

Rare Disease Day 2023

#MySkinIsRare

Rare Disease Day is an opportunity for GlobalSkin and our RareDERM Community of over 100 patient organizations, spanning all 6 WHO regions, representing approximately 29 rare dermatological diseases to raise awareness of the burden of rare skin diseases worldwide.



This year's campaign



This year for #RareDiseaseDay, GlobalSkin featured new stories from Members on their life experiences with a rare skin condition. The videos were filmed in an interview style.



TOTAL VIDEO REACH



392 Views

47,456

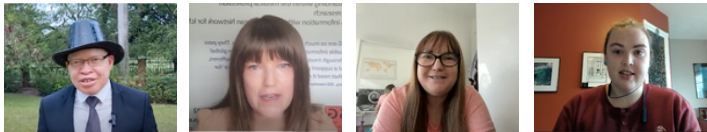


39,071 Reach



8046 Reach

Boosted Posts

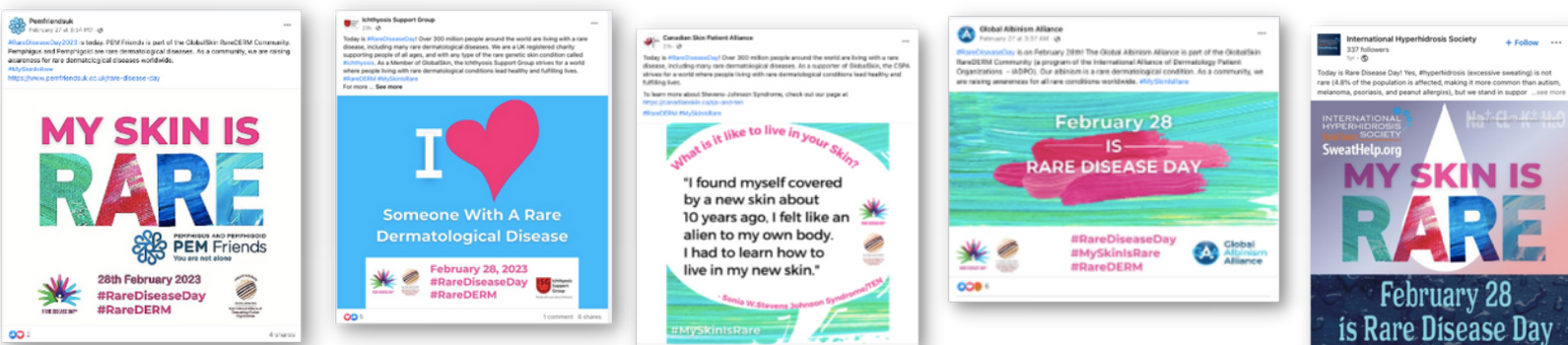


Our Members and their patients shared stories that were showcased on our website and social media channels.



This year we had a **260%** increase of story submissions.

Thank you to everyone who participated!



Check out our Custom #MySkinIsRare merchandise



International Alliance of Dermatology Patient Organizations