



29 • October
World Psoriasis Day

29 October – World Psoriasis Day

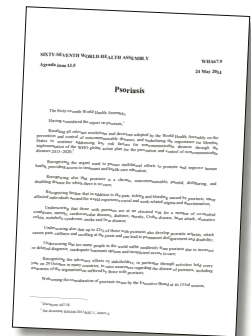
Established in 2004, World Psoriasis Day is a health awareness day occurring annually on October 29. Conceived by patients for patients, it is a truly global event that sets out to give an international voice to the more than 125 million people with psoriasis and/or psoriatic arthritis all over the world.

World Psoriasis Day acts as a focus for people – patients, doctors, nurses, policy makers and the general public – to raise awareness of psoriasis and to give people with the disease the attention and consideration they deserve.

It is our belief that by raising awareness about the disease, its associated risk of serious comorbid conditions and the need for sufficient treatment and care, we can lift the veil of misconception and ignorance, and begin to eliminate the stigmatization and discrimination associated with psoriasis.

In 2014, WHO Member States adopted the Psoriasis Resolution WHA67/VR/9 at the 67th World Health Assembly, which specifically **“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”**.

Each year World Psoriasis Day has a different theme to highlight different aspects of the disease or unmet needs of the people who suffer from it. For the International Federation of Psoriasis Associations (IFPA) and its member associations around the world, World Psoriasis Day is one of the most important vehicles for awareness, information and education about psoriasis and psoriatic arthritis. Today, World Psoriasis Day is observed in all the regions of the world and has also received official national recognition in several countries such as, for instance, the Philippines.



World Psoriasis Day activities

World Psoriasis Day activities center around three focal areas: raising awareness, attracting media and taking political action. Awareness-raising and media activities are designed to educate the patients and the general public about psoriasis, and to help dispel the many myths and misconceptions connected to it.

The political action component of World Psoriasis Day is to deliver information about the disease and its impact on the individual and society to health ministries and policy makers, encouraging them to realize, and recognize, the serious nature of psoriasis and provide access to early diagnosis and effective, affordable treatments, as well as help fight stigma and discrimination.

For each year more and more individuals, healthcare professionals and patient associations from around the world become actively involved in World Psoriasis Day. A wide range of activities take place, from the distribution of informational leaflets to large awareness-raising or educational events, making each World Psoriasis Day a hugely successful global campaign, generating worldwide interest.

Examples of past World Psoriasis Day activities

- Roundtables, seminars and conferences on psoriasis for healthcare professionals
- Activities for children in hospitals
- Information on Health Ministry's website and social media forums about psoriasis
- Photo project and exhibition featuring youth with psoriasis
- Swim event, organized by a national psoriasis association and a regional dermatological association, to raise awareness that many psoriasis patients avoid swimming because they are often stigmatized and ostracized in these settings
- Road show with the theme "Will you hold my hand"
- Free informational community events
- Free assessments and consultations by medical professionals
- Online World Psoriasis Day forums
- Distribution of thousands of postcards and posters to schools
- TV and radio interviews about how it is to live with psoriasis



About the International Federation of Psoriasis Associations

The International Federation of Psoriasis Associations (IFPA) is a non-profit organization made up of psoriasis associations around the world. IFPA gives non-profit psoriasis associations a global voice to campaign on behalf of people who have psoriasis and psoriatic arthritis. IFPA provides the unity that strengthens everyone's ability to support research that will someday find a cause and a cure for these diseases.

Since 2004, IFPA has been driving the global awareness campaign World Psoriasis Day, together with its member associations and a large number of individuals and organizations, worldwide. Join us on October 29 and help us build a better world for people with psoriasis and psoriatic arthritis!

For more information about IFPA and World Psoriasis Day, please visit www.ifpa-pso.com and www.worldpsoriasisday.com.

