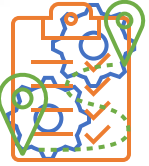


# Advocacy Alignment

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Workshop 6<sup>th</sup> Oct 2021



# The aims of the workshop

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## PURPOSE

To align on the needs of the **Atopic Eczema** community that can be supported by the GlobalSkin activities



## OBJECTIVES

Identify the needs of the **Atopic Eczema** community at member organizations that can be supported by global activities



## OUTCOMES

A framework for a global policy document that can be adapted by members. Plus, a common understanding of how GlobalSkin resources can be leveraged by members

# FOCUS AREAS

A man with a beard and short brown hair, wearing a blue denim shirt, is looking off to the side with a thoughtful expression. He is in a workshop or office environment, with a wall covered in orange and green sticky notes in the background. The lighting is warm and soft.

*The main  
advocacy focus  
areas identified  
in the Workshop*



# The main themes emerging

(after prioritization exercise)

Three core themes emerged as most important

1: Access to care and treatments

Access to new and emerging therapies; protocols that restrict access; cost of self-care and financial impacts caused

2: A holistic and standardized approach to care

The need for a holistic, multidisciplinary approach to AE care that is standardized through the use of better guidelines

3: Improved access to healthcare professionals who are better educated

Improve access to dermatologists and increase the number available; increase knowledge of primary care physicians to facilitate faster and accurate diagnoses

# Other themes were also mentioned

(position 4 through 11 after the prioritization exercise)

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## 4: Geographic disparities

Overcoming disparities in both care and the available treatments

## 5: AE in the workplace

Facilitating employers understanding of AE as a chronic condition

## 6: Public awareness

Addressing myths, barriers and facilitating public support

## 7: Research funding

Encouraging more research into AE, its impact and its treatment

## 8. Family finances

Addressing the overall financial burden caused by AE

## 9: Burden of AE

Developing more evidence (e.g. GRIDD) to outline the burden of AE

## 10: Understanding in schools

Ensuring schools have the knowledge and policies around AE

## 11: Guidelines on corticosteroids

New guidelines that ensure responsible use of corticosteroids

# POSITION OF ATOPIC ECZEMA

A man with a beard and short brown hair, wearing a blue denim shirt, is looking off to the side with a thoughtful expression. He is in a meeting room with a whiteboard in the background covered in orange and green sticky notes. The lighting is bright and natural.

*How AE should  
be positioned  
against skin,  
allergies and  
inflammation*



# Atopic Eczema has unique challenges



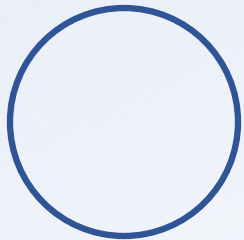
## CLEAR FEEDBACK THAT ATOPIC ECZEMA IS UNIQUE

- Needs to be at the forefront and where possible on its own in the communication
- Attributes of AE are unique (e.g. itch) and need to be understood clearly by others



## IMPACT IS HIGHER THAN MANY OTHER CONDITIONS

- E.g. HIV controlled with one pill a day – AE requires much more intensive daily care
- Need to be careful of diluting this message by including AE with other conditions



## WHERE NECESSARY BE FLEXIBLE IN HOW AE IS POSITIONED

- Look at what the audience cares about
- If they are focused on inflammation or allergies then position AE as a pressing disease there
- If focus is on dermatology, then position AE as the most pressing disease there

AE AS A CHRONIC CONDITION  
WITH HIGH UNMET NEEDS

# ADDITIONAL TOPICS RAISED

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*Attendees  
flagged  
additional focus  
areas they are  
addressing*



# Areas of current work by attendees

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## FDA/Topical Steroids

Pressure for regulatory action to change practices  
General education on topical steroid use for HCPs

## Racial disparities

Access to care barriers  
Misdiagnoses due to skin color

## The elderly and AE

Misdiagnosis in the elderly

## Quality Register (Sweden)

Includes a look at systemic treatments  
Will hopefully identify what approaches are best for which kinds of patient

## Benchmarks

Global efforts to establish benchmarks of care and good practices

## Slovenia registry

Designed by patients to capture the true experience