



**World Atopic  
Eczema Day 2021**

#UniteForAtopicEczema



**WORLD  
ATOPIC ECZEMA  
DAY**

**PATIENT ASSOCIATION  
TOOLKIT 2021**  
#AtopicEczemaDay



## INDEX

|  |        |
|--|--------|
| Campaign Theme Overview .....                            | Page 2 |
| Social Cards – General Awareness .....                   | Page 3 |
| Social Cards – Atopic Eczema Care as Holistic Care. .... | Page 4 |
| Social Cards – Broaden Access To Care .....              | Page 5 |
| Social Cards – Strengthen Atopic Eczema Care .....       | Page 5 |
| Additional Data Points – European Region .....           | Page 6 |
| Social Card Templates .....                              | Page 7 |
| Thank You & Contact Information .....                    | Page 8 |
| References .....   | Page 8 |



## Theme 2021: Unite for Atopic Eczema

Atopic eczema is one of the most prevalent skin diseases in the world and one of the most under-recognized. Atopic eczema is often dismissed as “just a skin condition,” and patients’ needs are not addressed in a supportive and timely manner.

The 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 multi-dimensional nature of the disease.

We call on healthcare professionals, health policy decision makers and all stakeholders to unite with the atopic eczema patient community on this awareness day.

On World Atopic Eczema Day 2021, we Unite for Atopic Eczema.  
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WORLD ATOPIC ECZEMA DAY

According to the World Health Organization

**MORE THAN  
230 MILLION**  
PEOPLE GLOBALLY HAVE  
ATOPIC ECZEMA

September 14, 2021  
#UniteForAtopicEczema

WORLD ATOPIC ECZEMA DAY

**62%**  
of patients and caregivers see a holistic treatment plan as their number one care priority.

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**Over 25%**  
of patients and caregivers do not know where to find health care to manage atopic eczema.

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**50%**  
Nearly half of surveyed patients have to pay out-of-pocket for basic treatment prescribed by a medical professional.

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**Pediatricians**  
Nutritionists Naturopaths  
Acupuncturists Pharmacists  
Herbalists Psychologists  
**#UniteForAtopicEczema**  
General Practitioners Allergists  
Kinesiologists Dermatologists  
Dermatology Nurses

WORLD ATOPIC ECZEMA DAY  
September 14, 2021  
#UniteForAtopicEczema



The social media awareness campaign for World Atopic Eczema Day 2021 has been carefully designed based on the data from a global survey - [GlobalSkin Atopic Eczema Patient & Caregiver Survey](#), 2020.

You will find social cards and corresponding messages beside each image.

## General Awareness

Atopic eczema is a complex disease. We raise awareness of the immense burden it has on patients and caregivers and the need for care and treatment that is reflective of the multi dimensional nature of the disease.



Atopic eczema is more than itchy skin, it is a systemic, multidimensional disease that affects the minds and bodies of people around the world.

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We support atopic eczema patients and caregivers. Connect with us.

[ADD MORE INFORMATION RELEVANT TO YOUR ORGANIZATION]

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## Atopic Eczema Care as Holistic Care

A holistic treatment plan and corresponding guidance emerged as a top priority and challenge concerning diagnosis of and support for atopic eczema. A multidisciplinary approach to atopic eczema is needed to achieve holistic care for patients.



Patients live with atopic eczema most of their lives, they require a multidisciplinary plan to best manage their disease physically and mentally.  
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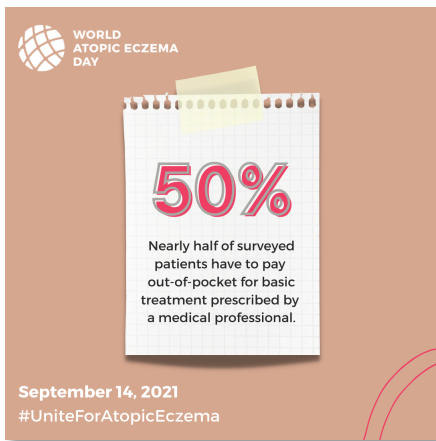


Management of chronic atopic eczema changes over time, patients demand a patient centric multidisciplinary approach to make their care holistic.  
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## Broaden Access to Care

Too many patients and caregivers, especially in low-to-middle-income countries, do not have access to basic services and primary care. Patients and caregivers have to pay out of pocket for basic treatment prescribed by a medical professional.



We need access to care for all atopic eczema patients. Even basic treatment for atopic eczema is unaffordable for too many people.

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## Strengthen Atopic Eczema Care by Connecting Primary and Specialty Health Care Providers

Primary care is often unconnected with specialty care and ill-equipped to manage the full needs of atopic eczema treatment, causing patients and caregivers to consult with many different health care providers.



We call on healthcare professionals to unite with atopic eczema patients, embrace their needs, and deliver patient-centred care.

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## Additional Data Points – European Region

Data points will vary by organisation and geography. Organisations may also want to substitute local data along with the global data found in the social cards.

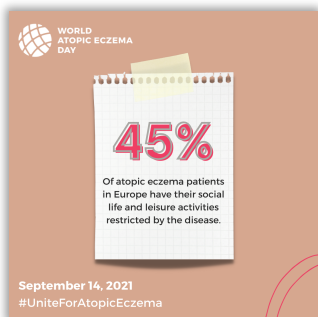
See European specific data from the European Federation of Allergy and Airways Diseases' Patients Associations (EFA) report: [Itching for Life - Quality of Life and costs for people with severe atopic eczema in Europe](#), 2018 as well as their [website](#):



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We support atopic eczema patients and caregivers. Connect with us.  
[PO ADD MORE INFO]  
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European patients need to pay on average €927,12 annually to manage their severe atopic eczema.  
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## Social Card Templates

Data points will vary by organisation and geography. Organisations may also want to substitute local data along with the global data found in the social cards.

With this in mind, we have created templates. Download the card from the [GlobalSkin website](#) and take part in the social campaign. Choose which 2021 message corresponds best with your card and #UniteForAtopicEczema.







# 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](mailto:info@globalskin.org) | [communications@efanet.org](mailto:communications@efanet.org)

Campaign Links:

[World Atopic Eczema Day, GlobalSkin](#)  
[World Atopic Eczema Day, EFA](#)

## REFERENCES:

\*[GlobalSkin Atopic Eczema Patient & Caregiver Survey](#), 2020

\*\* Karimkhani, C, et al. "Global skin disease morbidity and mortality: an update from the Global Burden of Disease study 2013." JAMA Dermatology. March 2017.

\*\*\* European Federation of Allergy and Airways Diseases' Patients Associations (EFA): [Itching for Life - Quality of Life and costs for people with severe atopic eczema in Europe](#), 2018