

— 31st —
EADV CONGRESS

— MILAN —
& ONLINE

7 - 10 SEPTEMBER 2022

**DESIGNING THE FUTURE
OF DERMATOLOGY
AND VENEREOLOGY**



The slide features decorative geometric shapes in the corners. The top-left corner consists of overlapping triangles in red, blue, and light grey. The bottom-right corner consists of overlapping triangles in green, blue, and light grey.

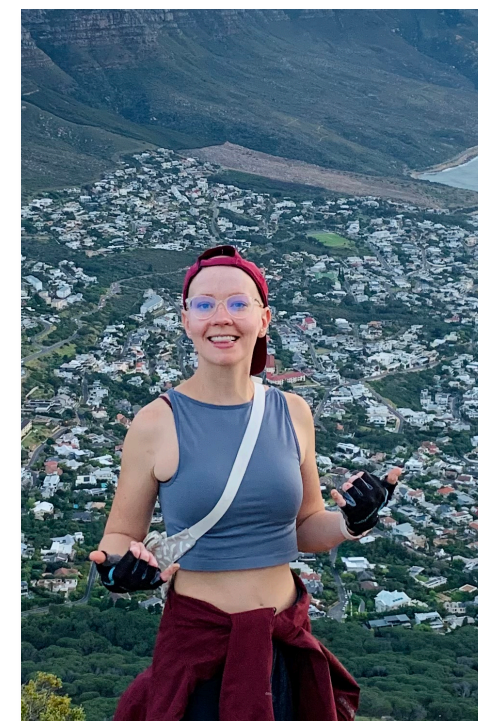
Successful (Non-Patient) Community Engagement through Media

Toni Roberts | DEBRA South Africa

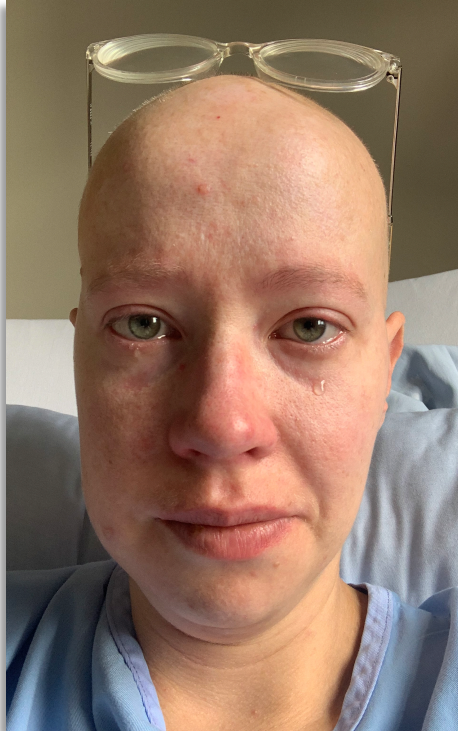
Hello from the Rainbow Nation!



[<https://velvetescape.com/aerial-view-of-cape-town/>]



[Own images.]



[Own images.]



MiaThrives - Canada

The MiaThrives Podcast



[<https://www.facebook.com/miathrives/>]



The MiaThrives Podcast

By MiaThrives

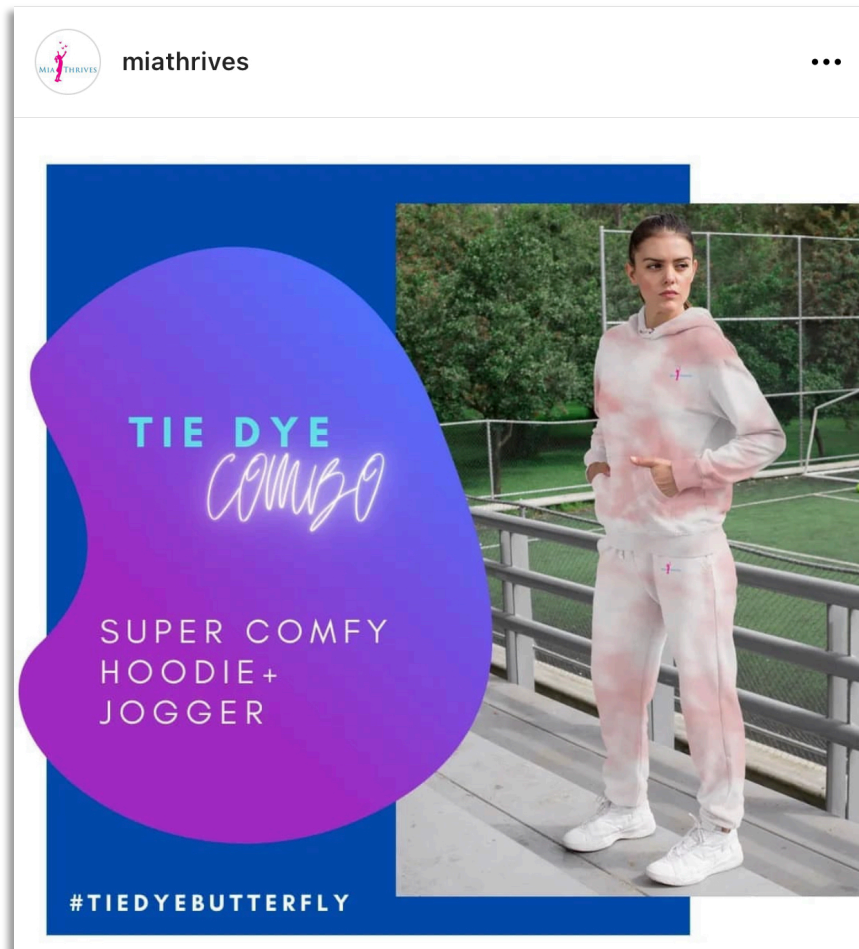
 Listen on Spotify

More platforms

Join Melissa, Emily and Jill from MiaThrives as they discuss thriving with EB, Butterfly Children, our amazing community and everything in between! We are so excited to connect with you!

Support our podcast at www.patreon.com/miathrives

Merchandise

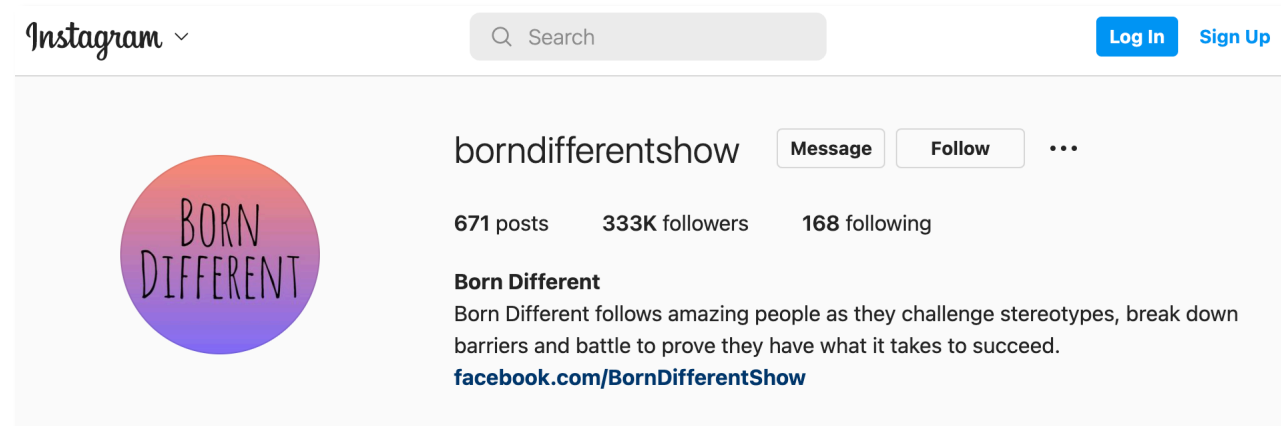


[<https://www.instagram.com/miathrives/?hl=en>]

Shirvani Naran – South Africa



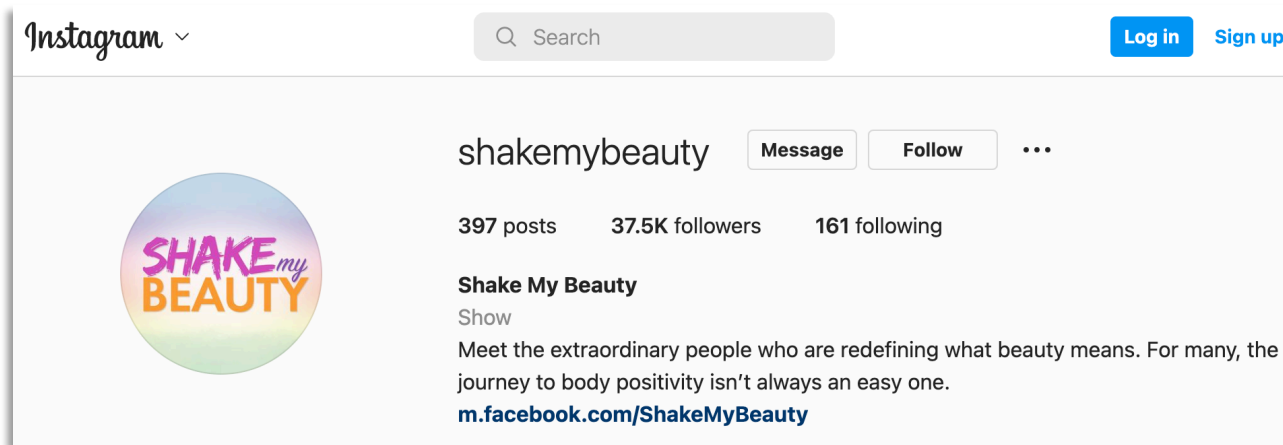
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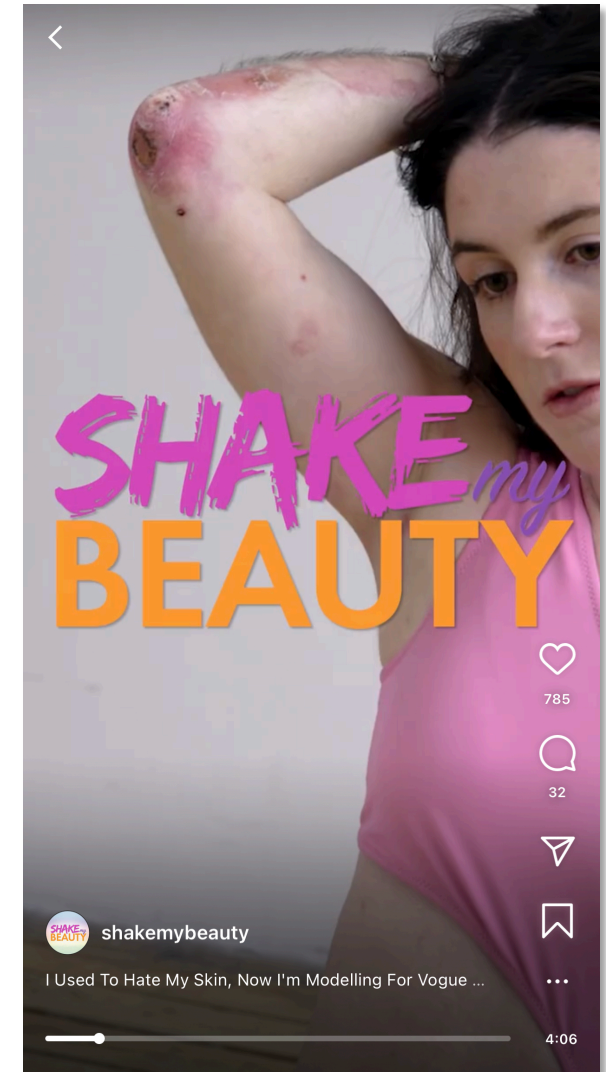
"I'm one of the oldest living people in the world with this disease currently. It builds my confidence to know I've been able to defy and do things that people said I would never be able to do."

Lucy Beal - England

“I used to hate my skin, now I’m modeling for Vogue.
I know that I have a terminal condition, it’s going to make my life shorter. I could see my scars as something I’m fighting against, or I could see my body as something working to keep me alive – which is better?”



[https://www.instagram.com/shakemybeauty/?hl=en]





[https://www.ted.com/talks/lucy_beal_lott_skin_deep]

"It's hard enough being a teenager but being one that looks different is very, very hard. So if a teenager can see someone who looks like them in the media, it can really help."

DEBRA South Africa 2023



[<https://www.countryliving.com/shopping/g4956/matching-family-christmas-pajamas/>]

- minimalistic
- gender neutral
- adult, child, baby sizing
- simple animal bandana
- social media advertising
- (collaborations, giveaway, influencers etc.)
- small info card about EB



[<https://www.earththread.com/add-ons/hem-tags>]

Let's keep learning from each other,
keep being open minded and
keep being kind.

Thanks for listening!



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