



International Alliance of
Dermatology Patient
Organizations

GLOBALSKIN.ORG



World Atopic Eczema Day 2021 Campaign Report



WORLD
ATOPIC ECZEMA
DAY

World Atopic Eczema Day Overview

Atopic Eczema is an allergic skin disease that sits at the center of other health issues: it impacts mental health and leads to the development of other diseases. Atopic eczema is incredibly difficult on patients and their families, seriously impacting daily life. An individual's health and overall wellbeing can be severely impaired by the disease.

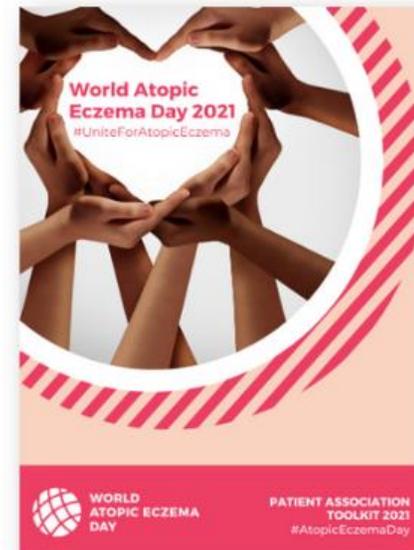
World Atopic Eczema Day, an awareness day for atopic eczema, was launched by the International Alliance of Dermatology Patient Organizations (also known as GlobalSkin), the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) and the global atopic eczema patient community in 2018. This awareness day aims to:

- Empower a cross-sector and multinational community to build a global movement for change to improve the lives of people living with atopic eczema.
- Engage the general public on the topic of atopic eczema by enhancing the understanding of the condition's impact on patients' and caregivers' quality of life.
- Empower patient groups with a set of common messages and materials.
- Support and honours atopic eczema patients and their caregivers.

September 14, 2021, marked the fourth annual World Atopic Eczema Day! GlobalSkin partnered and collaborated with EFA to develop a [Communications Toolkit](#) for use by patient organizations and stakeholders to help raise awareness for this disease with a common voice. This year's campaign focused on uniting patients, caregivers, health care professionals and decision makers to recognize the need for care and treatment that is reflective of the multi-dimensional nature of this disease. Everyone who is affected by atopic eczema was invited to show their support by joining in the campaign through the utilization of this year's many social tools, alongside the hashtag #UniteForAtopicEczema.

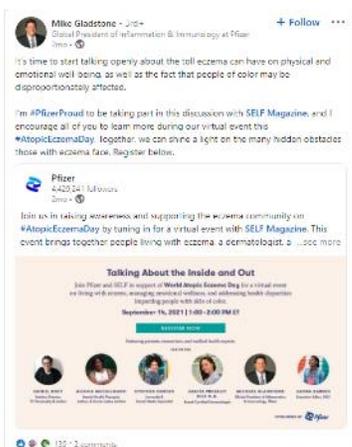
The Toolkit included key messages, event ideas and social media cards available in English, Spanish, French, Slovenian, Finnish, and Turkish. Blank social cards were made available for download this year to create another level of accessibility to any supporter of the campaign.

All items were easily accessible for download from [GlobalSkin's website](#).



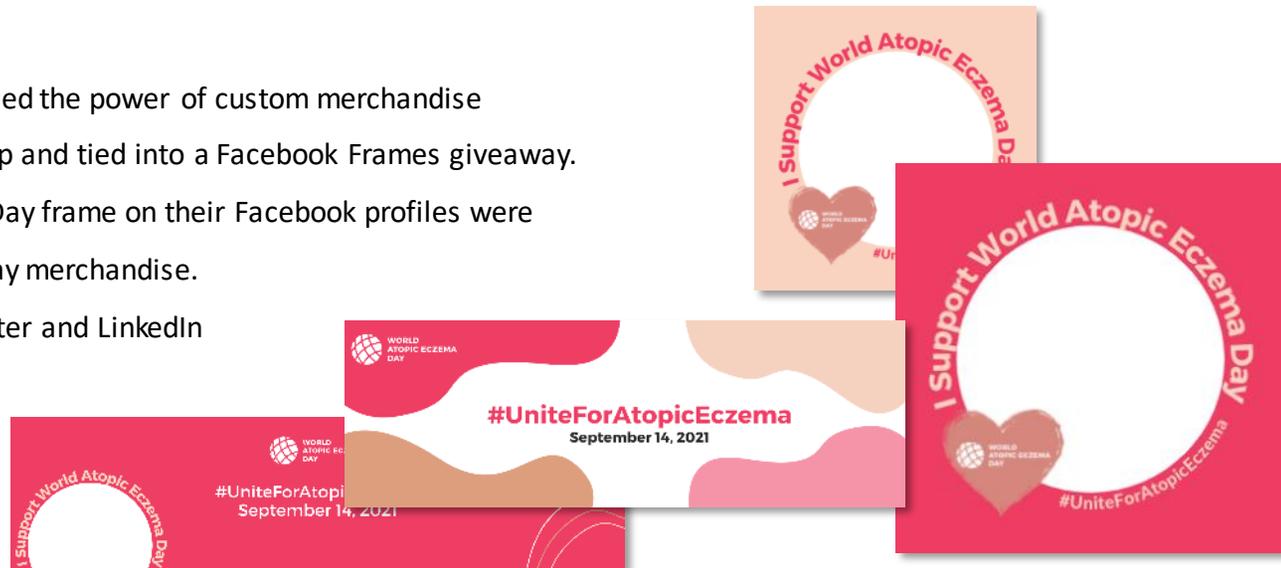
Overview – GlobalSkin Campaign

It has become an “across-the-board” norm to conduct awareness initiatives digitally and as a result, engagement in World Atopic Eczema Day was far reaching and participants were highly engaged. The campaign saw participation from patients, patient organizations, health care providers, industry partners, dermatology societies and many other stakeholders from across the globe.



In 2021, GlobalSkin ran an extensive month-long social media campaign across all social media platforms: Facebook, Twitter, Instagram, and LinkedIn. The paid portion of the campaign (across all channels), yielded an overwhelming amount of engagement. GlobalSkin reached a wide and diverse audience and gained followers on all channels.

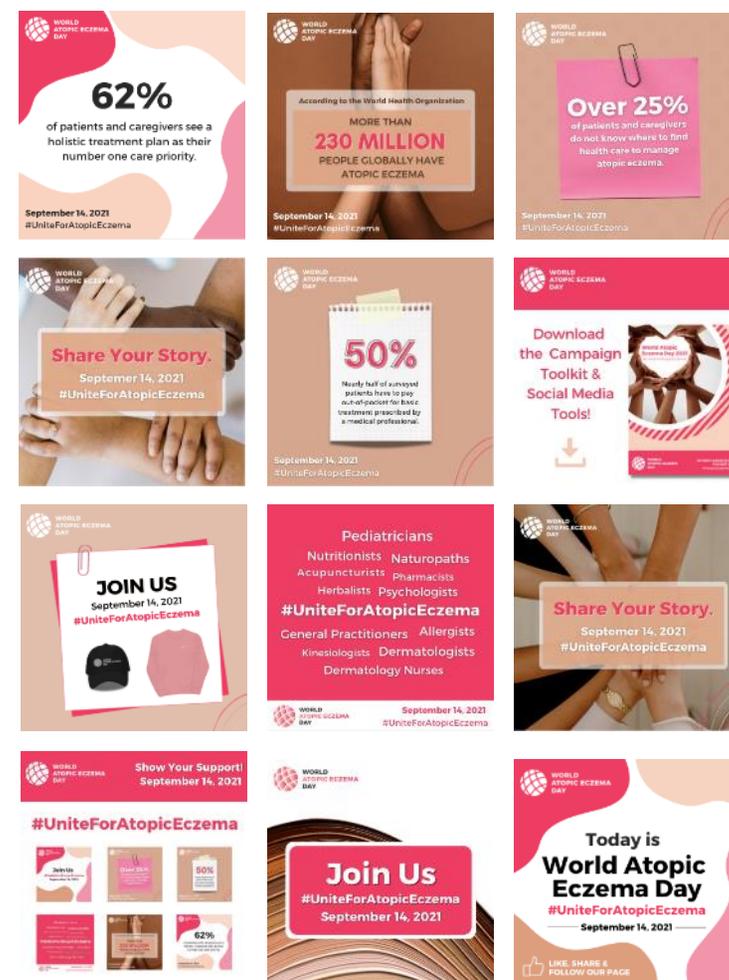
The GlobalSkin #UniteForAtopicEczema campaign leveraged the power of custom merchandise which was available in a new GlobalSkin e-commerce shop and tied into a Facebook Frames giveaway. Participants who used the custom World Atopic Eczema Day frame on their Facebook profiles were included in the draw for branded World Atopic Eczema Day merchandise. New elements developed this year included: custom Twitter and LinkedIn banners and were available for download on the [World Atopic Eczema Day](https://www.worldatopiceczema.com) website page.



KEY SOCIAL MEDIA METRICS:

- 5.29M Total Impressions (Twitter, Facebook, Instagram, LinkedIn)
 - **94% increase from 2020**
 - 859,277 Impressions – Twitter
 - 4,318,160 Impressions – Facebook/Instagram
 - 119,815 Post Engagement – Facebook
 - 90,672 Post Impressions – LinkedIn
 - 40 countries reached by GlobalSkin social posts
 - **60% increase from 2020**
 - Most impressions in Philippines, Kenya, Liberia, United Kingdom, India, Ethiopia, Bangladesh, Malaysia, Ethiopia and Nigeria
 - 17.6% Increase of Followers on Facebook
 - 25% Increase of Followers on Twitter
 - 61% Increase of Followers on Instagram
 - 55.7% Increase of Followers on LinkedIn
- 426 Downloads of the Campaign Toolkit
 - 84 Profiles used the custom Facebook frames (New)
 - 144 Downloads of the WAED campaign logos (New)
 - 55 Downloads of the LinkedIn banners (New)
 - 25 Downloads of the Twitter banners (New)
 - 49 Downloads of the translated social cards (New)

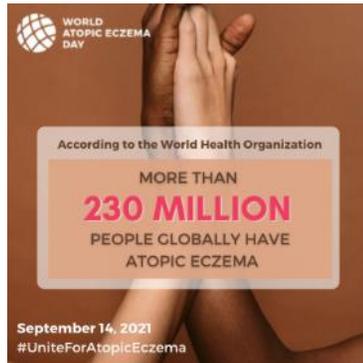
#UniteForAtopicEczema



Top Performing - Engagements



Reach: 1,211,337
Impressions: 2,747,283
Engagements: 38,499



Reach: 206,122
Impressions: 388,277
Engagements: 38,849



Top Tweets

TWEET HIGHLIGHTS

Top Tweet earned 1,316 impressions

We call on healthcare professionals to unite with atopic eczema patients, embrace their needs, and deliver patient-centered care.

[#UniteForAtopicEczema](#)
[#AtopicEczemaDay](#)
pic.twitter.com/4hRJleZRrH

Tweet impressions
755K



Top Tweet earned 614 impressions

Show your support in raising awareness for Atopic Eczema. Use hashtag [#UniteForAtopicEczema](#) when you share this in your feed and add your own story to the post to be part of our campaign!

[#WorldAtopicEczemaDay](#)
pic.twitter.com/5HUJCobfTb

Tweet impressions
130K



Custom Facebook Frames



Number of Uses: 28



Number of Uses: 56



17.6% Increase of Followers on Facebook
25% Increase of Followers on Twitter

Top Reach - Instagram



Overall Account Reach: 77,800
Account Interactions: 32,000
Audience: + 30.4%



Campaign Top Country Reach

- | | |
|--|--|
|  Philippines |  Ethiopia |
|  Kenya |  Bangladesh |
|  Liberia |  Malaysia |
|  United Kingdom |  Nigeria |
|  India | |

Top Reach - LinkedIn



Impressions: 51,519
Engagements: 419



Impressions: 39,153
Engagements: 318



61% Increase of Followers on Instagram
55.7% Increase of Followers on LinkedIn

Social Network Participation



JEADV @TheJEADV · Sep 14
 Today is #WorldAtopicEczemaDay. A study by Pálsson et al. called attention for the phenomenon that children with #AtopicDermatitis have a decreased chance of completing #education later in life, particularly in severe cases. >> bit.ly/education_AD #UniteForAtopicEczema @IADPO

14 SEPTEMBER
World Atopic Eczema Day

Childhood atopic dermatitis is associated with a decreased chance of completing education later in life: a register-based cohort study
 Pálsson et al.

FUNDAPSO @FUNDAPSO · Sep 14
 Nuestras voces son más fuertes juntas. Únase a nosotros en la campaña mundial #AtopicEczemaDay trabajar juntos para construir sistemas de salud que aborden la gama completa de impactos de la afección. #UnidosPorAtopicEczema #UniteForAtopicEczema #DíaMundialDermatitisAtópica



Asociația Română de Educație în Alergii & KUBIK PROGRAMUL EDUCATIV DEDICAT ALERGIILOR
 September 14 at 12:10 PM

Details in curșii
 See Translation

GRUP TERAPEUTIC DE SUPTOR
Sprijin în DERMATITIS ATOPICĂ
 cu psihoterapeut Anamaria Ștefan

SECOM
 Asociația Română de Educație în Alergii
 September 14 at 11:55 AM

📌 **📌 Important:** Grupul terapeutic de suport pilot "Sprijin în Dermatitis atopică" coordonat de psihoterapeutul Raluca Groza se va muta în format online atât... See More
 See Translation

WORLD ATOPIC ECZEMA DAY

DermatologyACD @DermatologyACD · Sep 13
 Today is #WAED2021 & the theme for this year is #UniteForAtopicEczema. As well as accessing the best possible treatment, there are patient support groups across Aus providing practical & emotional support to people with eczema, their carers and families dermcol.edu.au/for-community/...

Join Us
#UniteForAtopicEczema
September 14, 2021

with your self-esteem...

Epidermia
 September 20 at 9:16 AM

Many Atopic Dermatitis patients find it difficult to sleep at night, resulting in stress, chronic fatigue and symptoms of depression. If the disease negatively affects your quality of life, ask for the support of an expert or a patient association!
 #Epidermia #AtopicDermatitis #AtopicEczemaDay #UniteForAtopicEczema #skin
 See original · Hide this translation

Eczema Support Australia
 September 13 at 5:00 PM

Today is #WorldAtopicEczemaDay - 14 September 2021. This year, we asked eczema sufferers and their families to send in photos showing the realities of life with eczema for our #ThisIsEczema campaign. We were humbled to receive over 120 submissions from all around Australia. ... See More



WORLD ATOPIC ECZEMA DAY

svoboda
 ATOPIKA
 dermatis
 skopnos
 svetovni dan
 Zavod
 kreme
 atopijski strani
 koza

14. septembar
 SVETOVNI DAN
 ATOPIJSKEGA
 DERMATITISA

Pediatrzy
 Dietetycy, Neurologi, Farmakolodzy, Dermatolodzy, Psycholodzy, Zaburzenia, #SwiatowyDzienAZS, Lekarze Rodzinni, Alergologicy, Kardiologicy, Dermatolodzy, Polscy, Polscy, Polscy

14 września 2021



Tehran Chemie Pharmaceutical CO
 3,307 followers
 1w · Edited ·

Atopic eczema is one of the most prevalent skin diseases in the world and one of the most under-recognized. Atopic eczema is often dismissed as "just a skin condition," and patients' needs are not addressed in... see more

September 14th, 2021

World Atopic Eczema Day
 Unite for Atopic Eczema

ASPhM
 527 followers
 1w ·

14th September
 On the World Atopic Dermatitis Day with about 200,000 Bulgarians suffering from the disease. For the most severe cases innovative therapies have already been approved and applied in the EU.
 Patients in this country do not have access to the new treatment, as the disease is not yet recognised as socially significant one.
 Each patient pays an average of BGN 2,043 per year to be treated.

#FreeYourSkin
 #СвободнаКожаКожа
 #UniteForAtopicEczema
 #AtopicEczemaDay

14 SVETOVNI DAN NA ATOPIJSKIJA DERMATIT
 #FreeYourSkin
 #UniteForAtopicEczema
 #AtopicEczemaDay

WORLD ATOPIC ECZEMA DAY

14. septembar
 SVETOVNI DAN
 ATOPIJSKEGA
 DERMATITISA

WORLD ATOPIC ECZEMA DAY

SVETOVNI DAN ATOPIJSKEGA DERMATITISA

obvlie Eucerin, Kri, Aderma, Rastex Sanofi, Avative, DUKRAY, ZDRAVLJSKO ZDRAVLJENJE, ZDRAVLJSKO ZDRAVLJENJE, ZDRAVLJSKO ZDRAVLJENJE, DEBELI KRIC, September 14, 2021 #UniteForAtopicEczema

Kipotaom · Follow

Kipotaom V torek valjden na Debeli Kric ob Svetovnem dnevu ADI. Valjop je prazni. Obvezne prijave do 12.9.2021.
 #SvetovniDanKipotaom #UniteForAtopicEczema
 Info o dogodku: <https://fb.me/kipotaom21>

Arena Pharmaceuticals, Inc.
 19,003 followers
 1w ·

Today marks the 4th annual World Atopic Eczema (Dermatitis) Day, a day where the patient community comes together to raise awareness, increase understanding of and advocate for better care for people with AI... see more

World A
 September 14, 2021

ACD - The Australian College of Dermatologists
 19,000 followers
 1w ·

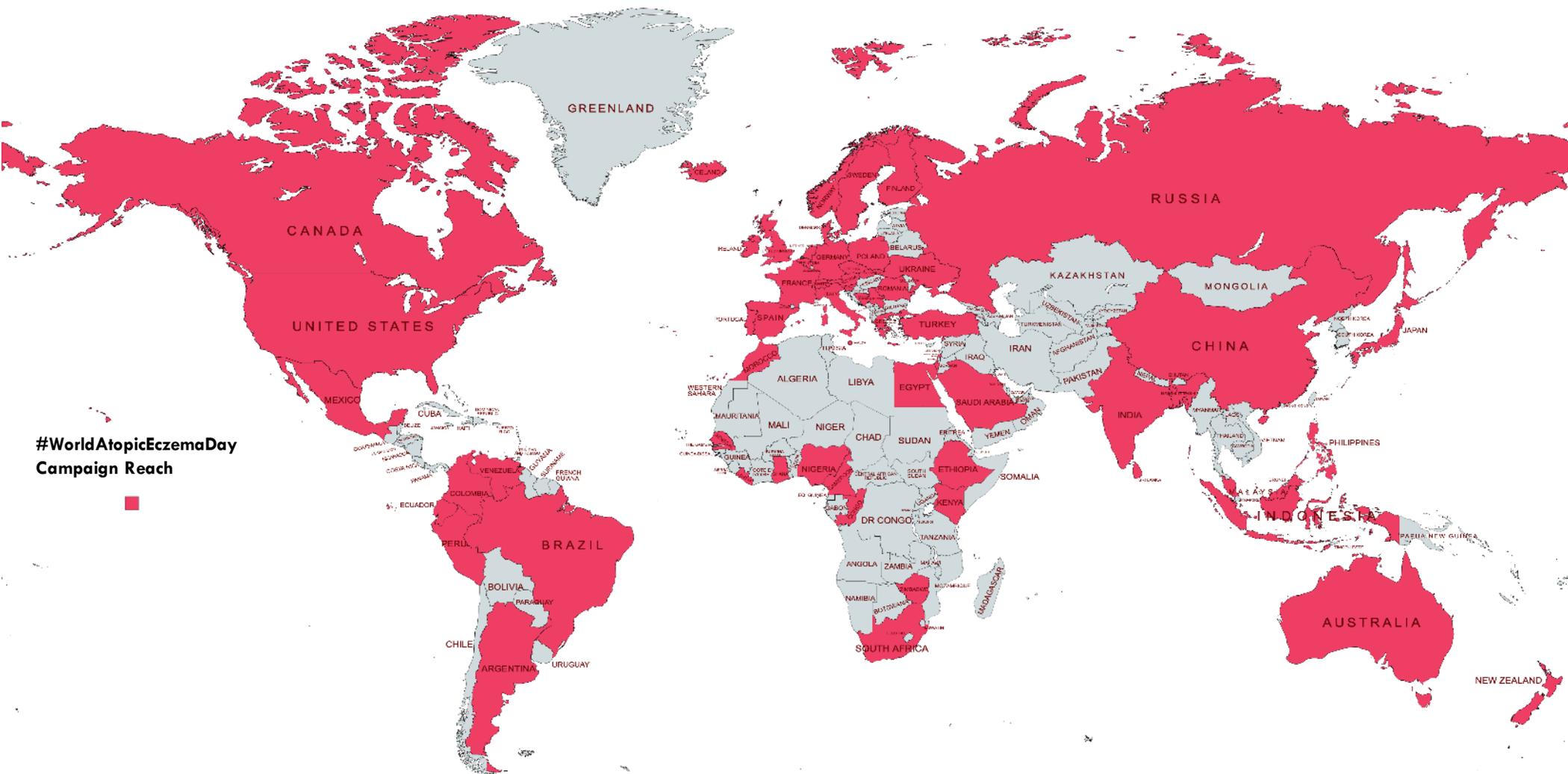
Today is World Atopic Eczema Awareness Day and the theme for this year is #UniteForAtopicEczema

Join Us
 MORE THAN 130 MILLION PEOPLE GLOBALLY HAVE ATOPIC ECZEMA
UniteForAtopicEczema
 September 14, 2021

Campaign Worldwide Impact

The below map demonstrates the worldwide reach of the #WorldAtopicEczemaDay campaign through engagement on social media. GlobalSkin, our Members and the wider dermatology community around the globe participated using the hashtags #WorldAtopicEczemaDay #UniteForAtopicEczema in their social posts.

These hashtags connected all campaigns whether they were live/virtual events, paid multi-media, giveaways or even professionally produced videos. Individuals (patients, healthcare professionals, industry representatives, care-givers, academics etc.) and the general public also greatly contributed to the global reach of this years' campaign. An enormous thank you to everyone who participated and contributed to this incredible success!



The 2021 Campaign marked the third year of the GlobalSkin World Atopic Eczema Day Fund. This Fund was created to financially assist GlobalSkin Member organizations in the planning and execution of events and activities around this important awareness day. We are grateful to Sanofi Genzyme Regeneron, Pfizer, AbbVie, Eli Lilly and Company, and Eczema Foundation (Corporate Foundation of Pierre Fabre Laboratories) for their support.

GlobalSkin was able to financially support 21 projects (\$2000 CAD per project) in 2021. This represents a 50% increase in the number of projects supported from 2020. All projects raised awareness and contributed to building the community during World Atopic Eczema Day and fell into two categories:

Planning/Hosting Events and Marketing Support.

THE 2021 FUND SUPPORTED:

21 Patient Organizations

16 Countries

4 Regions

Australia
Austria
Belgium
Bosnia & Herzegovina
Colombia
France
Greece
Israel
Kenya
Poland
Serbia
Slovenia
Sri Lanka
Sweden
United States
United Kingdom

GlobalSkin Proudly Supported These Patient Organizations' Projects:

- Allergienet vzw (Belgium)
- Allergy and Asthma Network (USA)
- Allergy and Me (Serbia)
- Association Française de l'Eczéma (France)
- Association of Patients with Allergies, Asthma and Atopic Dermatitis (Bosnia & Herzegovina)
- Atopikerna (Sweden)
- British Allergy Foundation (Allergy UK) (UK)
- Društvo Atopijski Dermatitis (Slovenia)
- Eczema Association of Australasia Inc., (Australia)
- Eczema Outreach Support (UK)
- Eczema Support Australia (Australia)
- Eczema Society of Kenya (Kenya)
- Epidermia (Greece)
- Fundapso (Colombia)
- Global Allergy and Airways Patient Platform (Austria)
- Global Parents for Eczema Research (USA)
- Institute Atopika (Slovenia)
- ITSAN (USA)
- Polskie Towarzystwo Chorób Atopowych (Poland)
- Skin Sri Lanka (Sri Lanka)
- The Israeli Association for Atopic Dermatitis (Israel)

**Without a doubt we
can say we changed
some lives.**

-Spela Novak
Društvo Atopijski Dermatitis

Allergienet vzw, Belgium

Online Presence:

Facebook 15 Posts, 173,838 People Reached

Instagram 6 Posts, 3400 People Reached

YouTube 4 Days Of Videocasts

Website: www.dagvanheteczeem.be



How the Funds Helped:

- Paid social media ads, production studio rental and creation of webcasts, mail distribution
- One week of informative and educational recordings were webcast on YouTube from September 14-19. Patients and caregivers contributed to and participated in these webcasts.
- YouTube webcasts can be found on the Allergienet website www.dagvanheteczeem.be

“During the recording there are some very emotional moments when patients shared their burden and expressed their love for our activities”

“World Atopic Eczema Day contributes 100% to our goals as it is a perfect way to give eczema the much-needed attention and support our patients”

- Gunter van Dyke

Allergy and Asthma Network, US

Online Presence:

Facebook 397 (@AllergyAsthmaHQ)

Twitter 413 (@AllergyAsthmaHQ)

Instagram 177 (@AllergyAsthmaHQ)

LinkedIn 778 (@AllergyAsdthmaHQ)

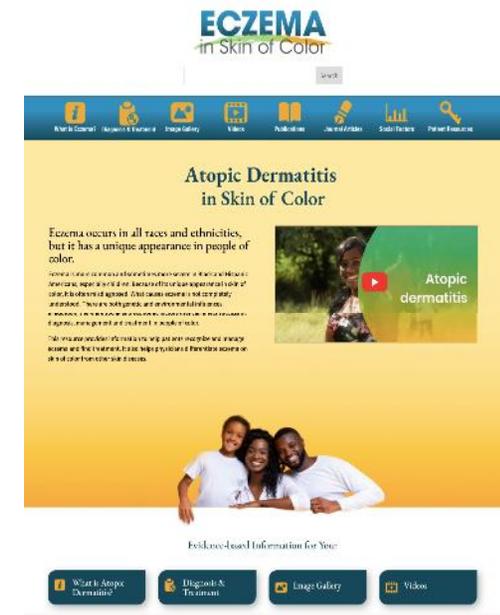
E-newsletter 48,000

Website <https://eczemainskinofcolor.org/>

How the Funds Helped:

- Website development
- Allergy and Asthma Network launched EczemaInSkinofColor.org, a new website to help patients and physicians better understand differences in eczema in people of color, especially African Americans.
- This website was created by a team of allergists, health professionals, eczema patients and launched on Sept. 7 – promotion included World Atopic Eczema Day.

“We are proud to provide patients and physicians a new resource that will help millions of people with darker skin tones get a quicker diagnosis and better treatment for their eczema.”



Allergy and Me, Serbia

Online Presence:

Facebook ([@alergijaija](#))

Twitter ([@alergijaija](#))

Instagram ([@alergija_i_ja](#))

YouTube <https://www.youtube.com/channel/UCmfnqf12bIKI7rL1PiGIJEA>

How the Funds Helped:

- Paid social media, media wall, printed materials, media equipment rentals, materials for kids' workshop
- National Patients Association Allergy and Me organized World Atopic Eczema Day, for the third time in Serbia, with doctors counseling and dermatologist examination, kids' art exhibition and workshops for children with eczema.
- The National Association Allergy and Me, with the help of patient volunteers, organized an exhibition of photographs of skin with atopic dermatitis "Under the skin", which encourages a better understanding of the environment of this skin problem. The kids' art exhibition will be shown in several clinics in Serbia, starting with the Clinic for Dermatology of the Clinical Center of Serbia and "Mother and child" Institute.

"We are most proud of providing free check-ups to patients. The satisfied faces of our patients are the biggest wind on our backs."

"Thank you very much for organizing this event. It means a lot to me that I was able to get an examination for my kid, from doctors: allergists and dermatologists because examinations were disabled due to a poor health system and due to the pandemic of coronavirus." - Patient Experience



Association Francaise de l'Eczema, France

Online presence:

Facebook ([@AssociationFrancaiseDelEczema](#))

Twitter ([@asso_eczema](#))

Instagram ([@asso_eczema/?hl=fr](#))

YouTube https://www.youtube.com/playlist?list=PLaiLxevisRxpefnB-TAnFWM_pgYBxOqgB

LinkedIn (<https://fr.linkedin.com/in/st%C3%A9phanie-merhand-195b3658>)

How the Funds Helped:

- Paid print media
- Promoted international initiatives - PEAUitive Race
- For one week, the PEAUitive Race offers the general public the opportunity to take up a sporting challenge, alone or in a group, for the benefit of the actions of the French Eczema Association, which has been working alongside patients and families for more than 10 years.

“We were able to create a great dynamic of support and sharing through this course and we are proud that we have seen patients return to sport despite their illness.”



Association of Patients with Allergies, Asthma and Atopic Dermatitis, Bosnia and Herzegovina

Online Presence:

Facebook 18 Posts, 31,000 Reach, 1080 Likes, 202 Shares

Instagram 13 Posts, 6500 Reach, 85 Likes, 15 Shares

How the Funds Helped:

- Social media ads, venue rental, graphic design and printing of flyers and banners, creative workshop and healthy cooking lessons for children
- Association AAA organized in an in-person event at a local zoo where more than 50 patients and their caregivers were introduced to the story 'Living with Atopic Eczema.'
- Activities included an opportunity to meet individually with a dermatologist as well as workshops for children.
- The event was well attended by media with coverage from three TV stations and multiple web publications.



“Patients were very satisfied and happy. Since the media were present, one of the patients gave a statement saying: It is a great opportunity to meet people with same skin condition as well as to have a chance to get a free consultation of a dermatologist since we usually have to pay for every visit to a specialist.”

Atopikerna, Sweden

Online presence:

Facebook (@atopikerna) 9 Posts, 5000 Reach, 175 Likes, Shares: 24

Instagram (@atopikerna) 11 Posts, 3500 Reach, 282 Likes

Website: <https://www.atopikerna.se>

How the Funds Helped:

- Video production, creation of treatment plan templates for patients
- Using Vimeo.com, Atopikerna published 6 films during the week (1: webinar of 90 min containing lectures about atopic eczema, atopic eczema and mental illness and a Q&A between Atopikerna and a dermatologist, 2-5: information movies about self care and AD treatment, 6: a movie about the AD treatment steps according to the European guidelines)
- Atopikerna created a Treatment Plan Template containing: *status for skin and quality of life, *actions such as prescription or selfcare or moisturizing plan *evaluation plan, what to evaluate and when. On the back side of this template, we have created some general facts and recommendations re garding selfcare but also our own illustration of the treatment ladder according to the European guidelines.

“We believe that when we as patients have more understanding and more knowledge about our disease, together with the right tools - then we can ask for the right care and optimize the treatment results.”



British Allergy Foundation (Allergy UK), UK

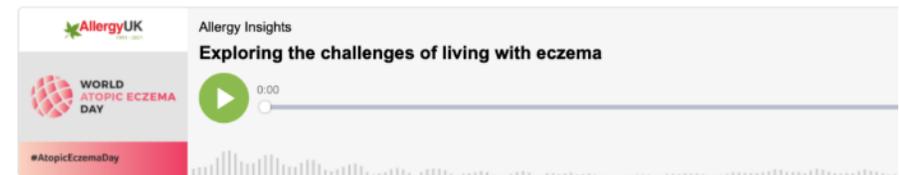
Online presence:

Facebook 24,170 Views, 213 Shares, 34 Shares

Twitter 5477 Views, 38 Likes, 22 Shares

Instagram 9717 Views, 194 Likes

Podcast <https://www.allergyuk.org/blog/stories/stephens-story-living-with-eczema>



How the Funds Helped:

- Paid social media, creation of Podcast, graphic design
- All activities were digital, which included a Podcast - Living with Eczema, All Eczema resources were reviewed and updated on the website: <https://www.allergyuk.org/?s=eczema>.
- The development of resources were completed by the team at Allergy UK using insight from people living with Eczema and feedback from Healthcare professionals on what information would help them.

“It was great to see how, through different channels of funding including from GlobalSkin, that we were able to provide vibrant and engaging resources.”

Drustvo Atopijski Dermatitis, Slovenia

Online Presence:

Facebook ([@drustvoad](#)) 20 Posts, 42.244 Views, 661 Likes, 113 Shares

Instagram ([@drustvoad](#)) 18 Posts, 2676 Views, 121 Reactions

How the Fund Helped:

- Paid social media ads, printed materials
- Drustvo Atopijski Dermatitis had an event that included: a dermatologist, a doctor for family medicine who is in charge of health treatment in a special place for chronic diseases and a social worker. All of these people had their own lecture, and then there was a round table discussing different areas, approaches and of course answering all the questions that people had.
- Last year, stories were gathered from patients with atopic eczema, this year the focus was underage children. Stories were gathered in their own words and two different book of stories were created.

“There was actually a lot of feedback about the importance of our association’s existence. This is probably also about the work prior to this day, but different people actually came up to us on the day of the event and thanked us for literally saving their lives.”

“Our reach in the future will definitely be wider and bigger because of this Atopic Eczema Day.” - Spela Novak

“Without a doubt we can say we changed some lives.” - Spela Novak



Eczema Association of Australasia Inc., Australia

Online Presence:

Facebook 1,730 Reach, 1813 Total Impressions, 116 Engagements, 73 Post Clicks, 13 Clicks To Play, 43 Likes, Comments & Shares

Instagram 22 Likes & Comments, 331 Views, 1 Video Share, 3 Video Saves

LinkedIn 74 Views, 11 Likes & Reactions

Website Home Page for WAED Week 822 Unique Users, 1398 Views

How the Funds Helped:

- Paid social media, video production.
- The EAA created a patient video that showcased ‘a day in the life an atopic eczema sufferer’ – Claire Harwood. She spoke about the challenges she faces each day living with the disease, from the physical pain and discomfort through to the mental trials.
- The video was filmed as a “selfie style” video which made it more personable and allowed viewers to connect to Claire on a personal note. As well as sharing insights into her own life and challenges faced as an eczema sufferer, she gave her top three tips to manage eczema physically and mentally.

“As a result of posting this video we had a larger than normal percentage of calls and emails from patients and caregivers to find out information about our services and how more help can be obtained for managing their skin condition.”

“The EAA embarked on a mission to raise awareness of Australians suffering from atopic eczema, and through funding provided by GlobalSkin created a successful video that uncovered the raw and very real experiences and daily life of the condition from the lens of an eczema sufferer.” - Cheryl Talent



Eczema Outreach Support, UK

Online Presence:

Facebook ([@eczemaoutreachsupport](#))

Instagram ([@eczemaoutreachsupport](#))

Twitter ([@eczemaoutreach](#))

Facebook/ Instagram 20 Posts, 119,00 Reach, 5,500 Video Views, 39,800 Post Views, 54 Shares, 69 Comments, 2241 Clicks

Twitter 10 Posts, 19 Retweets, 40 Likes

YouTube 391 Video Views (3 Videos)

How the Funds Helped:

- Paid social media
- A webinar was hosted by the Eczema Outreach Support team and dermatologist Alpa Kanji on World Atopic Eczema Day. The webinar was a presentation on caring for eczema from Dr Alpa with time for Q&A after the presentation. Over 170 parents registered for the event and the feedback was very positive with 100 per cent saying they benefitted from the webinar.
- The Saturday following World Atopic Eczema Day we hosted a live premiere of our new animation More Than Itchy Skin with the EOS team, the animator and young people involved. 175 people registered for the event and the feedback was very positive.

"I found out about Eczema Outreach Support from Instagram by accident ... when I think about it, I wish my GP told me about it!"

- Patient experience

"The results of the ads from the grant speak for themselves - they helped Eczema Outreach Support reach new people and bring awareness of World Atopic Eczema Day and eczema in general. New members for the month of September was 250 times higher than the previous month."



Eczema Support Australia, Australia

Online Presence:

Facebook ([@eczemasupportaustralia](#)) 27 Total Posts, 87,351 Total Reach, 144 New Likes 13,326 Engagements

Instagram ([@eczema_support_Australia](#)) 25 Total Posts, 995 Total Reach, 123 New Follows, 123 Interactions

YouTube - WAED video views 338

LinkedIn - ([@hands-to-hold](#))

How the Funds Helped:

- Campaign and creative planning, video production, paid social media
- Through a nationwide photography exhibition, ESA highlighted the experience and lives of people with eczema and their loved ones, engaging a larger number of the ESA and wider eczema community in a creative campaign.
- The campaign focused on social media engagement and mainstream media releases and 128 exhibition submissions were sent in followed by video compilation and promotion.



"We are proud of the participation and engagement of our eczema community. World Atopic Eczema Day increases awareness, understanding, reach and support."

Eczema Society of Kenya, Kenya

Online Presence:

Facebook 20 Posts, 500 Likes

Twitter 10 Posts

Instagram 20 Posts

How the Funds Helped:

- Paid podcast and radio ads, banners and brochures, incentive items, materials for sports games
- The Eczema Society of Kenya hosted a walk, football tournament (Eczema Cup), Table Tennis Cup, Health Talk by Dermatologist and Nurses, zoom meetings by skin care products providers and health experts.
- These events took place in Nairobi and Busia Counties on two different occasions.



"The response was immense, however we particularly enjoyed the walks, the tournaments and the health talks. We actually had a band accompanying the walk. Patients were able to share with others about their experiences, a lot was learned from Dermatologists, new ideas and experiences were shared."

Epidermia, Greece

Online presence:

Facebook ([@epidermia.gr](https://www.facebook.com/epidermia.gr))

Instagram ([@epidermia.greece](https://www.instagram.com/epidermia.greece))

YouTube <https://www.youtube.com/channel/UCb8Tkva2q3aHi86CemAtL4w/videos>

How the Funds Helped:

- Paid social media, webinar and video production
- Epidermia ran a social media campaign about atopic eczema that lasted one month. In addition, they organized a webinar with guests two dermatologists who specialize in atopic eczema and a testimonial by our member Sofia Samara. The live webinar reached 6665 people for an audience that was mainly patients and care givers.
- Furthermore, they created 2 educational videos about atopic eczema and the myths around the disease.



“The voice of patients with atopic eczema was heard for the first time in Greece. It was a huge success and we realized that the fact that Epidermia is making an opening to all skin diseases is wise and much needed.”

Fundapso, Columbia

Online presence:

YouTube 5,186 Views

Twitter 87 Views

Facebook 621 Reach

Instagram 201 Reach

How the Funds Helped:

- Event equipment rental, video production, graphic design
- Fundapso hosted a ‘Let’s Talk Atopic Dermatitis’ forum with an experts panel.
- Fundapso also hosted a virtual café ‘Clear your Doubts’ which included conversation with a dermatologist and pediatric dermatologist who specialized in atopic eczema, as well as a patient expert.
- Finally, there was an in person educational conference ‘How to Reach Atopic Dermatitis Control’.



“With our virtual café, we have increased our reach on people who live with atopic eczema in Colombia and five more countries.”

Global Allergy and Airways Patient Platform (Global)

Online presence:

Facebook ([@GlobalAllergyAirwaysPatientPlatform](https://www.facebook.com/GlobalAllergyAirwaysPatientPlatform)) 19 Posts, 3,842,690 Views, 714 Like, 25 Shares

Twitter ([@ga2p2](https://twitter.com/ga2p2)) 19 Posts, 64,500 Views, 43 Likes, 13 Shares

Instagram ([@gaapporg](https://www.instagram.com/gaapporg)) 19 Posts, 3105 Views, 102 Likes

LinkedIn ([@global-allergy-asthma-patient-platform](https://www.linkedin.com/company/global-allergy-asthma-patient-platform)) 2 Posts, 1098 Views, 8 Likes

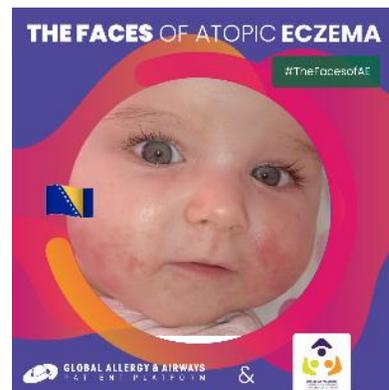
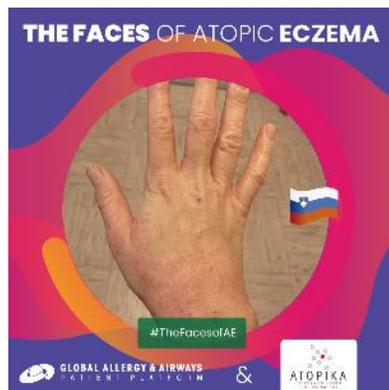
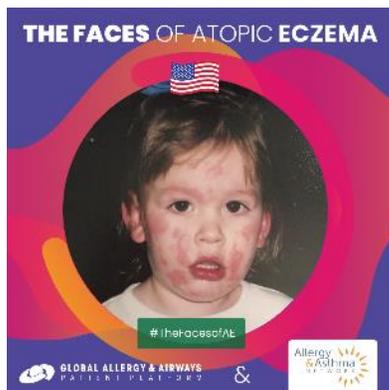
Website <https://Gaapp.Org/Waed2021>

How the Funds Helped:

- Paid social media, online marketing tools, human resources
- The Faces of Atopic Eczema: GAAPP, with the help of its member organizations, created this campaign to collect and share testimonials (text, video, or photos) and promote awareness, normalize and make this hidden disease visible. All collected testimonials were shared on our social media, website, and all our digital outlets from the 1st to the 14th of September 2021 to celebrate World Atopic Eczema Day.
- 5 Member organizations from Bosnia & Herzegovina, USA, Serbia, Slovenia and Austria collected multimedia testimonials of about 35 individuals.

“We are proud that so many people were brave enough to share with us photos and videos showing themselves to the world the burdens of living with atopic eczema but also the good things (family bonds etc.)”

“We really gave a boost to all the participant GAAPP Member Organizations and this project will be a blueprint for future multi-stakeholder collaboration projects on AD awareness or any other disease.” - Victor Gascon Moreno



Institute Atopika, Slovenia

Online Presence:

Facebook 80 Posts, 1,541 Views, 271 Page Likes, 3,775 Post Likes, 83,429 Reach

Instagram 64 Posts, 355 Interactions, 3,329 Reach, 132 Post Likes, 14 Comments

How the Funds Helped:

- Sound equipment rental, photography, graphic design, live stream support.
- In Ljubljana, Institute Atopika organized the opening of a photo exhibition by a photographer Ines Krivec, who photographed patients with atopic dermatitis.
- Institute Atopika also hosted a live round table with decision makers. The speakers at the round table were: - The head of the children's clinic, University Medical Center Ljubljana; Director General of the Directorate for Family, Ministry of Labor, Family, Social Affairs and Equal Opportunities; Health Insurance Institute of Slovenia; skincare blogger who struggles with atopic dermatitis; founder of Institute Atopika.
- In Maribor, Institute Atopika had a tent with information material about atopic eczema, and had a dermatologist Simona Senegačnik, MD present who gave free advice to patients and their carers.

“For the first time in history, we have sat all decisionmakers at the same table to discuss the problems faced by patients with atopic eczema.”

“Patients said at the round table that Institute Atopika moves mountains for them and that they are really grateful for everything we do. At the end of the event, we were even applauded. It was really memorable.”



International Topical Steroid Awareness Network, US

Online Presence:

Facebook ([@InternationalTopicalSteroidAwarenessNetworkITSAN](https://www.facebook.com/InternationalTopicalSteroidAwarenessNetworkITSAN))

3843 Impressions, 3523 Reach, 208 Post Engagement, 56 Reactions, 13 Shares, 86 Clicks

Twitter ([@ITSANnonprofit](https://twitter.com/ITSANnonprofit))

7 Posts, 1531 Impressions, 240 Media Views, 44 Total Engagements, 14 Likes

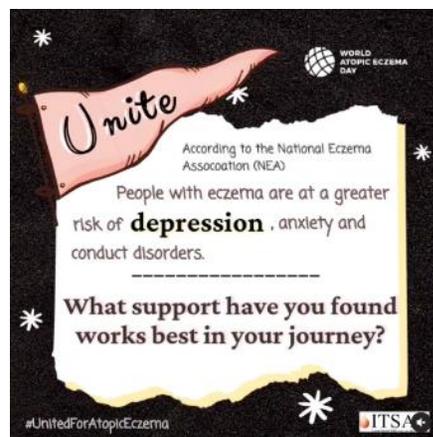
Instagram ([@itsan.nonprofit](https://www.instagram.com/itsan.nonprofit))

9 Posts, 3313 Views, 283 Likes, 24 Comments, 7970 Reach, 8698 Impressions

How the Funds Helped:

- Video production, graphic design, live session moderator.
- Media campaign leading up to September 14th
- On World Atopic Eczema Day, we hosted an Instagram Live with Dr. Patrice Little being interviewed by Briana Banos. Briana also fielded questions from participants and moderated the discussion.

"We are working on outreach to the eczema community, and this helped us tremendously. It always helps to have a collaboration with a trusted, international entity like GlobalSkin and the funds allowed us to do more outreach and spend more time on this project than we would otherwise be able."



Polskie Towarzystwo Chorób Atopowych (PTCA), Poland

Online Presence:

Facebook ([@PolskieTowarzystwoChorobAtopowych](#)) 17 Posts , 98,700 Views, 1,420 Likes, 407 Shares

Twitter ([@chorobyatopowe](#)) 1 Post

Instagram ([@ptca_stowarzyszenie](#)) 11 Posts , 1,770 Views, 140 Likes

YouTube - <https://www.youtube.com/watch?v=z6zVlNeOhCY&t=2279>

LinkedIn - ([@polskie-towarzystwo-chor%C3%B3b-atopowych/mycompany](#))



How the Funds Helped:

- Billboard rental, promotional printing including postcards, letters and handbooks
- PTCA bought a billboard with information about the WAED celebration for 1 month using World Atopic Eczema Day logos and layout.
- PTCA organized a press conference on September 14 in the building of the Polish Press Agency (hybrid conference) and sent 500 educational kits to MPs and journalists. Each set consisted of a cover letter + 7 different 3D postcards (with patients, needs and the WAED logo) + the "ABC of Atopy" guide.
- Organized a campaign in social media using World Atopic Eczema Day layouts, texts and graphics.

"Thanks to the World Atopic Eczema Day celebrations, we have achieved several important goals: we strengthened the role of our organization as the leading patient organization in Poland; we reached virtually all groups of interest with the message; and we had the opportunity to show that our activities are coordinated with supranational organizations (e.g. with GlobalSkin)."

Skin Sri Lanka, Sri Lanka

Online Presence:

Facebook 48 Post. 3500 Views, 238 Likes, 64 Shares

LinkedIn 6 Posts, 1,485 Views, 23 Likes

How the Funds Helped:

- Paid social media, printing of brochures, booklet and banners
- Skin Sri Lanka hosted an in person Atopic Eczema Clinic and ran a media awareness campaign through online media as well as traditional print media.



"We were able to treat a few children with severe atopic dermatitis whose parents are severely affected economically and financially due to present pandemic situation in our country."

"We were able to create very good awareness background in our most traditional and cultural society about World Atopic Eczema Day and introduce the word atopic dermatitis to them which is usually denoted in our language as "Rakthaya"."

The Israeli Association for Atopic Dermatitis, Israel

Online presence:

Newsletter and WhatsApp groups

How the Funds Helped:

- Amusement park rental, workshop materials.
- The Israeli Association for Atopic Dermatitis hosted a FunDay during the afternoon of World Atopic Eczema Day. An amusement park was reserved for this event and over 100 families of children with atopic eczema attended.
- There were also workshops for the parents of children living with atopic eczema.

"My children were so happy, and it was amazing to meet people going through the same thing. Once again you have brought smiles and pride to children who are usually in pain and hurting." - Patient experience

"World Atopic Eczema Day brought more awareness of how to alleviate the suffering of children and gave them more strength to cope with the disease. On a broader scale it brought awareness the greater public of the suffering of these children, and it will initiate more help and support to the families and the disease in general."



abbvie

SANOFI GENZYME

REGENERON

Lilly

Pfizer



Eczema Foundation

Corporate Foundation of Pierre Fabre Laboratories

Pfizer Inc. @pfizer · Sep 14

The challenges associated w/ #eczema, or #atopicdermatitis (AD), go beyond physical symptoms—we recognize the toll on one's well-being. This #AtopicEczemaDay we unite w/ the AD community and support @IADPO as we strive for better #CareForAtopicEczema #UniteForAtopicEczema

World #AtopicEczemaDay
September 14

Join us as we #UniteForAtopicEczema and support patients, and their caregivers, around the world as they speak up about the burden of the condition.

Discover resources on the physical & emotional impacts of eczema
@globalskin.org

Pfizer Inc. @pfizer · Sep 13

Questions about #eczema symptoms, causes, or complications? We understand the challenges that you face. This #AtopicEczemaDay, check out our #EczemaInsideOut curated FAQ addressing common questions with the help of advocacy groups from around the world! #UniteForAtopicEczema

#AtopicEczemaDay2021
#UniteForAtopicEczema

Check out our FAQs!
@pfizer.com

Benoist Decroix · 3rd · General Manager Belgium & Luxembourg at AbbVie

Today, AbbVie Belux celebrates the World Atopic Eczema day at the office. Imagine if the clothes you wear felt as prickly as these cacti! #UniteForAtopicEczemaDay #AtopicEczemaDay

AbbVie @abbvie · Sep 14

On #AtopicEczemaDay, we're joining @IADPO and @EFA. Patients to raise awareness of #AtopicDermatitis, also known as atopic eczema. Learn about the science behind this chronic, inflammatory skin disease: bit.ly/3CcZcyu

September 14 is World Atopic Eczema Day.
We join the community to unite for atopic eczema.

Sanofi Genzyme @SanofiGenzyme · Sep 7

Better awareness leads to better understanding. Working with the atopic dermatitis (AD) community, we helped launch #WorldAtopicEczemaDay with @Regeneron four years ago to raise awareness of the realities of living with AD. Learn more and help us #ChangeAD bit.ly/3yQa9R8

0:10 | 185 views

Fondation Eczéma · 2nd · Follow

À l'occasion de la 4^{ème} Journée Mondiale de l'Eczéma Atopique organisée par GlobalSkin - International Alliance of Dermatology Patient Organizations (IADPO), la Fondation Eczéma lance une campagne de sensibilisation sur l'eczéma atopique à travers la distribution de sacs en papier en pharmacie.

Objectifs : rappeler les chiffres concernant l'impact de l'eczéma atopique en France et faire connaître les centres spécialisés français proposant des ateliers d'éducation thérapeutique (ETP) aux patients souffrant de dermatite atopique <https://fr.linkedin.com/company/fondation-eczema>

See translation

Sanofi Genzyme @SanofiGenzyme

Families impacted by atopic dermatitis (AD) need support. You can help. This World AD Day, we're launching the latest 'Agents of Change' AD Challenge with @Regeneron . Submit an idea—big or small—and become an Agent of Change. bit.ly/3hygONk

ALERT
2021 'Agents of Change' Atopic Dermatitis Challenge now open for ideas!
Discover the theme

9:00 AM · Sep 14, 2021 · Khoros Publishing

19 Retweets 3 Quote Tweets 90 Likes