

WORLD PSORIASIS DAY 2020 TOOLKIT

be informed.



INTERNATIONAL FEDERATION
OF PSORIASIS ASSOCIATIONS

PSORIASIS Is a Heavy Physical, Social, Emotional and Economic Burden. **BE INFORMED**

This World Psoriasis Day, we encourage you to draw attention to key issues and keep psoriasis and psoriatic arthritis soundly in the global political spotlight.

We believe that the secret to success is information. Informed patients, patient associations, advocates, medical professionals, scientists, and societies have the power to dramatically improve quality of life for people living with psoriasis. Information is a key ingredient in the recipe for empowerment.

Join us on **29th October** and throughout psoriasis awareness month to spread information and stand up for a world without suffering from psoriasis.



It is time to **BE INFORMED** about psoriasis and psoriatic arthritis.

WORLD PSORIASIS DAY. Every 29th of October, psoriasis patient associations, partner organizations, and corporate sponsors, get together to celebrate a day dedicated to people living with psoriasis and/or psoriatic arthritis.

Together we aim to:

- Raise awareness
- Spread information
- Improve access to treatment
- Give the psoriasis community a voice



Read more about
World Psoriasis Day
at ifpa-pso.com

Created in 2004, World Psoriasis Day has grown into a leading platform for everyone to unite voices and promote psoriasis advocacy efforts.

Today, World Psoriasis Day is observed in over 50 countries worldwide.

50+



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WHO ORGANIZES WORLD PSORIASIS DAY?

It is presented by IFPA, International Federation of Psoriasis Associations, a key global psoriasis advocacy organization uniting national and regional psoriasis associations from around the world.

World Psoriasis Day is open to anyone
– whether you have psoriasis yourself,
know someone who does or simply want
to support people living with psoriasis.
[Click here to learn how you can join.](#)

PSORIASIS. BE INFORMED.

October 2020 marks the second year of a three-year campaign **CONNECTED · INFORMED · UNITED** dedicated to the psoriasis community.

There are 3 main focus areas:

- **EMPOWERMENT** explaining the need of information for a positive change.
- **JOURNEY** highlighting the major events in history of psoriasis advocacy.
- **RESOURCES** pointing our stakeholders towards reliable and useful tools they can use to be informed.

Read more about the World Psoriasis Day 2020 in the [Theme Document](#).

We seize the opportunity to inform an even more empowered psoriasis and psoriatic arthritis community.

The campaign is represented by a blue cell phone with an information sign displayed on the screen

Download your logo here!

Use your own device to follow the campaign on social media!

#beinformed
#wpd2020



Through handheld devices, we have an ocean of information at our fingertips. Learn and get connected!

THE BURDEN.

How psoriasis and psoriatic arthritis impact...

Physically. People with psoriasis might experience constant itching or burning. Psoriatic arthritis can cause pain and persistent fatigue. Further, people with psoriasis have been shown to have an **increased incidence of other non-communicable diseases (NCDs)** including, **type 2 diabetes, psoriatic arthritis, cardiovascular disease, and stroke.**

Emotionally. Psoriasis is associated with a variety of psychological difficulties, including poor self-esteem, sexual dysfunction, anxiety, depression, and suicidal ideation. The visibility of psoriatic lesions means that **social stigmatisation and rejection are common experiences for people with psoriasis.**

Socially. Physical discomfort, impaired emotional functioning, and negative body- and self-image leads to limitations in daily activities, avoidance of **interpersonal situations or public places and thus, reduced social and occupational opportunities.**

Economically. Psoriasis imposes a **substantial economic burden on the individual and society.** Besides the direct financial burden of treatment, psoriasis causes **significant occupational disability.** Not surprisingly, patients with more severe psoriasis must spend more time and money on treatment, which can ultimately affect their work status. Indirect costs include **lost productivity** and **disability** caused by limitations in activities of daily living.

THE VISION.

How information can help!

Informed patients can manage their condition better and motivate **behavior change** in their communities.

Informed patient associations are effective in **advocating the needs of psoriasis patients** and helping them with social and psychological issues, something physicians have little time to do.

Informed medical professionals have the ability to deliver **positive, solid information** about psoriasis and its treatments.

Informed society will know that psoriasis is not transmittable to/from another person by touch or close contact, which will help to **lessen the stigma, discrimination and exclusion** of people living with psoriasis.

Informed decision makers will be empowered to **implement the recommendations stated in the WHO Resolution on Psoriasis**, to create national guidelines/action plans and devote resources to support early screening of psoriasis patients.

Read more about psoriasis and explore our extended World Psoriasis Day Toolkit on the exclusive IFPA Members and Sponsors Pages at ifpa-pso.com.

psoriasis.

*It is NOT
contagious*

be informed.

Did you know?

BE INVOLVED!

Share your story

Record a video message, write a post or simply start a conversation about the burden of psoriasis with your family, friends or colleagues. Get ideas from our campaign!



[Click Here to learn how to participate in our video campaign!](#)

Advocate for better care

Contact policy makers in your country and empower them to implement the recommendations stated in the WHO Resolution on Psoriasis, to create national guidelines/action plans and devote resources to support early screening of psoriasis patients.

[Click Here to view the COVID-19 Advocacy Toolkit!](#)

Be Informed

Take this World Psoriasis Day as an opportunity to find out more about psoriasis and psoriatic arthritis. To get started, visit the extensive and reliable resources available from each of our IFPA member associations.

[Click here to visit our member associations!](#)

Get social... online!

Join us on social media and spread the information about psoriasis to your followers. Follow [@psoriasisIFPA](#) on Twitter, Facebook, Instagram, and Youtube. Use the hashtags [#WPD2020](#) [#BeInformed](#) [#WorldPsoriasisDay](#)

[Click Here for ready-made social media tiles!](#)

Make psoriasis attractive

Show your networks that you are celebrating World Psoriasis Day. Update your social media pages with the official WPD profile picture frames and use the official GIFs in your stories. Just search "[world psoriasis day](#)"!

[Click Here to download the GIFs!](#)

As the world goes digital in the wake of the COVID-19 pandemic, World Psoriasis Day 2020 will be the perfect opportunity to plan online events!

We can connect nationally, regionally, and globally through the devices in our hands.

Share your creativity and innovation! Email info@ifpa-pso.com.

BE INSPIRED!

Music Video in Japan

Information can be fun! Take a page out of Inspire Japan WPD's handbook and create a catchy music video to talk about life with psoriasis.

[Watch the music video!](#)



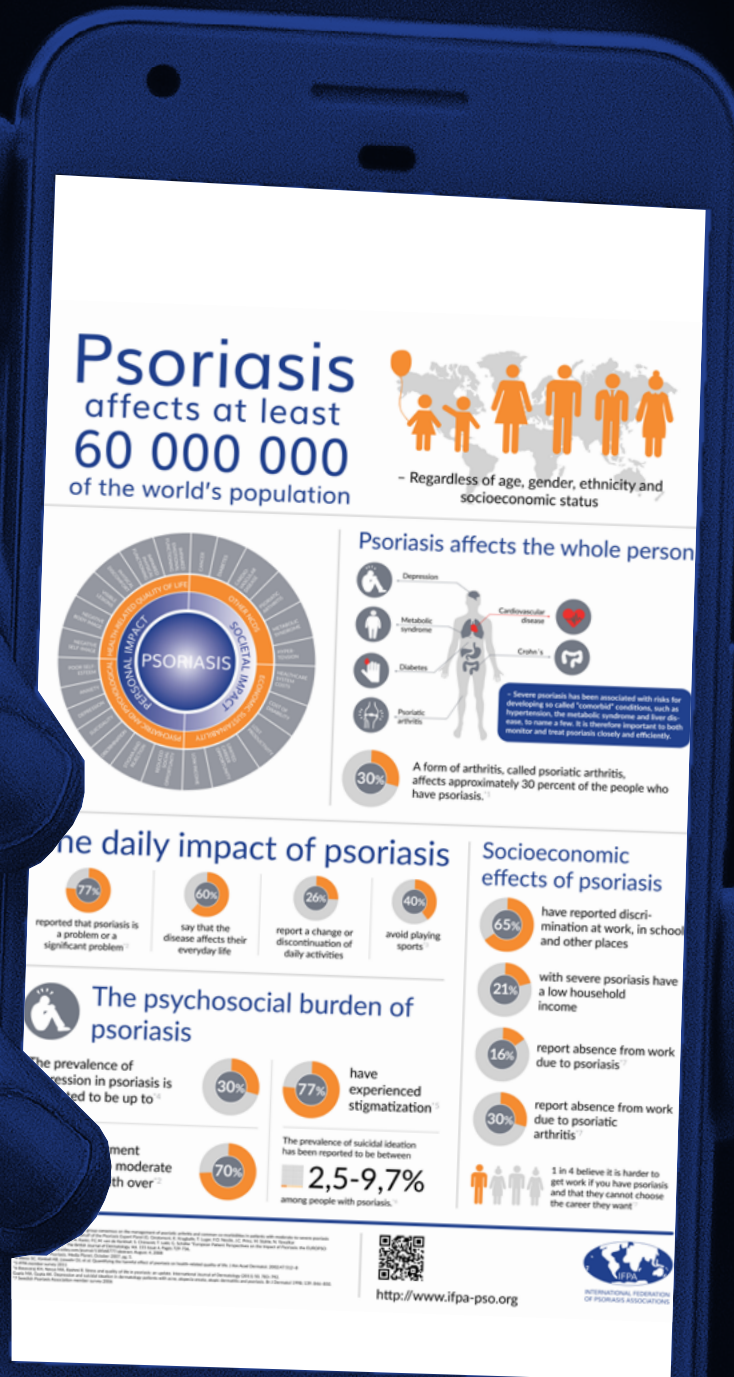
[View the gallery!](#)

Online Illustration Gallery in Peru

We find information in data, but also in human experience. Engage local artists, as they did in APAPSO Peru, to bring the creative side of knowledge to life! You can work with illustrators, or even poets, photographers, body painters, and more!

BE INFORMED!

Click here to download infographics and other informational materials!



Find even more information about psoriasis and psoriatic arthritis:

- Global Psoriasis Atlas: globalpsoriasisatlas.org
- Global Psoriasis Coalition: globalpsoriasiscoalition.org
- PsoProtect: psoprotect.org
- PsoProtectMe: psoprotectme.org

IFPA acknowledges the important support of our sponsors for World Psoriasis Day.



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ifpa-pso.com

[@psoriasisIFPA](https://twitter.com/psoriasisIFPA)

info@ifpa-pso.com

IFPA recognizes the important support of our partners, sponsors, and organizations in our network. We hope this toolkit will serve as inspiration to all. If you would like to inform us about your planned activities for WPD, or have questions about the 2020 WPD campaign, you are welcome to [contact the IFPA Secretariat](#).