



GLOBALSKIN.ORG

International Alliance of
Dermatology Patient
Organizations

GlobalSkin Session at the EADV Pitching the Next Great Idea

Milan 7th September 2022



PROGETTO CONTRASTI

«How lights and shadows play
in our lives and portraits»

Patient Association
representing people with
Albinism in Italy

PREMISES

- Rare Disease
- Small Association
- Limited Economic Resources
- Only volunteers operate in the Association
- Covid-19 situation in Italy

ALBINIT

STARTING POINT

- Photographic session



OPTIMIZE THE RESOURCES

- Organize Cross function Activities in connection with this project (i.e. storytelling)

SHOOTING SESSIONS

Milan, Dec 2021

Rome, March 2022

- One of the first occasions to meet in person due to the Covid-19 pandemic, following all the rules
- Models were also asked to provide a short text with their story about contrast and resilience (the main goal was to facilitate self-acceptance, knowledge, empowerment)

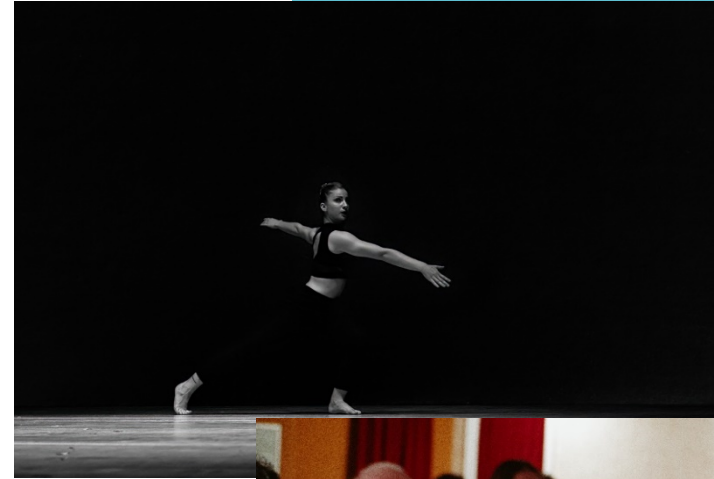


PROJECT PRESENTATION

Fauglia (PI) 4-5° June 2022

In conjunction with National Association Meeting

- Presentation of the project and awareness video campaign → models presented their personal stories to the members and the public
- Theatre entertainment show: local artists' performances (dancers and singers)



PRESENTATION OF THE PROJECT

Fauglia, 4-5° June 2022

- Local Authorities' patronage and support from local associations
- Invitation of the local press
- Fundraising → the amount was shared to support associations operating in the hosting territory



INTERNATIONAL ALBINISM AWARENESS DAY CELEBRATION (IAAD)

June 13^o 2022

➤ Video Broadcasted on this day

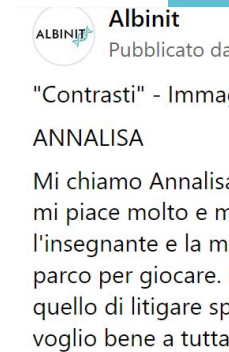
IT Version

<https://www.youtube.com/watch?v=MAv7gX5Qi6g>

EN Version

<https://www.youtube.com/watch?v=xfU22xC1kzA>

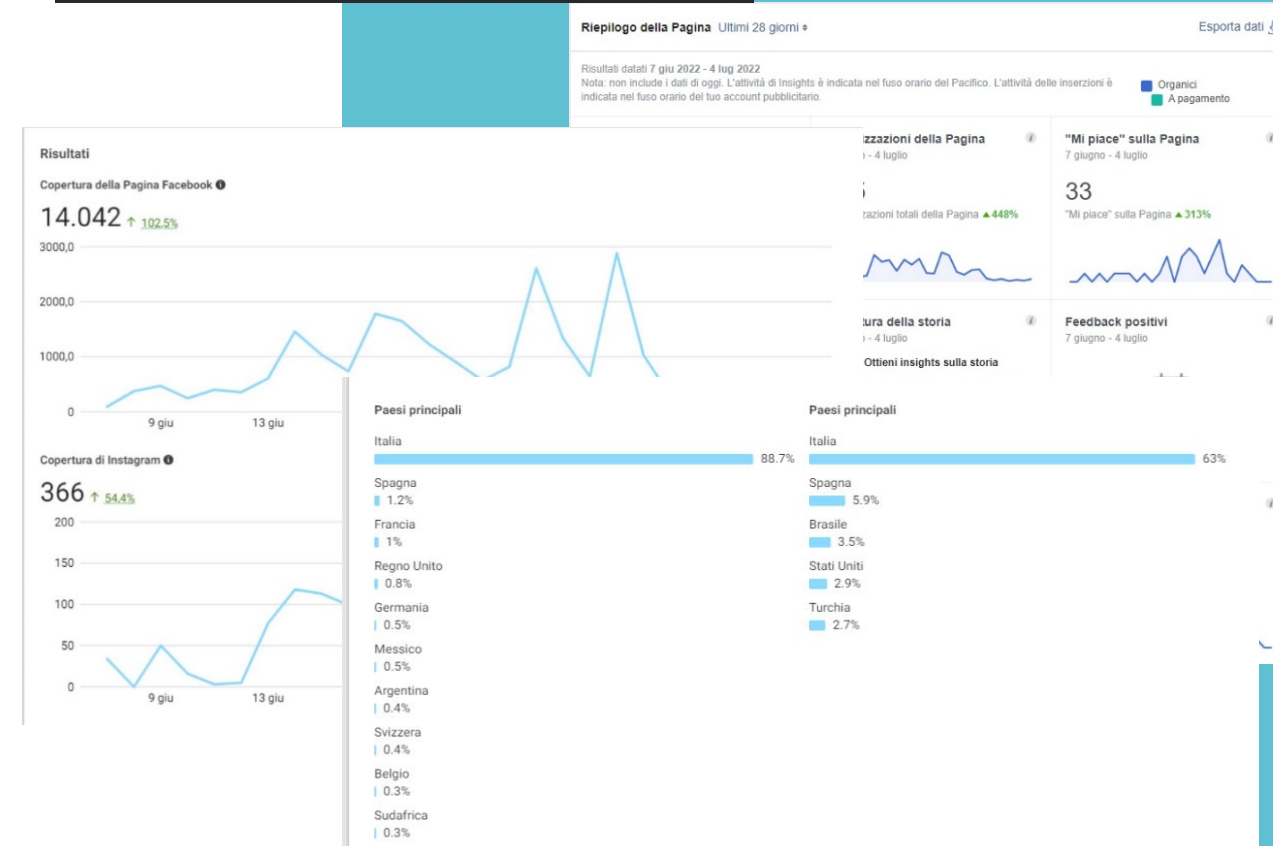
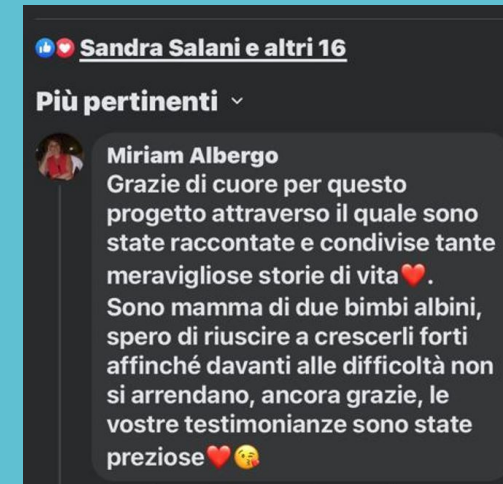
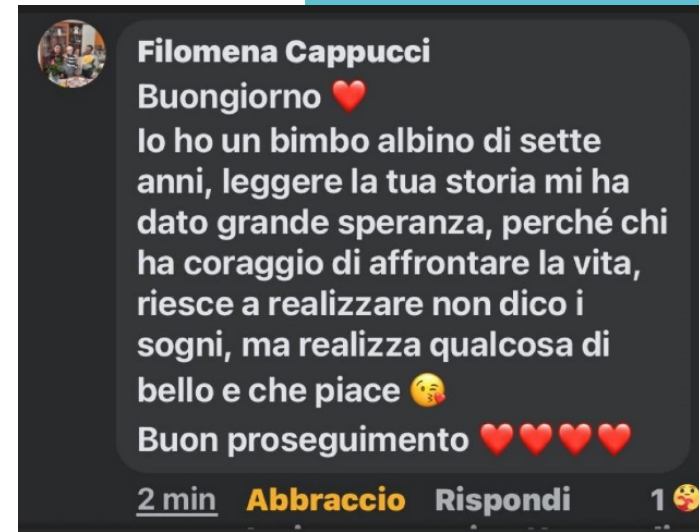
➤ Pictures and stories published on Albinit FB page each day starting from June 13^o → the goal raise awareness to general public, know each other among members, share experiences and provide growth support to parents of newborns and kids with albinism



SOME FEEDBACKS & STATISTICS

The project resulted in a positive feedback from all Albinit members

- + 110% FB posts coverage
- + 802% FB interactions
- + 313 % likes
- + 54% of interaction on Instagram
- Interaction and recognition at international level



... AND MORE HAS YET TO COME!

Some ideas for future related projects:

- Photographic exhibition
- Photo and history book
- Others



