**Template Support Letter**

SUBJECT: Join 2023 World Atopic Eczema Day

Dear [name of organization or individual],

September 14, World Atopic Eczema Day, patient communities across the globe join forces to raise awareness on this disease, also known as atopic dermatitis (AD).

Atopic eczema (also known as atopic dermatitis (AD)) is one of the most prevalent skin diseases in the world. It is a non-communicable and chronic skin disease that usually develops during childhood. It affects body and mind of over 230 million people worldwide, whereby approximately 43 million are aged 1-4, which shows the startlingly high incidence in young children, an indicator that, by the way, is increasing worldwide[[1]](#endnote-2).

This is the reason why this year, for the World Atopic Eczema Day, we focus on the psychosocial burden of children and youth living with Atopic Eczema. Often dismissed as “just a skin condition”, it requires instead a full multidisciplinary team to be properly managed, also to tackle stigmatization and its consequences on the most vulnerable. The 2023 campaign is a global call for more attention and empathy towards those who live with atopic dermatitis every day, bringing to the center the invisible burdens of patients and carers, appealing to the audience sensitivity.

**The organisers: international patient groups**

World Atopic Eczema Day was launched in 2018 by the International Alliance of Dermatology Patient Organisations (GlobalSkin) and the European Federation of Allergy and Airways Diseases Patients’ Associations (EFA) to raise awareness about the disease([learn more](https://www.efanet.org/campaigns/world-atopic-eczema-day))**.**

**The conversation: #IfYouOnlyKnew**

On World Atopic Eczema Day 2023, a social media campaign will pivot on the hashtags #ifyouonlyknew and #AtopicEczemaDay, to communicate about the invisible consequences the disease brings to children’s emotions.

**The action: show your support and encourage your community to participate**

For this years’ campaign, we encourage your organisation to join us from 1st of September in raising awareness and support to young patients and carers through social media messages, using the campaign hashtags in your own accounts and sharing the content patient groups will be publishing.

We also encourage policymakers and celebrities to show their support during the day by posting messages or videos demonstrating empathy to children with atopic eczema.

We keep at your disposal for more information

**Best regards,**

[Insert name]

[Insert signature]

1. Hadi HA, Tarmizi AI, Khalid KA, Gajdács M, Aslam A, Jamshed S. The Epidemiology and Global Burden of Atopic Dermatitis: A Narrative Review. Life (Basel). 2021 Sep 9;11(9):936. doi: [10.3390/life11090936](https://doi.org/10.3390/life11090936). PMID: 34575085; PMCID: PMC8470589. [↑](#endnote-ref-2)