

# World Atopic Eczema Day 2025 impact report

*Our Skin, Our Journey*

The European and global Atopic Eczema Communities came together on **World Atopic Eczema Day 2025, September 14th**, to amplify the voices of those living with atopic eczema. This year's theme, "Our Skin, Our Journey", shined a spotlight on the #AtopicEczemaJourney—capturing the lived experiences of patients, both as individuals and as a community. The campaign invited us to see beyond the skin and recognise the emotional and physical rollercoaster of living with a condition that often starts in early childhood and evolves over a lifetime.

Hundreds of organisations, patients, healthcare professionals and caregivers in Europe and around the world contributed to a wide range of activities to raise awareness about the disease and its impact on the lives of patients. From online campaigns, to video testimonials, workshops, photo shootings, free consultations, talks, community building activities for all ages among many others, World Atopic Eczema Day activities helped reduce stigma and increase understanding of the disease highlighting the challenges AE patients face in their daily lives.

## WAED 2025 - EFA Community Impact

In-person and online activities that helped: break stigma, increase knowledge of disease management, build peer support networks, increase confidence, provide emotional support, and raise awareness of the hidden burdens of atopic eczema

**7**

organisations directly supported by EFA

**190,000+**

people reached online and offline

**88,600+**

views on social media and websites

**1.1M** reach  
#AtopicEczemaDay

**700,000+** reach  
#AtopicEczemaJourney

### Political engagement



Oliver Varhelyi @OliverVarhelyi · Sep 14

Today marks World Atopic Eczema Day 2025. Millions live daily with itching, pain & limited treatment options. The #CMA and EU pharma reforms can help improve access to care. #AtopicEczemaDay #AtopicEczemaJourney



3

4

1.8K



WORLD  
ATOPIC ECZEMA  
DAY



**EFA**

European Federation of Allergy and Airways  
Diseases Patients' Associations

# World Atopic Eczema Day 2025

## EFA Community activities

### Atopic kids in action - Društvo Atopijski dermatitis - Slovenia

**Activity:** discussion with dermatologists, psychologists and nutritionists moderated by children with AE, hands-on workshops on eczema-friendly cooking and daily care, and presentations by children of their atopic eczema journey through drawings, talks and videos.

**Impact:** inclusive atmosphere that created a safe and positive environment. Children felt heard, respected, more confident and included, helping break stigma. Families increased knowledge on cooking and skin care routines and connected with others to build peer support networks. 87% of participants declared feeling more confident in managing diet and skincare.

**62**

in-person  
participants

**125**

materials  
distributed

**20,000**

online participants



Photo credit: Društvo Atopijski dermatitis



Photo credit: Institute Atopika

### Atopic dermatitis awareness day- Institute Atopika - Slovenia

**Activity:** 1-day event including free consultations with professional dermatologists, pharmacists and psychologists, workshops on atopic eczema in school and community-building, fun activities for children. In parallel, an online campaign was implemented to raise awareness and help reduce stigma.

**Impact:** free consultations provided a unique opportunity for informal professional support and helped improve health literacy. A welcoming environment with activities for all groups and ages helped reduce isolation and increase community connections, confidence and inclusion.

**30**

families received  
free counseling

**40,550**

views on social  
media

**200+**

participants

## Tu piel habla, escúchala. Tu viaje importa, acompáñalo - AEPNAA - Spain

**Activity:** online awareness raising campaign to empower patients to recognise the signals their skin is giving them and seek appropriate support, and to draw attention to the physical and emotional impact of the disease. The campaign featured the testimony of a young patient who lives with atopic eczema and food allergies. The involvement of an allergologist provided additional insights and answers to questions about the disease.

**Impact:** greater public understanding of the physical and emotional burden of AE combining immersive education, emotional storytelling and stakeholder collaboration.

**26,900+**  
views on social media

**16,800+**  
users reached



Photo credit: AEPNAA



Photo credit: Allergia-, iho- ja Astmaliitto ry

## Atopic Eczema Day Empowering Photoshoot - Finnish Allergy, Skin and Asthma Federation - Finland

**Activity:** 2 photoshoots with 8 atopic eczema patients who shared their journey and story of their life with AE. These photos and stories were then used in a social media campaign.

**Impact:** sharing real people's experiences helped increase visibility and awareness of atopic eczema and its impact on the lives of those affected. It was an opportunity for AE patients to meet and share experiences with other patients and for the public to understand better what it means to live with atopic eczema.

**12,000**  
Views on social media

**1.600**  
Press release recipients



## Atopic Eczema - I wish I knew - Allergy UK - United Kingdom

**Activity:** multi-channel online campaign aimed at raising awareness of Atopic Eczema and amplifying lived experiences to foster empathy and reduce stigma. The campaign featured patient testimonials, videos, infographics and tips under the theme "I wish I knew...", which allowed the organisation to share lived experiences and provide practical resources.

**Impact:** the campaign provided practical advice, tools and emotional support, helping patients and caregivers feel more informed and empowered. Sharing personal stories helped to raise awareness of the hidden emotional, mental, and social impacts of Atopic Eczema.

**55,000**

People reached  
online

**15,650+**

Newsletter  
recipients

### Caring for a child with eczema



#### What people don't see

- The mental load of managing eczema
- Sleepless nights
- The emotional toll
- Unwanted comments about your child's skin

AllergyUK

what do you wish  
you'd known  
sooner in your  
eczema journey?

#AtopicEczemaJourney

I wish I knew

Photo credit: Allergy UK



## Naša koža, naš život - AAA Association BiH - Bosnia-Herzegovina

**Activity:** one event focused on patients, featuring free dermatology check-ups, inclusive family activities, and educational resources. One awareness raising session for healthcare professionals focused on the quality-of-life challenges faced by AE patients, emphasising the importance of empathetic care and multidisciplinary support. In parallel an online campaign was implemented on social media.

**Impact:** the campaign increased awareness in the community and among healthcare professionals. The workshops and leaflets helped patients and carers better understand AE management. Patients felt less isolated by connecting with others and sharing experiences.

**2**

Events

**110**

participants



Photo credit: AAA Association BiH

## Our skin, our journey - Serbian Allergy and Airways diseases association – Allergy and Me - Serbia

**Activity:** free dermatology consultations, skincare counseling, and distribution of informational brochures and skincare samples in pharmacies. The support included guidance on daily care routines, emollient use, and wet wrap therapy. In parallel: online awareness raising campaign on social media.

**Impact:** the consultations increased understanding of AE and reduced stigma. The involvement of pharmacists and healthcare professionals helped strengthen collaborations for ongoing patient support.

<b>98</b>	<b>80,000</b>	<b>300</b>
patients received free counseling	individuals reached	skincare samples distributed



Photo credit: Serbian Allergy and Airways diseases association – Allergy and Me



## Raising awareness of Atopic Eczema Across Europe and beyond

Beyond the projects that received EFA's direct support, several EFA members marked the day with a wide range of activities. In addition, other patient organisations across Europe and beyond, patient networks, researchers, healthcare professionals, and private companies joined the campaign online through different activities aimed at raising awareness of Atopic Eczema and its impact. They shared photos, videos, testimonials from patients and caregivers focused on specific aspects such as the importance of empathy and support for patients, social media messages including Atopic Eczema data, advice or patient stories. On 14 September, the community came together, in line with this year's theme, to share their journeys, often challenging, but dotted with inspiring encounters and successful examples of support from patient organisations, caregivers or healthcare professionals.



## EFA

EFA coordinated with Global Skin the development of the campaign, from identifying the theme to designing the campaign toolkit and supporting members in the implementation of their activities. The toolkit provided practical advice and tools to support organisations worldwide in the implementation of their activities. It included the campaign concept, messages, advocacy and media outreach tips, customisable social media cards, as well as template letters to facilitate campaign outreach.

In parallel to designing the campaign and supporting its members in the implementation, EFA run its own online campaign to raise awareness of the burden of atopic eczema through targeted emails, outreach to policymakers in Brussels and social media posts.



# Thank you!

*to all our members, partners and sponsors for the engagement and support in advocating for better care for atopic eczema patients in Europe and worldwide.*

World Atopic Eczema Day is coordinated by the International Alliance of Dermatology Patient Organizations (GlobalSkin) and the European Federation of Allergy and Airways (EFA). EFA extends our sincere thanks to our sustainable corporate partners Sanofi-Regeneron Alliance, Ammirall, Pfizer and Incyte for their support through unrestricted grants for our Atopic Eczema Skin Matters project.



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