



**WORLD  
ATOPIC ECZEMA  
DAY**  
September 14, 2024

# World Atopic Eczema Day

**#AtopicEczemaUnfiltered**

## 2024 Campaign Toolkit



International Alliance of  
Dermatology Patient  
Organizations

[GLOBALSKIN.ORG](http://GLOBALSKIN.ORG)



European Federation of Allergy and Airways  
Diseases Patients' Associations

## Table of Contents

<b>Awareness for Atopic Eczema .....</b>	<b>3</b>
<b>Campaign Theme 2024: #AtopicEczemaUnfiltered.....</b>	<b>3</b>
<b>Campaign Hashtags .....</b>	<b>3</b>
<b>Campaign Messaging .....</b>	<b>4</b>
<b>How to Customize the Campaign Social Cards in Canva.....</b>	<b>5</b>
<b>Online Patient Advocacy Tips to Participate in the #AtopicEczemaUnfiltered Campaign.....</b>	<b>6</b>
<b>Template Press Release .....</b>	<b>8</b>
<b>Template Support Letter to Medical Societies and Individual Healthcare Professionals .....</b>	<b>10</b>

## World Atopic Eczema Day 2024 Toolkit

### #AtopicEczemaUnfiltered

#### Awareness for Atopic Eczema

Atopic eczema/dermatitis is a common relapsing, chronic skin disease impacting people of different ages. The disease causes a heavy burden of pain, social, emotional and economic impact for patients, and for society as a whole. However, the tendency of dismissing the disease as “just a rash” is still highly persistent in society.

Aside from the physical burden, Atopic Eczema may also have far-reaching effects on the patients’ self-image, their emotional and social interactions and the way that others in society respond to them. The ability to work and performance at work and school are often also affected. Understanding the burden of Atopic Eczema is critical for better care, disease management and information to improve patients’ lives.

#### Campaign Theme 2024: #AtopicEczemaUnfiltered

The Atopic Eczema Community comes together on **September 14th** to raise awareness for the disease, to speak up about the burden it has on patients and caregivers and to recognize the need for care and treatment that is reflective of the multidimensional nature of the disease.

On **World Atopic Eczema Day 2024**, we are exploring #AtopicEczemaUnfiltered. In a world where social media often presents a polished version of reality, the true challenges of living with chronic conditions like Atopic Eczema remain largely unseen and misunderstood. This campaign seeks to bring to the forefront the real experiences of those battling Atopic Eczema every day and will be dedicated to shedding light on the untold stories of Atopic Eczema patients.

This 2024 World Atopic Eczema Day Toolkit has been developed in partnership by International Alliance of Dermatology Patient Organizations (GlobalSkin) and European Federation of Allergy and Airways (EFA). Inside you will find the messaging for World Atopic Eczema Day 2024 and other tools that will help with your own World Atopic Eczema Day campaign.

#### Campaign Hashtags

Please use campaign hashtags in your social media posts – this connects your local campaign to others across the world that are participating! Help to amplify the message on a large scale.

#AtopicEczemaDay

#AtopicEczemaUnfiltered

## Campaign Messaging

Patient organisations are encouraged to use messaging that fits best for their country and region. Please add your own text when posting the social cards.

### General Awareness

Atopic Eczema is a chronic condition that requires long term solutions and continuous management. The true impact of Atopic Eczema deserves recognition and proper support. Atopic eczema is a complex disease. We raise awareness of the immense burden it has on patients and caregivers and the need for care and treatment that is reflective of the multidimensional nature of the disease.

### Access to Care and Affordable Treatment

Accessing timely treatments remains a challenge for many atopic eczema patients often resulting in prolonged suffering and exacerbated symptoms. Patients with Atopic Eczema often struggle without being able to access timely care and optimal treatment. It is often the case that patients simply cannot access special dermatologic care or basic treatment.

### Daily Struggles of Patients and Caregivers

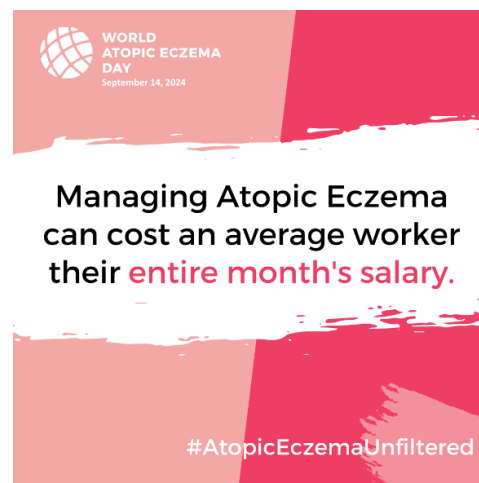
Parents of atopic eczema patients need to spend hours every day caring for their child's skin. Time is lost to repeated doctor's visits and spouses of patients are required to provide continuous support.

### Psycho-Social Impact

Atopic eczema significantly impacts patients by leading to increased levels of anxiety, depression, and emotional distress among those affected. Individuals suffering from the condition commonly encounter stigma and discrimination due to misconceptions about the condition, leading to feelings of isolation and loneliness.

### Financial Impact

Atopic eczema patients and caregivers see their family's savings reduced to cover for cost of doctors, specialists, expensive prescribed or over-the-counter medications, and topical treatments. Patients can also experience a loss of wages due to their inability to work as a result of their condition.



**DOWNLOAD ALL THE CAMPAIGN MATERIALS**

**GlobalSkin Website (International): [globalskin.org/WAED2024](https://globalskin.org/WAED2024)**  
**EFA Website (European): [efanet.org/campaigns/world-atopic-eczema-day](https://efanet.org/campaigns/world-atopic-eczema-day)**

## How to Customize the Campaign Social Cards in Canva

You can either share the graphics we have developed as they are or customize the blank cards on offer to add your own logo, photos and messaging. If you wish to customize the blank social cards available to you, you will need to do so in Canva by performing the steps below:

### Step 1: Sign up for a Canva account

Go to Canva's website and create an account (it's free).

### Step 2: Access the blank template designs

Use the links below to access the blank social cards in Canva.

- [Blank Social Cards for adding Photos & Text](#)
- [Blank Social Cards for adding Text Only](#)

### Step 3: Copy the template designs

To create your own version of the designs, make sure to copy the template designs to a separate working file/project within Canva.

### Step 4: Customize your design

Edit the design with your own photo, messaging and logo inside Canva. For posts involving photos, make sure to add the photo to the empty frame in the design. The text should be placed inside the blank space resembling a brush stroke underneath the image frame.

Note: The photo will be partially filtered, with one half under the design's filter and the other half unfiltered.

### Step 5: Download your design

Save your customized design as a downloadable file.

That's it! You should now have a customized social card design with your own messaging, imagery and logo.



## **Online Patient Advocacy Tips to Participate in the #AtopicEczemaUnfiltered Campaign**

Whether you live with eczema or atopic dermatitis, care for someone with the condition, or are already actively involved with a patient association, your voice is important!

Patients need your support on World Atopic Eczema Day 2024 to ensure that the needs of the atopic eczema patient community are heard and understood at the European and national level.

### **Social Media Tips**

#### **How to enact positive empathy on social media platforms**

Positive empathy occurs when users understand, share and care about the emotions of other people.

- Know your audience: patients, decision-makers, healthcare professionals, civil society organisations. Tailor your content, tone, and style to the needs and expectations of each group.
- Share the toolkit: Together with GlobalSkin, EFA will develop a toolkit for World Atopic Eczema Day 2024. The campaign will be based on the hashtag #AtopicEczemaUnfiltered and #AtopicEczemaDay.
- Encourage interaction: Share content that sparks conversations, engagement and collaboration in the patient community and outside of it with the use of compelling messages and visuals.

#### **Rules to promote disease-specific content on social media platforms**

When it comes to promoted posts on Meta platforms (Facebook, Instagram, WhatsApp), there are rules to be aware of to avoid rejection or blocked content.

- Meta wants all users to follow their local laws, be fair, and not promote things marked as illegal or harmful.
- Meta wants ads to be pleasant and not shocking, violent or inappropriate; e.g, visuals of human body parts or fluids might be rejected.

#### **Important to remember what falls under objectionable content:**

- Disturbing, sensational or violent content
- Promoting negative self-perception to sell products or services

#### **What to do if your boosted post was rejected?**

There are two options:

- You can edit or create a new ad to align with the policy you've violated
- You can Request another review of your ad

Remember that just duplicating the ad won't resolve the issues with it and it may be rejected again. Keep in mind to review the copy, the image and the Landing page it redirects to, making sure it's aligned with Facebook's Advertising Policy.

### Precautions on patient advocacy

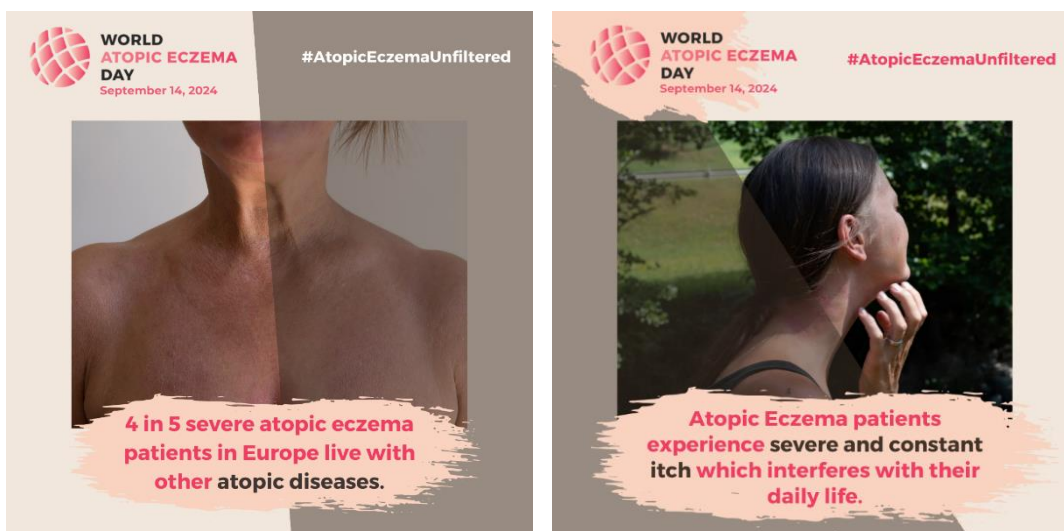
- Wording and visual content should be carefully defined. Do not use direct, graphic images of body parts with atopic eczema or fluids to avoid rejection when boosting a post. Words e.g. "bleeding" or statements e.g. "not contagious" might result into blocked content.
- Excessive empathy in messaging might provoke "the feeling of being sorry" instead of encouraging the audience to participate in the call to action.
- Visuals directly showing patients faces are sensitive as might be subject to additional consent.

### How to share your personal story – individual patient advocacy

By sharing your personal story, you humanize the disease itself and the journey patients are going through. Sharing it helps build trust and credibility among the atopic eczema community and wider audience such as healthcare professionals, decision makers and civil society organisations.

- Download the toolkit to find support in making atopic eczema and its impact on patients better known and understood.
- Use #AtopicEczemaDay and #AtopicEczemaUnfiltered in your messaging to join the global movement on the day.
- Share your message with a visual proposed in the toolkit or your own. Consult the rules to promote disease-specific content on social media platforms.

Remember that sharing your information online might result in misuse, reproduction or distribution of this information by third parties.



## Template Press Release

### World Atopic Eczema Day 2024: the #AtopicEczemaUnfiltered reality of patients

On 14 September, World Atopic Eczema Day, patient communities around the world are coming together to raise awareness on the burden of atopic eczema, also known as atopic dermatitis, and shed light on the untold stories of patients living with the disease in #AtopicEczemaUnfiltered campaign.

Atopic eczema/dermatitis is a common, relapsing, chronic skin disease impacting people of different ages, where approximately 43 million are aged 1-4, which shows the startlingly high incidence in young children<sup>1</sup>. [NATIONAL PREVALENCE COULD BE ADDED HERE] In numbers, [204 million people around the globe are affected by atopic dermatitis/eczema](#)<sup>2</sup> which makes the disease one of the most skin diseases prevalent worldwide. [NATIONAL DATA COULD BE ADDED HERE]

In a world where social media often presents a polished version of reality, the true challenges of living with chronic conditions like Atopic Eczema remain largely unseen and misunderstood. For this reason, the 2024 campaign, #AtopicEczemaUnfiltered seeks to bring to the forefront the real experiences of patients living with Atopic Eczema.

Patients with atopic eczema may carry a heavy burden of pain, social, emotional and economic impact, with consequences for healthcare systems. However, the tendency of dismissing this chronic disease as “just a rash” is still highly persistent in society.

This year the campaign will pivot on the hashtags #AtopicEczemaUnfiltered and #AtopicEczemaDay, revealing the untold truth of living with the disease and building on vital aspects for patients: disease awareness, access to care and affordable treatment, daily life struggles of patients and caregivers, its psycho-social and financial impacts.<sup>3</sup>

[Name of the member organization] joins the International Alliance of Dermatology Patient Organisations (GlobalSkin) and the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) in the campaign, that has been defined with broad community engagement. Healthcare professionals, health policy decision makers and all stakeholders are also invited to recognise the burden of Atopic Eczema, participate in the campaign and take action to ensure patients receive timely and efficient care.

Support patients today or share your personal story by using the hashtags: #AtopicEczemaDay and #AtopicEczemaUnfiltered on social media and become part of the global action.

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<sup>1</sup> Institute for Health Metrics and Evaluation (IHME), 2020. Global Burden of Disease Collaborative Network. Global Burden of Disease Study 2019 (GBD 2019) Results. Seattle, United States. Available at <https://vizhub.healthdata.org/gbd-results/> (last accessed 9 August 2022).

<sup>2</sup> Tian J, Zhang D, Yang Y, Huang Y, Wang L, Yao X, Lu Q. Global epidemiology of atopic dermatitis: a comprehensive systematic analysis and modelling study. *Br J Dermatol.* 2023 Dec 20;190(1):55-61. doi: 10.1093/bjd/ljad339. PMID: 37705227.

<sup>3</sup> #AtopicEczemaUnfiltered will explore daily challenges beyond physical appearance and discomfort. Aside from the physical burden, Atopic Eczema may also have far-reaching effects on the patients' self-image, their emotional and social interactions and the way that others in society respond to them. The ability to work and performance at work and school are often also affected. Understanding the burden of Atopic Eczema is critical for better care, disease management and information to improve patients' lives.



### Quotes:

“The current trend of distorting images towards the “perfect skin” in visual communications, and specially on social media, adds up to the stigma perceived by skin disease patients. With #AtopicEczemaUnfiltered, we encourage the patient community to speak up and demand better support and access to the care they need.”

Marcia Podestà, President, The European Federation of Allergy and Airways Diseases Patients' Associations (EFA)

“On September 14, we unite as a global patient community for World Atopic Eczema Day. We raise awareness for this condition and the impact it has on the millions of patients and caregivers worldwide. We recognize and validate the many burdens faced by people living with atopic eczema, and how this multi-dimensional disease impacts their mental and physical wellbeing and restricts their lives. We call upon the healthcare professionals and policy makers to join us in our #AtopicEczemaUnfiltered campaign and demonstrate how they support and care for atopic eczema patients all over the globe. Together we can make change happen.”

Jennifer Austin, Chief Executive Officer, GlobalSkin

[INSERT GLOBAL, EUROPEAN, OR LOCAL QUOTE HERE]

### About The Organisations:



GLOBALSKIN.ORG

International Alliance of  
Dermatology Patient  
Organizations

#### **International Alliance of Dermatology Patient Organizations (GlobalSkin)**

GlobalSkin is a unique global alliance, committed to improving the lives of skin patients worldwide. With 265+ Members organizations globally, they nurture relationships with their membership, partners and all involved in healthcare—building dialogue with decision-makers around the globe to promote patient-centric healthcare. GlobalSkin has been working with the global Atopic Eczema Community to identify common issues related to atopic eczema, share information and insights, and work together to find solutions. Learn more at [GlobalSkin.org](https://GlobalSkin.org) and on [Facebook](#), [X](#), [LinkedIn](#), [Instagram](#) and [Flickr](#).

#### **European Federation of Allergy and Airways Diseases Patients Associations (EFA)**



European Federation of Allergy and Airways  
Diseases Patients' Associations

The European Federation of Allergy and Airways Diseases Patients' Associations (EFA) is the voice of the 200 million people living with allergy, asthma and chronic obstructive pulmonary disease (COPD) in Europe. We bring together 47 national associations from 28 countries and channel their knowledge and demands to the European institutions. We connect European stakeholders to ignite change and bridge the policy gaps on allergy and airways diseases so that patients live uncompromised lives, have the right and access to the best quality care and a safe environment. Learn more at [efanet.org](https://efanet.org) and on [Facebook](#), [X](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

## Template Support Letter to Medical Societies and Individual Healthcare Professionals

*This letter is proposed as an effort to increase collaboration with dermatology, allergology, primary care and paediatric medical societies at global, regional, and national levels. Patient groups can modify it and translate it to reflect their own context. The letter can also serve as an inspiration to address other non healthcare professional groups of interest for atopic eczema.*

Subject: Join us on World Atopic Eczema Day 2024 – September 14<sup>th</sup>

Dear [contact name],

The atopic eczema community will come together again for World Atopic Eczema Day (September 14th). With patient associations around the world, we [INSERT NAME OF ORGANIZATION] will raise awareness for the disease, speak up about the burden it has on patients and caregivers. Together, we will insist on the need for care for atopic eczema/dermatitis

The World Atopic Eczema Day is coordinated by the [International Alliance of Dermatology Patient Organizations \(GlobalSkin\)](#) and [the European Federation of Allergy and Airways Diseases Patients' Association \(EFA\)](#).

### **The action: get involved as a healthcare professional!**

It is important that patients and healthcare professionals are together in raising awareness about atopic eczema/atopic dermatitis. Therefore, we are inviting you, as part of the community caring for people with atopic eczema, to join us and help us multiply the message on this awareness day.

### **The theme: #AtopicEczemaUnfiltered**

Atopic eczema is often dismissed as 'just a rash'. The current trend of distorting images towards the "perfect skin" in visual communications, and specially on social media, adds up to the stigma perceived by skin disease patients. For this reason, the theme will focus on uncovering the real experiences of patients living with atopic eczema, building on vital aspects for patients: awareness, access to care and affordable treatment, daily struggles, psycho-social and financial impact.

### **Spread the message across your clinical network:**

- Tell the patients you treat about the existence of our organisation and about the day
- Share the World Atopic Eczema Campaign Toolkit (in English) with your network, through your email, newsletter and social media accounts. The toolkit includes key messages and visuals around #AtopicEczemaUnfiltered, as well as ready-to-use cards with quotes related to most common burdens of atopic eczema/atopic dermatitis.
- Post on your personal social media accounts using #AtopicEczemaDay and #AtopicEczemaUnfiltered hashtag to connect with global community on social media.

We are excited to see you participating in our action to help amplify the voice of the atopic eczema community globally [ADD NATIONAL COUNTRY]!

We remain at your disposal for further information.

Kind regards,

[NAME, SIGNATURE]

*Thank you!*

Your voice can help make a real difference to the atopic eczema community.

If you have any questions, please do not hesitate to contact the team at:

[info@globalskin.org](mailto:info@globalskin.org) | [communications@efanet.org](mailto:communications@efanet.org)



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