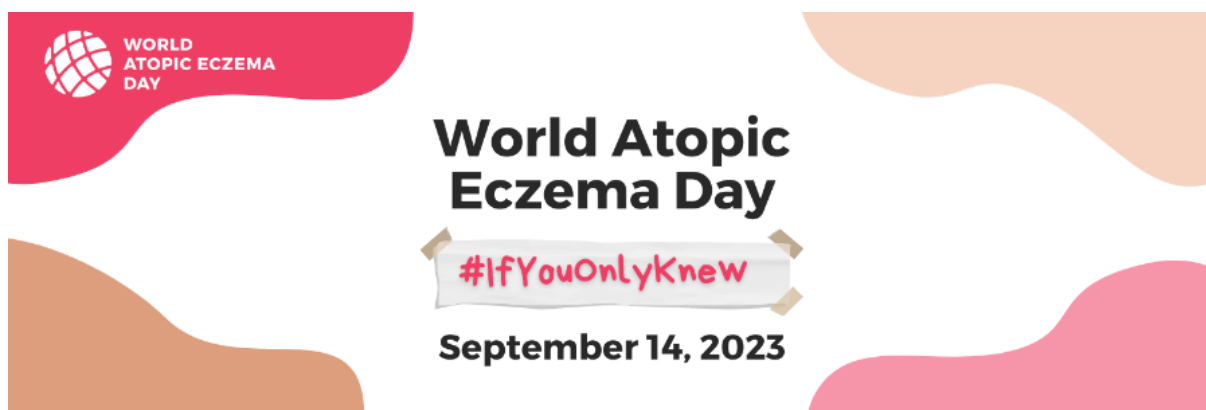


EFA grants for World Atopic Eczema Day 2023



EFA 2023 WAED Grants

EFA is offering exclusive grants to its Member associations across Europe. There are two types of grants, independent from each other. Each EFA Member can request both grants. Please let us know your intention of requesting the grants by sending an email to communications@efanet.org by the **4th of September** and by indicating if you would need any extra information or technical support (i.e. social media paid promotion knowledge and techniques).



Types of grants:

1) WAED 2023 national support grant

This grant is addressed to EFA Member associations who will communicate about WAED 2023 #IfYouOnlyKnew at national level, in their local language.

EFA Members can use the grant as they see it best fits their needs, for example for translation, visual design, dissemination platforms. The grant amounts to 500 euro per EFA Member.

The grant will be awarded in October to those members who demonstrate they have been active ahead of World Atopic Eczema Day the 14th of September, producing at least two of the following materials, translated in full or inspired on EFA WAED 2023 Toolkit

<https://efanet.org/campaigns/world-atopic-eczema-day/join>:

- Publication of WAED information in the members' website
- Massive mailing WAED to the members' membership
- Inclusion of WAED national information in the members' newsletter
- Publication of the WAED national news in one or several social media channels
- Featuring of WAED in the member's country local or national media

To request the grant, the EFA Member will issue an invoice to EFA at the latest by 15th of October, including:

- a 150 to 300 words description of their WAED action
- a list with the links to each of the publications, their date and their reach out
- a maximum net amount of 500 euro, and VAT.

The Members' description of activities will be included in an EFA report on the European action for WAED 2023.

2) WAED 2023 Social media campaigning support grant

This grant is addressed to EFA Member associations who wish to pay social media platforms in which the member has its own association channels, to promote the WAED 2023 theme posts.

The grant will cover a maximum of 600 euros, based on actual Members' expenditure. The grant will be awarded in October to those members who demonstrate they have paid social media platforms with the following criteria:

- Paid promotion is done in one or several of the following channels: Facebook, Twitter (now "X"), LinkedIn, Instagram and TikTok.
- Paid promotion is done for one or several social media posts, that must include one of the two following hashtags (in English or translated into the national language): #AtopicEczemaDay and #IfYouOnlyKnew.
- Paid promotion starts at least by September 8th, to maximise impressions.

To request the grant, EFA Member will issue an invoice to EFA at the latest by 15th of October, including:

- a 150 to 300 words description of their WAED paid campaign on social media
- a list with the links to each of the publications, their date and impressions reached
- the invoices received by the social media platforms.

National mobilisation for World Atopic Eczema Day 2023

The best placed to liaise with patients at national and local level are the associations in the ground. In this 6th edition of WAED, EFA seeks to support members to increase the awareness

about atopic eczema/atopic dermatitis in Europe. Participating in World Atopic Eczema Day in your country will provide member associations with benefits in three directions:

- **WAED can bring you closer to the atopic eczema / atopic dermatitis community** that you represent, activating some of your existing membership and making yourself known to patients that might become your membership after being exposed to the WAED 2023 information. For this purpose, you can involve patients with a call for sharing their own views on the burden of AE, using the blank social media cards in the 2023 WAED Toolkit, or other tools you might prefer to develop on your own (video testimonies, filters, etc).
- **WAED can open new avenues for dialogue at national level**, as you might choose to approach healthcare professionals, policymakers or the media to inform about the day, your own organisation and your patient-driven agenda for change.
- **WAED can provide you with an international dimension on social media.** By using the English hashtag with messaging in your own language, users all over the world will see that you are active in your country, will learn about the issues atopic eczema patients face in your country, and the international momentum for atopic eczema will be reinforced. International events also bring fundraising opportunities.

We hope you will welcome this financial support and that it will serve to strengthen the movement and increase our joint impact across Europe!

For any further information, you can contact communications@efanet.org.