PATIENT ORGANIZATION

World Atopic Eczema Day

TOOLKIT 2026

#BreakTheInvisibleBurden

WORLD
ATOPIC ECZEMA
DAY

AtopicEczema
BREAK
The Invisible Burden

International Alliance
Dermatology Patient
Organizations
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EFA
European Federation of Allergy and Airways
Diseases Patients' Associations

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This 2026 World Atopic Eczema Day Toolkit has been developed by the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) and the International Alliance of Dermatology Patient Organizations (GlobalSkin). Inside you will find the messaging for World Atopic Eczema Day 2026 and other tools that aim to guide your national World Atopic Eczema Day campaign.

Feel free to localise your content to better resonate with your audience. Adapt messaging and data to reflect your country or community's context. For example:

- Translate key phrases and hashtags into your local language(s), while also keeping the hashtags in English to connect globally.
- Use local statistics or patient stories to make the impact of Atopic Eczema more relatable and compelling for national media or policymakers.

Awareness for Atopic Eczema

Atopic eczema (AE) is a common relapsing, chronic skin disease impacting people of different ages, that starts in early childhood and evolves over a lifetime. The disease causes a heavy burden including physical pain, social, emotional and economic impact for patients, as well as for society and health systems as a whole. However, the tendency of dismissing the disease as "just a rash" is still highly persistent in society.

Aside from the physical burden, Atopic Eczema may also have far-reaching effects on the patients' ability to work and perform at work and school and to sleep. At the same time, the visibility of the symptoms can profoundly affect self-image, their emotional and social interactions and the way that others in society respond to them. Understanding the whole spectrum of the burden of Atopic Eczema is, therefore, critical for better care, disease management and information to improve the lives of patients and caregivers.

Campaign Theme 2026: Atopic Eczema #BreakTheInvisibleBurden

The global Atopic Eczema community comes together on **September 14th** to raise awareness for the disease; to speak up about the burden it has on patients and caregivers and to recognize the need for care and treatment that is reflective of the multidimensional nature of the disease.

Atopic eczema affects over 230 million people worldwide, many of whom live with moderate-to-severe symptoms that go far beyond skin irritation. The condition often leads to chronic pain, visible inflammation, sleep disturbance, depression, anxiety, and social withdrawal. Patients and caregivers endure daily struggles to manage the disease, access effective and affordable treatments, afford out-of-pocket expenses, combat stigma and isolation. It is a heavy burden often invisible from the outside that reaches deep into patients' lives, their confidence, relationships, present and future.

Yet, despite its significant human and economic cost, many people – policymakers included – still view atopic eczema as "just a rash". Atopic eczema remains misunderstood, sidelined, and under-recognised in health policy. It is often excluded from health strategies, funding calls, and data collection frameworks, leaving a gap in understanding its full impact on citizens and healthcare systems.

This year's theme supports the Skin Diseases Resolution adopted by Member States at the 78th World Health Assembly which recognises "Skin Diseases as a Global Health Policy Priority". This Resolution specifically highlights the risk of underestimation of the burden of skin diseases. It offers an opportunity for advocacy efforts on the burdens of the condition including medical, social, economic, public health and financial. It is a strong call to turn the Resolution into action at national, regional and global level to address the burdens of skin diseases including atopic eczema. It represents a strong framework that allows patients and patient organisations around the world to bring forward their asks and requests for policy change at national level.

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Campaign hashtags

Please use campaign hashtags in your social media posts – this connects your local campaign to others across the world that are participating! Help to amplify the message on a large scale. Campaign hashtags can be translated into national languages. Please use at least one hashtag in English to connect with the global conversation on the day.

#AtopicEczemaDay

#WorldAtopicEczemaDay

#BreakTheInvisibleBurden

Narrative

ELEVATOR PITCH

Behind every atopic eczema flare-up lies an invisible burden: sleepless nights, anxiety, isolation, and stigma. Yet despite the burden that people with atopic eczema and their caregivers have to live with every day, the disease remains absent from major health discussions. This has to change.

Integrating atopic eczema into national strategies on mental health, chronic diseases, and social inclusion, can lead the way in restoring dignity, wellbeing, and hope for millions of people around the world living with this overlooked disease.

KEY MESSAGES

The Human Story: Living the Invisible Burden

Key message

Behind every atopic eczema flare-up are people fighting exhaustion, anxiety, stigma, and financial strain, every day. Despite some studies available on the topic, there is a significant lack of data on atopic eczema and its related burdens.

Sub-messages

Living with atopic eczema means living with constant discomfort, sleepless nights, often additional comorbidities and emotional distress that affects mental health, relationships, and daily life.

Children and youth with atopic eczema struggle with bullying, isolation, stigmatisation, missed school days, and feelings of shame – a heavy burden for them and their families.

Patients and families face heavy out-of-pocket costs for treatments, creams, and psychological support that are not always reimbursed, adding financial stress to emotional pain.

Proof points - Europe

According to the European Academy of Dermatology and Venereology (EADV) survey, **48% of respondents with a skin condition in Europe reported being moderately or extremely anxious or depressed, and about 15-20% reported feelings of stigmatisation.[1]**

Despite some studies available on the topic, a general **lack of awareness, national data (number of patients, treatments, characteristics) and understanding of atopic eczema** drives underdiagnosis, incorrect treatment, misinformation, and social and mental health challenges.
Patient organisations often have to seek for funding to run their own surveys that can't cover every aspect of the disease.

A study found that 67.1% of adult patients with childhood-onset Atopic dermatitis reported **feelings of stigmatisation (e.g., teasing, bullying) during childhood or adolescence.[2]**

Among children with atopic eczema, one study found that school absence is common: around 67% reported sleep disturbances (which correlate with school performance and social participation) in the past year.[3]

People with severe atopic eczema spent **extra money on healthcare expenses** (on average € 927,12 per patient annually), and have extra spending on everyday necessities, such as personal hygiene, which cost 18% more on average per month compared to healthy individuals.[4]

Proof points Global[5]

More than **50% of people with moderate-to-severe atopic eczema experience disrupted sleep.**

Atopic eczema is a **debilitating disease with significant psychological impact.**

1 in 6 people experience clinical depression, and **1 in 8 report suicidal thoughts.**

High disease burden: Atopic eczema significantly impairs quality of life, with **88% of people with severe disease reporting compromised ability to live fully.**

Visible symptoms can lead to **stigmatization, social isolation**, and **reduced self-esteem.**

- **39% of adults avoid social interactions** due to their skin condition.
- **Over 50% report their lifestyle is limited** by atopic eczema.

Workforce impact:

- Increased risk of occupational disease
- Sick leave for related conditions averages **up to 12 weeks**
- Career limitations and job loss contribute to long-term economic impact
- **Health inequities:** Out-of-pocket costs for essential care (e.g., moisturizers, specialized products) create **barriers to access and widen disparities.**

References:
[1] Addressing the Burden of Skin Disease in Europe through Policies and Partnerships, page 5
[2] British Journal of Dermatology, Volume 191, Issue 3, September 2024, Pages 454–456, Subheading
[3] European Consensus Report 2022, The Burden of Eczema, Pages 8-9, EFA_Burden_of_Atopic_Eczema.pdf
[4] EFA_Burden_of_Atopic_Eczema.pdf
[5] Global Report on Atopic Dermatitis 2022 (GADA) Global Report on Atopic Dermatitis 2022 | Global atopic dermatitis atlas

The Systemic Injustice: A Patchwork of Inequality

Key message

There is a postcode lottery when it comes to atopic eczema; **where you live determines the care you receive.**

Sub-messages

Access to multidisciplinary care, including dermatological and mental-health services for atopic eczema, varies widely between and within countries, leaving patients in some regions with little or no support.

Lack of specialist training means many healthcare professionals still underestimate atopic eczema's impact or fail to offer appropriate treatment and psychological care.

Access to new treatments and medicines, including biologics, remains highly unequal across countries, slowing down the transition to more targeted/ personalised therapies.

Proof points - Europe

Nearly 1 in 3 Europeans with a chronic skin disease face **barriers to accessing specialist care,** with significant variation between Member States in availability, waiting times, and referral pathways.

Multidisciplinary care is recommended but not systematically implemented across Europe, leading to fragmented patient experiences and unequal outcomes compared with countries that have adopted integrated models of dermatology and mental-health care.[7]

A recent European survey found that **over 50% of primary-care physicians (in France) feel insufficiently trained to manage moderate-to-severe atopic eczema, particularly regarding psychosocial support** and referral to specialist services. This leads to inconsistent treatment and delayed diagnosis.[8]

Factors like the size of the market, high costs, lack of reimbursement, administrative hurdles, and stringent prescription criteria have blocked equal access to novel, more targeted therapies such as dupilumab and JAK inhibitors.[9],[10],[11]

Proof points - Global

Inequities are stark in remote and underserved regions, including sub-Saharan Africa and the Pacific Islands, where in some countries there is less than one dermatologist per million people, (Lancet Commission) [12]

Patients surveyed in the Asia-Pacific region placed greater emphasis on the prevention of exacerbation, minimising adverse treatment effects and improvements in mental health than dermatologists did.[13]

In many regions, atopic eczema treatments are simply not accessible, creating gaps in care.
Even when medicines are approved, they are not always available or reimbursed, limiting real-world access.[14]

The Resolution: Turning Awareness into Action

Key message

By recognising the invisible burden of atopic eczema, the EU and national health systems can relieve patients, deliver more holistic care and ensure an improved quality of life for millions of patients.

Policy Asks in Europe

Integrate atopic eczema into the next version of the EU NCD Initiative – Healthier Together (post-2027), addressing the challenges at the highest political level; and fostering the exchange of AE-specific best practices across Member States.

Establish an EU Joint Action focused on atopic eczema, formalising collaboration among EU institutions, Member States and stakeholders; and enabling research funding / Improve national data collection to better inform policy and support research funding; and the definition and achievement of joint disease-specific goals.

Help generate evidence in support of systemic policymaking, including on the mental/social burden of atopic eczema; the existing awareness gaps and misinformation; and the reimbursement policies across the EU Member States.

General policy asks

Formally recognize atopic eczema as a chronic, noncommunicable skin disease within national health strategies.
Integrate atopic eczema into Universal Health Coverage (UHC) benefit packages.

Strengthen training for primary care providers in diagnosis and management of atopic eczema
Support research into disease burden, comorbidities, and health system gaps.

Reduce out-of-pocket costs for chronic disease management with **reimbursement for essential atopic eczema treatments**, including emollients and topical therapies.
Invest in national data collection on prevalence, severity, and outcomes.

References

[7] EADV-Policy-Roundtable_Addressing-the-burden-of-skin-disease-in-Europe_Report.pdf
[8] Atopic dermatitis: A nationwide study on healthcare pathways and patient satisfaction of disease management in France - Skayem - 2023 - Journal of the European Academy of Dermatology and Venereology - Wiley Online Library
[9] The paradigm shift in drug development for atopic dermatitis: Addressing the variables of the equation leading to disease modification – Annals of Allergy, Asthma & Immunology
[10] How new EU incentives will help all patients get the best treatments - Euronews
[11] Global Report on Atopic Dermatitis 2022
[12]The Lancet Commission on Skin Health: aligning with WHO priorities - The Lancet
[13]The Patient Voice in Atopic Eczema Guidelines: How Do We Make it Standard Practice? | The Patient - Patient-Centered Outcomes Research | Springer Nature Link
[14] Global Report on Atopic Dermatitis 2022 (GADA) Global Report on Atopic Dermatitis 2022 | Global atopic dermatitis atlas

How to participate in World Atopic Eczema Day

DEFINE YOUR GOALS

Before you start organizing your participation in World Atopic Eczema Day, you might wish to reflect how the activities can support the overall work of your association. For example, you could be active during the day to support your broader atopic eczema objectives, such as:

Advocacy: use the day to start a conversation with policymakers and health authorities to push for better recognition, resources, and care for people living with AE, adapting the requests to the most pressing needs in your own country.

Community building: programme an activity on the day to strengthen connections among people living with atopic eczema, their families, and carers through shared experiences, mutual support, and collective identity.

Awareness raising: join the day to increase public understanding of atopic eczema and its impact on daily life, highlighting the physical, emotional, and social burden, and sharing facts, myths, and patient testimonies.

Education: join the day to develop and amplify your trusted, practical, and empowering information to patients, carers, and the general public about living with AE.

Fundraising: organise an activity on the day to raise funds to support patient services, research, awareness campaigns, or the sustainability of the organisation itself.

Partnership development: invite stakeholders such as healthcare providers, researchers, and companies to join the day and collaborate.

Advocating for Atopic Eczema as a patient organisation

WHAT IS ADVOCACY

Advocacy is the process of **influencing decision-makers and shaping policies, practices, and public attitudes** to improve the lives of people affected by a condition — in this case, atopic eczema. For patient organisations, advocacy is about using your collective voice to make sure the needs, rights, and priorities of patients and caregivers are understood, valued, and acted upon.

HOW TO ADVOCATE FOR ATOPIC ECZEMA

Define your asks: What change do you want to see? Make it specific and realistic. Choose one to three advocacy goals rather than trying to change everything at once.

Identify your policy influencers: Atopic eczema is a complex disease, and breaking its invisible burdens requires a multidisciplinary approach. Such complexity means that, depending on your objectives, the stakeholders you contact can be different.

1. Institutional stakeholders (i.e. Ministries of Health, Research, Education etc.)
2. Civil Society Stakeholders (i.e. Medical societies)
3. Other stakeholders (Regional authorities, Public Insurance providers)

Choose Your Tools. Common advocacy tools include:

- letters to decision-makers
- social media campaigns
- petitions or surveys
- policy briefs
- meetings with officials
- presentations or workshops
- press outreach

Tailor your content: tone, and style to the needs and expectations of each group. Refer to your last meeting, an impactful action or project your organisation has led, last work addressing eczema that you are aware of in the country, or any personalised touch that can attract the attention of their services.

Contact your policy influencers: officialise your request with specific letters addressing the person or person in charge and documenting why you are asking for a meeting and for action.

Get public with your advocacy asks: National authorities might choose to ignore your letters. However, that should not refrain you from educating, advocating, and seeking alliance to advance atopic eczema care, elsewhere. Therefore, reaching out, disseminating the information, will be a great part of your work, and probably the most intense.

1. **Create a dedicated webpage with your campaign and asks**
2. **Run a social media campaign**
3. **Participate at key events**
4. **Pitch your stories to the media**
5. **Reach out to national-level influencers**
6. **Host an event**

Engage your community: Informing the community about your asks and plans will make your campaign look more solid in the eyes of decision makers. In addition, it will provide you with opportunities to engage with your public, to get supporters and to learn about how much your plan is welcomed within your membership.

HOW TO ADVOCATE FOR ATOPIC ECZEMA (CONTINUED)

Encourage interaction: Share content that sparks conversations, engagement and collaboration in the patient community and outside of it with the use of compelling messages and visuals.

Be consistent and committed: Advocacy requires repetition — not just one meeting, one email, or one campaign. Keep stakeholders regularly informed about your recent actions and initiatives, such as sharing findings, celebrating milestones, and messages from the community with them.

Use statistics to reinforce your messages, especially if you have local data:

- **Only 15%** of European Atopic Eczema patients are highly satisfied with their current treatment [15]
- **1 in 4** European patients feel that they cannot cope well with their atopic eczema and that they are not able to keep it under control [15]
- **45%** of atopic eczema patients in Europe have their social life and leisure activities restricted by the disease [15]
- **927,12€** the average annual amount patients pay for their atopic eczema treatment in Europe [15]
- **95%** of surveyed patients have out of pocket expenses related to the condition[15]
- According to the World Health Organization, **more than 230 million people** have Atopic Eczema [16]
- **62%** of patients and caregivers see a holistic treatment plan as their number one care priority [16]
- **Over 25%** of patients and caregivers do not know where to find health care to manage Atopic Eczema [16]
- **50%** of surveyed patients have to pay out-of-pocket for basic treatment prescribed by a medical professional [16]
- According to the Global Burden of Disease Study, Atopic Dermatitis is the skin disease with the **highest disability-adjusted** life year (DALY) burden and ranks in the top 15 of all nonfatal diseases [17]

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[15] EFA, European Federation of Allergy and Airways Diseases Patients' Associations (2018). Itching for life: quality of life and costs for people living with Atopic Eczema in Europe.

[16] GlobalSkin Atopic Eczema Patient & Caregiver Survey, 2020

[17] Page MJ, McKenzie JE, Bossuyt PM, Boutron I, Hoffmann TC, Mulrow CD, et al. (March 2021). "The PRISMA 2020 statement: an updated guideline for reporting systematic reviews". BMJ. 372: n71. doi:10.1136/bmj.n71. PMC 8005924. PMID 33782057.

HOW TO USE THE WHA RESOLUTION ON SKIN DISEASES

The WHA Resolution on Skin Diseases as a Global Public Health Priority is one of the strongest advocacy tools patient leaders have ever had. Its power comes from the fact that **every WHO Member State—including your own—formally agreed to take action.** That gives you leverage, legitimacy, and a concrete set of commitments you can use to push for national policy change.

Patient Organizations can use the WHA Resolution as a mandate to hold your government accountable, influence national health priorities, and push for better funding, services, and recognition of skin diseases including atopic eczema. The Resolution provides political backing, global consensus, and specific obligations that your country must now translate into national action.

Why the Resolution Is a Powerful Advocacy Tool

- ☑ **It is globally endorsed:** Adopted unanimously at WHA78, led by multiple countries and supported by patient organizations.
- ☑ **It recognizes skin diseases as a public health priority**—a major shift after decades of neglect.
- ☑ **It outlines clear expectations for Member States**, including strengthening primary care, improving diagnostics, expanding access to treatment, and integrating mental health care.
- ☑ **It mandates a Global Action Plan**, which countries will be expected to implement.

This means you are no longer "asking for a favor"—you are asking your government to fulfill commitments it already made.

For more information about the Skin Diseases Resolution review the InfoDoc that was developed for the dermatology community by the World Skin Health Coalition.

More resources will be developed and shared - visit the website for updates.

HOW TO INVOLVE POLICY MAKERS

Mobilising relevant stakeholders and policymakers in your countries and involving them in the organisation of the day can be a highly effective way to increase the impact of your actions and amplify your messages and fundraise. This is also an opportunity to start connecting with relevant policymakers and developing a relationship for follow up about more concrete asks. Here are some tips on how you could reach out to and involve policymakers in your World Atopic Eczema Day activities:

- **Reach out well in advance** (at least 6–8 weeks ahead) and be specific about what you're asking: attending an event, sending a video message, signing a statement, or setting up a meeting.
- **Send a personalised letter or invitation:** Highlight **why AE matters** in your country and mention how their support can make a difference to patients and families.

HOW TO INVOLVE POLICY MAKERS (CONTINUED)

- Include a **brief factsheet or impact statement** about AE in your country to make the issue more tangible.·
- **Invite them to record a short video message**. Ask them to share a message of support for AE patients, acknowledging their challenges and the importance of awareness. Provide a script suggestion or a few talking points to make it easy.
- **Invite them to your awareness event.** Whether it's a panel discussion, patient storytelling event, or community walk – invite policymakers to attend and speak. Position them as champions of patient voices and acknowledge their role in creating supportive policy.
- **Ask them to sign a public statement or pledge.** Create a simple declaration of support for AE patients and ask policymakers to endorse it. Use it as a tool for media outreach and social media momentum.
- **Create a photo opportunity**. If they attend your event or meeting, take a photo with AE advocates and share it on social media. Use branded materials (banners, T-shirts, posters) for visibility and campaign identity.
- **Amplify their support.** Tag their accounts when sharing their video or participation. Thank them publicly and highlight their involvement in press releases and newsletters – this can encourage further engagement.

TIPS FOR REACHING OUT TO MEDIA

- **Craft a strong press release**, announcing your **World Atopic Eczema Day** activities: events, notable speakers (including policymakers), patient stories, or awareness campaigns. Add a compelling **headline**, a strong quote from a patient or organisation leader, and **contact information** for follow-up.
- **Pitch human interest stories:** the journey of someone living with AE, a parent advocating for their child, or a success story in treatment. Journalists are drawn to real, emotional stories that illustrate wider health issues. Make sure patients are comfortable sharing publicly and are available for interviews.
- **Leverage policymaker involvement.** If a policymaker records a message, attends an event, or signs a pledge, **include it in your media outreach;** their involvement **adds credibility and media appeal.**
- **Plan photo opportunities:** patient with a policymaker, awareness walk with branded T-shirts, or a symbolic gesture (e.g. lighting a landmark in campaign colors). Offer **high-quality images** and video clips to the media, especially if they can't attend in person. Share these visuals on your own social media too, tagging media outlets and using the campaign hashtag.
- **Offer experts for interview** with dermatologists or healthcare professionals, organisation leaders, patients willing to share their story. Provide media with a **media kit:** bios, photos, suggested questions, and key messages.
- **Emphasise the local relevance,** local prevalence rates or lack of services, local hospitals, clinics, or professionals involved, actions or calls to change regional/national policies.

TIPS FOR REACHING OUT TO MEDIA (CONTINUED)

- **Build a targeted media list including:**
  - Health and lifestyle journalists
  - Local newspapers, radio and TV stations
  - National media with a focus on health or policy
- **Use social media to attract media attention.** Post engaging content: video messages, patient quotes, event teasers, and live updates. Tag media outlets, journalists, and influencers.
- **Follow up with media.** A few days after sending your press release, follow up with a quick call or email, and inform them of upcoming activities to collaborate, creating opportunities, and keeping the dialogue open.
- **Create a media toolkit with:**
  - **Press release**
  - **Fact sheet on AE**
  - **Event/program details**
  - **Patient and policymaker quotes**
  - **High-resolution images or videos**
  - **Contact details**

TIPS FOR ONLINE CAMPAIGNING

Rules to promote disease-specific content on social media platforms

When it comes to promoted posts on Meta platforms (Facebook, Instagram, WhatsApp), there are rules to be aware of to avoid rejection or blocked content.

- Meta wants all users to follow their local laws, be fair, and not promote things marked as illegal or harmful.
- Meta wants ads to be pleasant and not shocking, violent or inappropriate; e.g, visuals of human body parts or fluids might be rejected.

Important to remember what falls under objectionable content:

- Disturbing, sensational or violent content
- Promoting negative self-perception to sell products or services

What to do if your boosted post was rejected?
There are two options:

- You can edit or create a new ad to align with the policy you've violated
- You can Request another review of your ad

Remember that just duplicating the ad won't resolve the issues with it and it may be rejected again. Keep in mind to review the copy, the image and the Landing page it redirects to, making sure it's aligned with Facebook's Advertising Policy.

TIPS FOR ONLINE CAMPAIGNING (CONTINUED)

Precautions on patient advocacy

- Wording and visual content should be carefully defined. Do not use direct, graphic images of body parts with atopic eczema or fluids to avoid rejection when boosting a post. Words e.g. “bleeding” or statements e.g. “not contagious” might result in blocked content.
- Excessive empathy in messaging might provoke “the feeling of being sorry” instead of encouraging the audience to participate in the call to action.
- Always consider consent and privacy when sharing stories or images online. Ensure that patients or caregivers have given clear, informed permission before posting their personal experiences or photos. This includes consent for visuals, especially if they show identifiable individuals or sensitive health details.

How to share your personal story – individual patient advocacy

By sharing your personal story, you humanise the disease itself and the journey patients are going through. Sharing it helps build trust and credibility among the atopic eczema community and wider audience such as healthcare professionals, decision makers and civil society organisations.

Download the toolkit to find support in making atopic eczema and its impact on patients better known and understood.

Use #AtopicEczemaDay and **#BreakTheInvisibleBurden** in your messaging to join the global movement on the day.

Share your message with a visual proposed in the toolkit or your own. Consult the rules to promote disease-specific content on social media platforms.

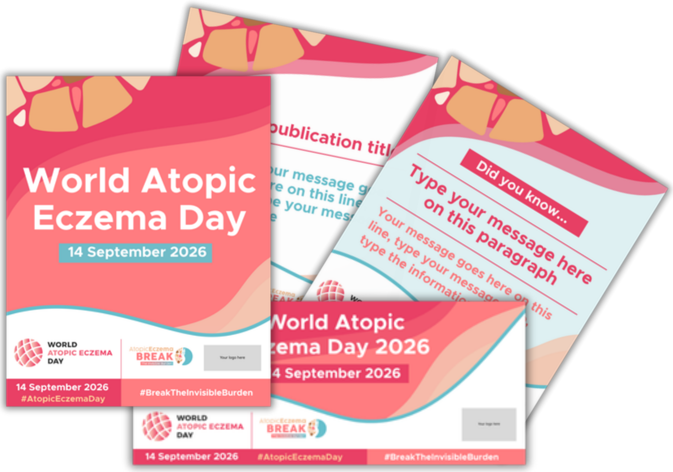
Accessibility Considerations

Keep accessibility in mind when sharing content online. Make sure your posts can be understood and enjoyed by everyone, including people with visual impairments or other disabilities. For example:

- Always add alt text in post captions so screen readers can describe them to users.
- Avoid text in images: Use real text instead of embedding text in images when possible, as screen readers can't access image-based text.
- Ensure high contrast between text and background in your visual materials.
- Do not rely on color alone to convey meaning.
- Provide captions for videos and transcripts for audio.
- Use descriptive link text (avoid "click here" or "read more") and make it clear where a link will lead.

SOCIAL MEDIA TEMPLATES

Introducing this year's social media designs for World Atopic Eczema Day 2026! These social cards are designed to help you raise awareness and spark conversation about atopic eczema across all major social media platforms. Join the global movement to amplify the voices, stories, and lived experiences of people with atopic eczema.



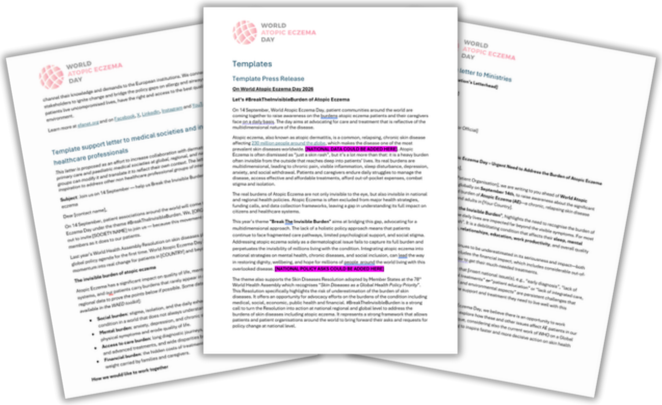
Click **HERE** to access the customizable Canva templates. Edit directly in Canva (Premium account required) for a seamless and creative experience.

These templates will also be offered on GlobalSkin's and EFA's websites with alternative editing options.

LETTER TEMPLATES

Access additional tools created to enhance campaign reach and engagement:

- **Template Press Release**
- **Template support letter to medical societies and individual healthcare professionals**
- **Template letter to Ministries**



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#BreakTheInvisibleBurden

Thank you!

Your voice can help make a real difference to the atopic eczema community.

If you have any questions, please do not hesitate to contact the team at:

info@globalskin.org | communications@efanet.org

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