – Psoriasis Vereniging Nederland</td>
<td>A meeting for members and psoriasis patients was arranged on World Psoriasis Day. A PVN member and patient performed a song about being a psoriasis patient, written by herself.</td>
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### Norway

**PEF - The Psoriasis and Eczema Association of Norway**

- An open meeting themed “Brake barriers” was arranged in Stavanger with a total of 40 attendees. Gudbjörn Lund Dahl, the Chairman of PEF’s youth association, talked about his childhood living with psoriasis ending with a discussion on psoriasis and stigmatization.

### Panama

**Fundación de Psoriasis de Panamá / Panama Psoriasis Foundation**

- In collaboration with student volunteers from Louisville University, American University and the University of Panama, Panama Psoriasis Foundation celebrated World Psoriasis Day, distributing information about the disease.

### Peru

**Asociación de Psoriasis y Artritis Psoriásica- Perú**

- On World Psoriasis Day, Asociación de Psoriasis y Artritis Psoriásica invited psoriasis and psoriatic arthritis patients to join a free coaching workshop “Are you a lead character or a victim of your own history?”. The event was led by Lizardo Araujo of the International School of Coach and NLP.

### The Philippines

**PsorPhil – Psoriasis Philippines Inc.**

- MMK episode on national television featured the life story of Josef de Guzman, President of PsorPhil and PsorAsia, his struggles, journey and successes on having psoriasis.

### Portugal

**PSOPortugal – Associacão Portugesa da Psoriase**

- PSOPortugal had a meeting in the Portuguese Parliament. The study PeSsOa was presented which was followed by a panel discussion, hosted by a journalist, with 3 members of the Parliament and a dermatologist. Delegates also invited for an exhibition photo tour displaying the campaign, A skin for life.
Puerto Rico
APAPP – Asociación Puertorriqueña de Ayuda al Paciente de Psoriasis

- At the Eastern University in Carolina, APAPP arranged activities for children and young people, organized by young volunteers of UNE (Eastern University). The activities focused on psoriasis, stress management and nutrition.

Russia
The Interregional Charitable NGO “Society of patients with psoriasis”

- Social advertising with banners was displayed in the metro, in four cities in Russia, reaching more than 1.000.000 people.

Singapore
PAS - The Psoriasis Association of Singapore

- A Psoriasis Family Day event was arranged by PAS. The meeting objective was to break barriers psoriasis patient face and create a safe platform for sharing of experiences.

Slovakia
SPaA SR - Slovak Psoriatic and Atopic Association

- SPaA SR exhibited the Slovak national exhibition for disabled people “Non-Handicap 2016”. Many medical students attended the event, as well as patients with skin conditions and family members of people living with various skin conditions.

Slovenia
Drustvo Psoriatikov Slovenije

- Various awareness-raising activities were organized in shopping centers, hospitals and healthcare centers, around the country and healthcare centers.

Spain
Acció Psoriasis

- Multidisciplinary conferences for patients and health professionals were organized in Llieda. More than 100 participated in the events.
National WPD Activities 2016

Sweden
Psoriasisförbundet - The Swedish Psoriasis Association

- All over Sweden, 21 local branches of the Swedish Psoriasis Association arranged activities, such as open lectures, member meetings, advertisements and information stands to raise awareness about psoriasis, psoriatic arthritis and comorbidities.

United States
NPF - The National Psoriasis Foundations

- During Psoriasis Awareness Month, in September, NPF released the fall issue of Psoriasis Advance which included a cover story focused on Psoriasis Around the World. The story provided insight and information from psoriasis patients across the globe. Psoriasis Advance has a readership of over 200K people per issue.

Uruguay
APSUR - Asociación Psoriasis Uruguay

- Under the theme "experience psoriasis", the Asociación Psoriasis Uruguay carried out its World Psoriasis Day activities in the Catholic University of Uruguay, targeted to psoriasis patients.
Media on World Psoriasis Day

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 on World Psoriasis Day 2016. Important topics included living with psoriasis and the celebration of World Psoriasis Day. We could clearly see that media interest was high in countries where manifestations and activities were organized, especially if these events were public. Those countries that had extensive web promotion, advertised their activities and sent press releases also had good media coverage.

Argentina

AEPSO participated in several radio and TV programs and numerous of articles were published online and in printed press.

Austria

The conference and PSO-Austria was highlighted and featured in all main Austrian newspapers.

Belgium (Wallonia)

GIPSO were present at the CHU Marie Curie for the Day of Patient Associations, organized by the LUSS - League of Healthcare Users and widely promoted on radio, printed and social media.

Brazil

World Psoriasis Day information was featured on the largest commercial TV network, Globo.

Colombia

The campaign #NoTeEscondas was widely spread in media and in social networks.

Denmark

The PsoMentor, Danish psoriasis App, was marketed and promoted in national and local press as well as on SoMe. Digital marketing was made via Psoriasisforeningen’s homepage, Facebook ads and Google Adwords.

El Salvador

An annual awareness campaign took place every first Tuesday each month on Radio Garpas, gathering 26 radio stations. Campaign reached millions of people nationwide.
Estonia

The Chairman of the Estonian Psoriasis Association, Georg Jurkanov, and member of the association, Kristi Habsaar, participated in a program on national television, reaching more than 10,000 people.

Finland

An interview with psoriasis patient Timo Jutila, famous hockey player and world champion was made and published both in printed and online media, reaching 424,000 readers/day.

France

A total of 167 activities was featured in printed press, newsletters, blogs, online press, TV and radio. Total audience reached: 608,959,117.

Greece

A questionnaire on psoriasis was developed for the public to fill out via the online portal Liberal.

Hong Kong

Psoriasis and its psychological impact was discussed at the RTHK radio program, with more than 500,000 listeners.

Iceland

3 new educational videos were premiered, in conjunction to World Psoriasis Day, targeted to young people with psoriasis, psoriatic arthritis and eczema.

Indonesia

World Psoriasis Day and YPPI’s work and activities was featured extensively in both printed and online media.

Ireland

ISF launched the campaign #SaySomething about discrimination, stigma and how to deal with the attitudes of other, in social media and primarily on Facebook and YouTube.

Israel

A media campaign was developed and shown on national television and on social media.
Japan

Articles with the message “psoriasis is not contagious” and information about World Psoriasis Day were published in newspapers, both printed and digital editions. The printed editions circulated to more than 7.6 million people.

Republic of Korea

A message to improve society’s awareness of psoriasis by breaking down the walls and to create a society where people live together, was widely featured in both printed and online media.

Malaysia

Four local dailies highlighted PAM´s event at the Hospital of Kuala Lumpur, which also included interviews with four members of the PAM committee.

Norway

In collaboration with Mediaplanet, PEF developed a series of articles with different themes related to psoriasis. As a supplement in one of Norway’s daily newspaper, Dagbladet, it reached more than 90,000 people.

Philippines

Discussion of psoriasis on Salamat Dok, a weekend morning health show on national television with live guest Dr. Vermen M. Verallo-Rowell, joined by PsorPhil moderators and selected PsorCoaches, promotion of Funwalk as World Psoriasis Day celebration event. This resulted in several inquiries on the association´s Facebook page.

Portugal

World Psoriasis Day and PSOPortugal work and activities were extensively featured in media (TV, radio and press), both in printed form and on social media, reaching a wide audience. Inserts were published in both weekly and daily newspapers.

Puerto Rico

The Rubén Sánchez programme on TV allocated time for APAPP to communicate about their activities for World Psoriasis Day.

Russia

On October 28, a press conference with journalists was held.
Media Activities

Slovakia

SPaA SR activities were broadcasted on national and regional TV and radio. Information about the events were published in central daily newspapers and weekly magazines as well as in specialized magazines with a health focus for the general public.

Slovenia

Five radio interviews were made with the objective to raise awareness about psoriasis and psoriatic arthritis and how to live with the disease to the general public.

Spain

More than 20 000 was reached by the social media campaign “Besos por la Psoriasis, via street acts in Sevilla, Madrid and Barcelona.

Sweden

Several messages connected to the World Psoriasis Day campaign was posted on the Swedish Psoriasis Association´s Facebook page with 4400 followers.

United States

NPF issued a news blast, promoting World Psoriasis Day and featuring the Psoriasis Around the World stories, reaching more than 150 000 people.
Communication

Official WPD website

During 2016, the official World Psoriasis Day website was www.worldpsoriasisday.com. From 2017 onwards, this page will be integrated into IFPA’s renewed official website. World Psoriasis Day information will from then on be pooled at www.ifpa-pso.com/our-actions/world-psoriasis-day.

Social media

Twitter

Through the Twitter account @Psoriasis-IFPA, IFPA raised awareness of World Psoriasis Day with the hashtags #breakbarriers and #WPD16. This year, a remarkable increase of mentions of World Psoriasis Day was noticed on Twitter, indicating World Psoriasis Day’s growing popularity and the important role social media can play in raising awareness.

YouTube

On YouTube a lot of videos about psoriasis / psoriatic arthritis as well as videos from national WPD events can be found. Particular advantages of YouTube are its wide coverage and popularity among young people.
World Psoriasis Day raises awareness on Oct 29 for over 125 million people with psoriasis

Since 2004, October 29 has been dedicated to raising awareness for psoriasis and psoriatic arthritis. People with psoriasis and supporters across the world organize celebratory activities. The International Federation of Psoriasis Associations set “Breaking Barriers“ as this year’s theme.

October 29 - Today, people with psoriasis come together around the world, calling for understanding of the disease they live with. Psoriasis is a severe, painful, chronic, inflammatory, non-communicable disease, affecting over 125 million people worldwide. Up to 30% of them will develop psoriatic arthritis (an inflammation of the joints) and all run an increased risk of comorbid diseases like diabetes or cardiovascular diseases. As yet, there is no known cure for psoriasis. On World Psoriasis Day, the global psoriasis community unites to celebrate its strength! In campaigning for improved life quality, the community is joined by a global network of psoriasis supporters, from family and friends to healthcare professionals, patient organizations and policy-makers.

“Breaking Barriers” theme on World Psoriasis Day 2016
Every day, people living with psoriasis face immense barriers to their life quality. In the healthcare system, patients often struggle to get a correct diagnosis. The treatment and care they need, may be unavailable or unaffordable. In school and at work, people with psoriasis can miss out on valuable opportunities because their disease forces them to take sick leave. Finally, stigma, discrimination and prejudice often make it harder to get support in relations. The burden of psoriasis is thus so much more than its physical effects. The disease also takes a heavy mental, emotional, social and economic toll – both on individuals and the societies they live in.

That is why this year’s World Psoriasis Day theme is “Breaking Barriers for People with Psoriasis.” The International Federation of Psoriasis Associations (IFPA), which is the driving force behind World Psoriasis Day, explains this choice. “Over the past years, a lot has happened in the field of global psoriasis advocacy. The World Health Organization (WHO) has officially recognized psoriasis as a severe, chronic inflammatory disease through a groundbreaking resolution and Global Report on Psoriasis. IFPA members have also succeeded in forging active partnerships with national health authorities. This means we are better equipped than ever to make a difference for people with psoriasis,” says Lars Ettarp, President of IFPA. “But we want to take things to the next level. On World Psoriasis Day, we want to fight prejudice, stigmatization and discrimination to raise more awareness, understanding and hope. By breaking down barriers, we help people with psoriasis gain access to diagnosis, treatment and improved life quality.”

World Psoriasis Day activities around the world
Across the world, IFPA’s members will be organizing festive activities. These range from awareness walks, free health screenings and special children programs, to handing out information brochures, holding lectures and conferences, or even giving interviews on national TV. In the Philippines, Josef de Guzman (Chairman of IFPA’s World Psoriasis Day Steering Committee) will be out and about with PsorPhil, the national psoriasis patient organization he founded. For Mr. de Guzman, World Psoriasis Day has a very personal meaning: “I look around me in the psoriasis
community, and see people defying the odds every day. Working hard to chase their dreams despite the daily challenges of psoriasis, they manage to reach the pinnacle of success. This shows that when given the opportunity, people with psoriasis too can excel in whatever they do. That is why World Psoriasis Day is so important: we need to address the ongoing stigma, fear of public rejection and discrimination still felt by a lot of us. October 29 brings us one step closer to the point where people with psoriasis no longer need to miss out on opportunities because of our condition."

How to support World Psoriasis Day
On October 29, anyone can support the World Psoriasis Day campaign in a few easy ways. You can speak up about World Psoriasis Day on Twitter, using the hashtag #WPD16 or #breakbarriers. On Facebook, you can share IFPA’s animated “Breaking Barriers” campaign film (even available with Mandarin Chinese, Cantonese, French, Swedish or Spanish subtitles.) IFPA is also organizing a global Thunderclap campaign, which functions like an online flashmob. Sign up no later than October 28 via our Thunderclap page to share a World Psoriasis Day support message on your social media. Finally, you can reach out to someone with psoriasis in your family or group of friends, and give them a big hug to let them know you are there for them.

Further information
To read more about World Psoriasis Day, visit: www.worldpsoriasisday.com
More information about the 2016 campaign can be found here.
IFPA’s press room can be accessed here.

The International Federation of Psoriasis Associations (IFPA) is a non-profit organization made up of national and regional psoriasis associations from around the world. As the global psoriasis patient organization, IFPA’s goals are to empower its members, improve living conditions for patients, raise awareness of psoriasis and psoriatic arthritis and cooperate with fellow stakeholders. Since its founding in 1971, IFPA has continuously sought to resolve the challenges facing over 125 million patients in the international psoriasis community.
World Psoriasis Day in: Argentina, Australia, Belgium (Wallonia) and Austria
World Psoriasis Day in: Belgium (Flanders), Canada, Denmark and Brazil
World Psoriasis Day in: El Salvador, France, Finland and Georgia (GAPP)
World Psoriasis Day in: Israel, Hong Kong, Iceland and Indonesia
World Psoriasis Day in: Japan, Norway, the Republic of Korea and Malaysia
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The International Federation of Psoriasis Associations is a non-profit organization representing over 125 million people living with psoriasis or psoriatic arthritis worldwide.