

**Policy session and launch of the 2nd phase of the
Atopic Eczema #BreaktheInvisibleBurden campaign**

‘WHA resolution on skin diseases – From a Global to a Practical Action Plan’

Joining forces to #BreaktheInvisibleBurden of Atopic Eczema in Europe

Date and time: 2 October 2026, 14.30 - 16.00

Location: The Stage, Donau-City-Straße 1, A-1220 Vienna and Online

Agenda

Duration	Session	Speaker(s)
5mins	Opening and introduction to the session	Moderator: Susanna Palkonen, EFA Director
10mins	Breaking the invisible burden of atopic eczema: The case for collaboration - Remarks by EFA and EADV	Co-chairs: Susanna Palkonen Prof. Aleksandra Lesiak
60mins	Panel 1 (30mins) – Harnessing the momentum for multi-disciplinary care on atopic eczema Panel objectives: - Identify common action areas and advocacy goals arising from the WHA resolution - Explore options for effective implementation at the EU/national level - Foster discussion on integrated skin care and existing best practices Q&A	Speakers: - Prof. Aleksandra Lesiak, MD, PhD, Dept of Dermatology, Pediatric Dermatology and Dermatological Oncology, Head of Laboratory of Autoinflammatory, Genetic and Rare Skin Disorders - Medical University of Lodz, Poland/Co-Chair of EADV Patient Advocacy Task Force - Melissa Zarb, President of Malta Eczema Society - Kenneth Thomsen, MD, PhD, Lecturer - Department of Dermatology and Venereology, Aarhus University Hospital, Denmark
	Panel 2 (30mins) – Catalysts of change: the value of building awareness and capacity on atopic eczema in Europe Panel objectives: - Explore effective communication and awareness-raising activities - Leverage experience and know-how from mobilisation at community level - Draw inspiration from the broader health community Q&A	Speakers: - Snežana Šundić – Vardić, President of the Serbian Allergy and Airways Diseases Patients Association - Allergy and Me - Visnja Zaborski Breton, Director of Public Affairs - GlobalSkin - Eva Hottenroth, Austrian Politician and elected City Councilor for health, social affairs and sports in Scheibbs, Lower Austria

15mins	Ways of moving forward and wrap up - Closing remarks by EFA and EADV	Susanna Palkonen Prof. Aleksandra Lesiak
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