



WORLD
ATOPIC ECZEMA
DAY

September 14, 2024

World Atopic Eczema Day 2024 Campaign Report

#AtopicEczemaUnfiltered



World Atopic Eczema Day 2024

Atopic Eczema, a chronic skin condition, often sits at the center of multiple health challenges, affecting patients' mental health and overall well-being. Beyond the physical discomfort, it takes a heavy toll on patients' daily lives and those of their families, creating a dire need for understanding, support, and accessible care.

World Atopic Eczema Day is held each year on September 14 and is viewed as a significant occasion to amplify awareness and foster a global conversation around this complex disease.

In 2024, World Atopic Eczema Day focused on the campaign theme **#AtopicEczemaUnfiltered**. In a world where social media often presents a polished version of reality, the true challenges of living with chronic conditions like Atopic Eczema remain largely unseen and misunderstood.

The objectives of this year's campaign were

- Challenging the world to look beyond idealized portrayals, emphasizing the often-unseen challenges faced by patients living with Atopic Eczema.
- Providing a platform for patients to openly share their stories and perspectives.
- Highlighting the importance of increased empathy and the need for holistic care solutions.

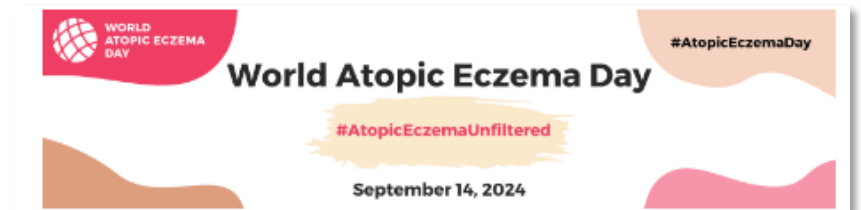
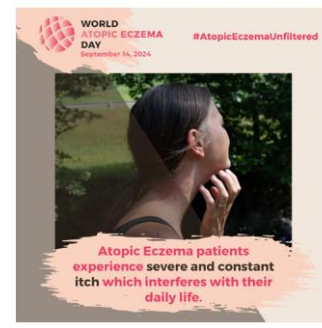
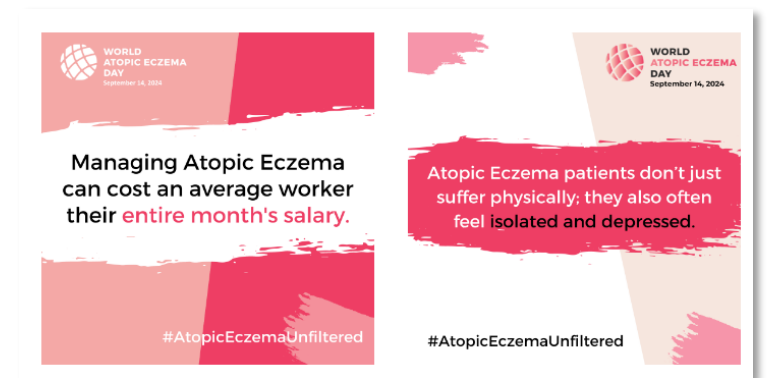
By encouraging open and honest storytelling, #AtopicEczemaUnfiltered helped to deepen understanding, counter misconceptions, and increase visibility around the realities of living with Atopic Eczema. The campaign leveraged personal narratives and community support to build awareness, advocate for essential resources, and ultimately, foster a more compassionate and informed world for those living with Atopic Eczema.

World Atopic Eczema Day - Campaign Resources

GlobalSkin, in partnership with the European Federation of Allergy and Airways Diseases Patients' Associations (EFA), developed the World Atopic Eczema Day 2024 Campaign Toolkit. This resource provided everything needed to amplify the campaign and encourage widespread awareness.

The toolkit included ready-to-use assets, a guide for customizing social media visuals, and tips for effective online patient advocacy. It also offered templates for press releases and support letters to help secure endorsements from key organizations.

In addition, customizable blank cards were available for download, enabling participants to tailor awareness messages that resonated most with their audience. Social media banners were also provided for Facebook, LinkedIn, and X profiles for participating organizations to show their commitment to World Atopic Eczema Day 2024.



Downloads from GlobalSkin's website

Campaign Toolkit: 2253 (131.39% increase from 2023)

Social Media Cards: 587 (8.91% increase from 2023)

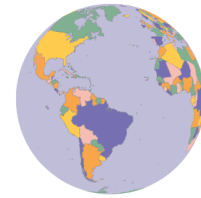


GlobalSkin-led WAED 2024 Social Media Campaign

GlobalSkin launched a comprehensive social media campaign, targeting key platforms including Meta (encompassing Facebook and Instagram), X (formerly Twitter), and LinkedIn.

This organic component focused on leveraging GlobalSkin's existing audience and encouraging follower engagement. Posts were tailored to educate, inspire, and create meaningful interactions around Atopic Eczema awareness. Using relevant hashtags and calls to action, the organic campaign aimed to foster community support, increase awareness, and amplify the voices of those impacted by Atopic Eczema.

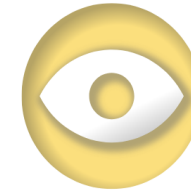
To extend the campaign's reach beyond its organic following, GlobalSkin implemented a paid advertising strategy across all targeted channels. This involved strategically boosting content to reach broader and diverse audiences, focusing on demographics and audiences aligned with the campaign's goals. The paid campaign aimed to maximize visibility, increase engagement, and drive traffic to resources, enhancing the overall impact of World Atopic Eczema Day awareness efforts.



**100+ countries
reached**



**More than
600,000
engagements**



**Over 4 million
impressions
generated**

Social Media Campaign Translating Into Website Traffic



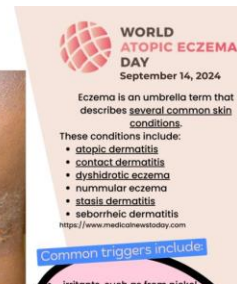
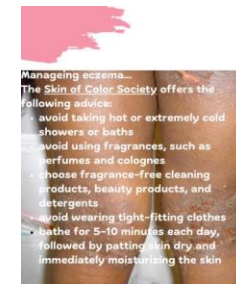
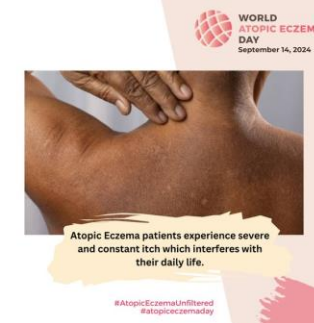
**39% increase in
page views
versus 2023**



**116% increase in avg.
page engagement time
versus 2023**

#AtopicEczemaUnfiltered

Global Social Media Participation



#AtopicEczemaUnfiltered

Global Social Media Participation



DIA MUNDIAL DA DERMATITE ATÓPICA
14 DE SETEMBRO DE 2024

WORLD ATOPIC ECZEMA DAY

#OOutroLadodaPele
#ViradosDAverso

ADERMAP
Associação de Dermatite Atópica do Rio de Janeiro

WORLD ATOPIC ECZEMA DAY
September 14, 2024

Atopic Eczema is not just physical pain, it can lead to social isolation and depression.

#AtopicEczemaUnfiltered

WORLD ATOPIC ECZEMA DAY
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#AtopicEczemaUnfiltered

Atopic eczema/dermatitis is a common relapsing, chronic skin disease impacting people of different ages. The disease causes a heavy burden of pain, social, emotional and economic impact for patients, and for society as a whole. However, the tendency of dismissing the disease as 'just a rash' is still highly persistent in society.

unicorn
blue
catalysis

WORLD ATOPIC ECZEMA DAY
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WORLD ATOPIC ECZEMA DAY
Eczema is not contagious.
It's more than a rash—it's daily discomfort.

#AtopicEczemaDay
#AtopicEczemaUnfiltered

GLOBALSKIN.ORG
International Alliance of Dermatology Patient Organizations

SKAPH
The Skin and Allergy Patient Organization
www.skaph.org

#AtopicEczemaUnfiltered

World
ATOPIC ECZEMA
Day 2024

↑↑↑↑↑↑↑↑
ABOUT HALF OF PATIENTS SPEND MORE THAN EIGHT DAYS IN A MONTH IN A FLARE

SPHERIX
GLOBAL INSIGHTS
https://nationaleczema.org

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September 14, 2024

This leaflet is to help you understand more about atopic eczema (AE) also known as atopic dermatitis (AD).

What Eczema Look Like...

YOU NEED TO KNOW

'UGWO' IS NOT ECZEMA!

ECZEMA IS NOT CONTAGIOUS!

#AtopicEczemaUnfiltered

#AtopicEczemaUnfiltered

WORLD ATOPIC ECZEMA DAY

PATIENTS' VOICES IN RESEARCH

Innovative
Biomap

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Proud supporter of World Eczema Day, raising awareness for better eczema care

SKIN Health

GLOBALSKIN.ORG
International Alliance of Dermatology Patient Organizations

WORLD ATOPIC ECZEMA DAY



World Atopic Eczema Day Fund

GlobalSkin was pleased to offer grants as part of the “World Atopic Eczema Day Fund” for the fifth consecutive year. This fund financially assists Member organizations in planning and implementing activities organized around the awareness day.

The 2024 Fund supported projects across **22 Member organizations from 20 countries**. The Fund helped GlobalSkin Members in the planning and implementation of activities raising awareness of the disease and/or building community during World Atopic Eczema Day.

For the second year, GlobalSkin also offered support for projects that had a Mental Health component in addition to regular Awareness Day activities.

See the following pages for details on highlighted projects.

2024 WAED FUND RECIPIENTS

Organization	Country
Allergienet vzw	Belgium
Allergy & Asthma Network	United States
Allergy UK	United Kingdom
Association des malades de la peau ECZEMA DRC	Democratic Republic of Congo
Association Française de l'Eczéma	France
Association of patients with allergies, asthma and atopic dermatitis	Bosnia and Herzegovina
China Chronic Skin Disease Fund	China
Cross the Goal Foundation Inc	Puerto Rico
Društvo Atopijski Dermatitis	Slovenia
Eczema Outreach Support	United Kingdom
Eczema Support Australia	Australia
Eczema Support Kenya	Kenya
Fundapso	Colombia
Global Parents for Eczema Research	United States
Helping Hands Foundation	Pakistan
Institute Atopika	Slovenia
National Association Allergy and me	Serbia
Outer Shell Africa Communications	Nigeria
Panhellenic Association of Patients with Psoriasis and Psoriatic Arthritis-‘Epidermia’	Greece
Polish Association for Atopic Diseases	Poland
Skin SriLanka	Sri Lanka
Youth and Women Empowerment Initiative Uganda	Uganda

World Atopic Eczema Day Fund – Success Stories



“The theme of Atopic Eczema Unfiltered fits well with our team's mission, which is to unite all sectors of society to care for and support patients with chronic skin diseases, to improve the standardized diagnosis, treatment level and drug accessibility, quality of life, diagnosis and treatment status of chronic dermatology patients, and to enhance the sense of well-being of doctors and patients.”

China Chronic Skin Disease Fund



World Atopic Eczema Day Fund – Success Stories



"We are most proud of fostering an open dialogue about eczema's real-life impact and through the Eczema Unfiltered video series and webinar. These events empowered people to share their stories, spread awareness, and engage with others in a supportive environment. The reach and engagement exceeded our expectations, amplifying the voices of those with lived experience."

Eczema Support Australia



The "Burning Eczema Questions" webinar



World Atopic Eczema Day Fund – Success Stories

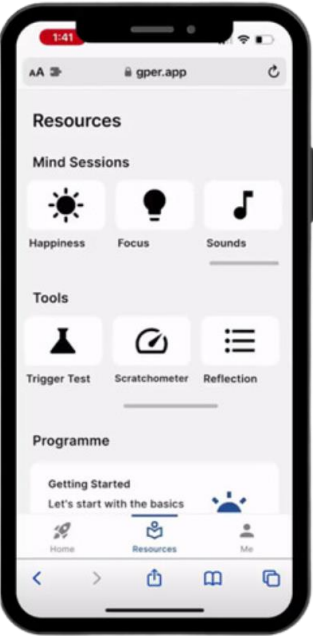
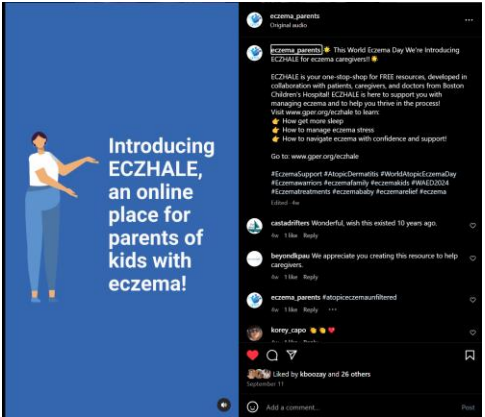
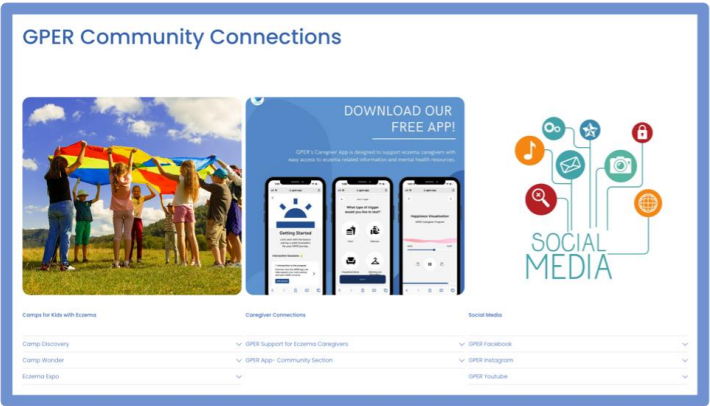
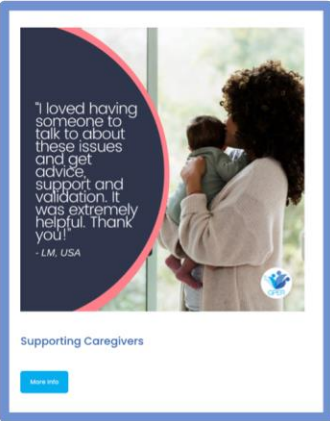


“My life has changed since I joined Eczema Society of Kenya. Keep doing what you are doing. I am happy that my children have met other children going through the same condition and they are now comfortable sharing their stories.”

Eczema Society of Kenya



World Atopic Eczema Day Fund – Success Stories



“The biggest success of our campaign was the overwhelming response to ECZHALE, our newly launched online wellness hub for caregivers managing eczema in children. Our video promoting ECZHALE received over 30,000 views, making it the standout post. Developed with patients, caregivers, and doctors, ECZHALE offers free resources to improve sleep and manage stress, helping families thrive in their journey.”

Global Parents for Eczema Research

World Atopic Eczema Day Fund – Success Stories



“The biggest success of our project was the strong sense of community and support it fostered among patients with atopic dermatitis. Through the events, we saw children, teenagers, and families connect in a safe, understanding environment, reducing feelings of isolation. The free consultations with dermatologists and personalized skincare advice helped improve disease management for many attendees, while the social media campaign amplified patient voices, reaching a wider audience and raising significant awareness about the challenges of living with atopic dermatitis.”

Institute Atopica



Thank You, Partners!

The World Atopic Eczema Day 2024 initiatives were made possible through the generous support of our partners:

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