

IFPA
FORUM
AMERICAS 2025

Action playbook

Guidance and tools to strengthen advocacy on psoriatic disease.





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INTRODUCTION

A practical inspiration guide

This Playbook serves as a handbook for advocates and members of patient organizations committed to raising awareness about psoriatic disease, a pressing health concern that requires improved treatment and care.

The Playbook is intended to empower IFPA member associations and dedicated ambassadors striving to support individuals living with psoriatic disease across the Americas. It aims to help advocates by:

-  Equipping patient associations with practical tools and templates to develop advocacy strategies and plans relevant to their local setting.
-  Inspiring action and stakeholder engagement by sharing resources and examples of successful initiatives.
-  Developing consistent messaging and efforts across the Americas, amplifying the collective impact.

Laying the foundation for strategic action

The IFPA Forum Americas 2025 centered around the theme “More Equitable Care for Psoriatic Disease in the Americas.” This theme is supported by three main topics: Access to care and early detection, Psoriatic disease and Non-communicable diseases, and Collaborative research. For more information about the theme and these topics, please refer to the Forum materials below.

Briefing book

The Briefing book uncovers the burden and impact of psoriatic disease within the region.



Access the briefing book in English, Spanish or Portuguese

[\[→ Access\]](#)

Theme briefs

The theme briefs focus on three critical issues outlined for discussion at the Forum by IFPA members.



Access to care and early detection of psoriatic disease

[\[→ Access\]](#)



Psoriatic disease and non-communicable diseases

[\[→ Access\]](#)



Collaborative research for bridging knowledge gaps and improving care

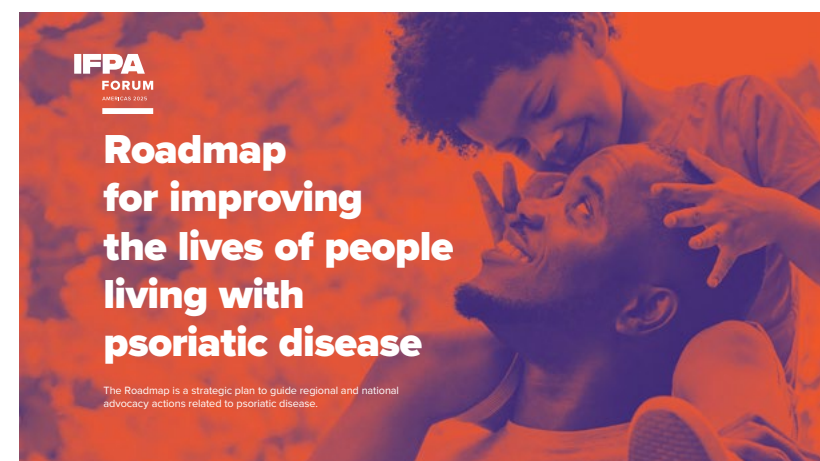
[\[→ Access\]](#)



TAKING ACTION

The Roadmap and Playbook work together

This Playbook is accompanied by a Roadmap that presents directives for action reflecting the priorities agreed upon at the Forum. The Playbook aims to inspire action on the recommendations from the Roadmap and enable patient associations to create tailored action plans, addressing the specific needs of people living with psoriatic disease.



[\[> Access the Roadmap\]](#)



[\[Download the wall poster\]](#)

The **Roadmap** focuses on three priority action areas. Each priority action area contains priority asks to guide advocacy plans and interactions with policymakers and other stakeholders. Specific recommended actions for each policy ask are suggested to help plan national and regional initiatives.

PRIORITY ACTION AREAS

01

Equitable access to early diagnosis and treatment

Early diagnosis and integrated care

Empowerment and public awareness

Education and capacity building

Policy shaping

02

Equitable access for all people living with NCDs

Multi-disciplinary care

Integration of psoriatic disease within NCD frameworks

Collaborative campaigns and education initiatives

03

Collaborative research for bridging knowledge gaps and improving care

National and regional registries

Robust data and evidence

Regional collaboration and networks



PRIORITY ACTION AREA

01 Equitable access to early diagnosis and treatment

When identified and managed early, psoriatic disease can be effectively treated to prevent long-term physical, emotional and social impacts. However, across the Americas, many individuals still face unequal access to timely care due to factors such as geographic location, socioeconomic status, health system fragmentation and limited awareness among primary care providers. These disparities can lead to delayed diagnoses, mismanagement and a greater burden of disease. To close these gaps, urgent action is needed to strengthen primary care systems, improve referral pathways and ensure that all people, regardless of background, can access affordable, patient-centered treatment at the right time.

Early diagnosis and integrated care

Local clinical practice guidelines on psoriatic disease are crucial, as they tailor treatment to specific populations and healthcare resources, ensuring consistency among providers. They can also help guide primary care physicians on early detection and provide clarity on referral processes. By promoting evidence-based practices relevant to the local context, these guidelines enhance patient outcomes and support clinicians in delivering effective, personalized care.

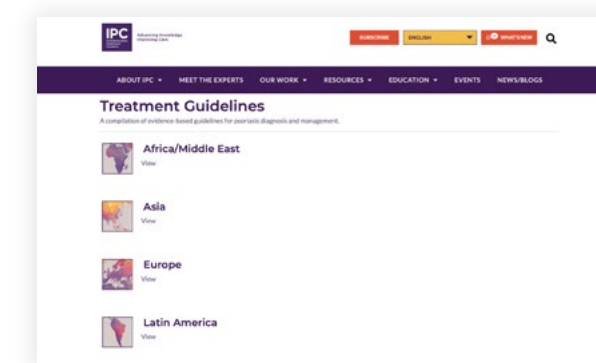
Resources

Regional and country-specific guidelines



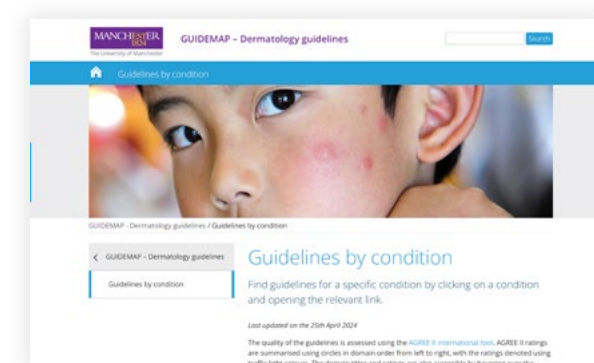
The **National Psoriasis Foundation (NPF)** website lists all guidelines jointly developed with the American Academy of Dermatology (AAD).

[\[> Visit the site\]](#)



The **International Psoriasis Council (IPC)** has a list of all treatment guidelines globally, including the Americas.

[\[> Visit the site\]](#)



The **GUIDEMAP – Dermatology guidelines by condition** assesses the quality of guidelines using the AGREE II international ratings tool.

[\[> Visit the site\]](#)



The **Pan American League of Associations for Rheumatology (PANLAR)** has released its first Recommendations for the Treatment of Psoriatic Arthritis (2024).

[\[> Access\]](#)

Better practice

Progressing care in Colombia

In Colombia, care for psoriatic disease has improved through three key initiatives. Firstly, the Colombian Group of Psoriasis and the Colombian Association of Dermatology developed management guidelines that align with Ministry of Health requirements, facilitating national policy adoption.

Secondly, many patients now receive comprehensive care in excellence programs, which include psychological support and nutritional guidance, although challenges in data sharing between healthcare providers remain.

Lastly, awareness of psoriatic comorbidities has grown, emphasizing the importance of early biological treatment to prevent drug-related liver injuries and highlighting the impact of patient advocacy on healthcare policies.



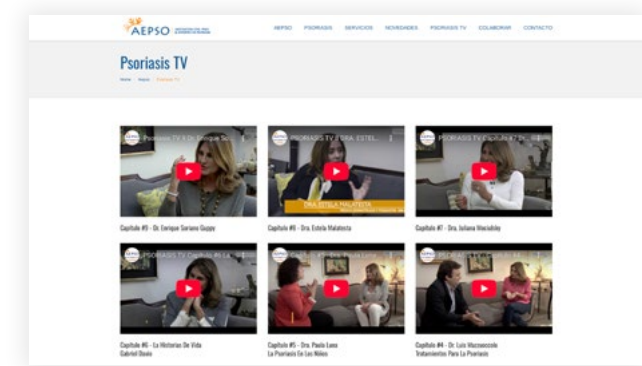
Shared by **Dr César Gonzalez**, Colombia, at the IFPA Forum Americas



Empowerment and public awareness

Raising public awareness and empowering people living with psoriatic disease is essential for reducing stigma, fostering early recognition and driving policy change. Educational resources and awareness campaigns, especially those tied to initiatives such as World Psoriasis Day, help inform the public and encourage broader engagement across healthcare systems and society.

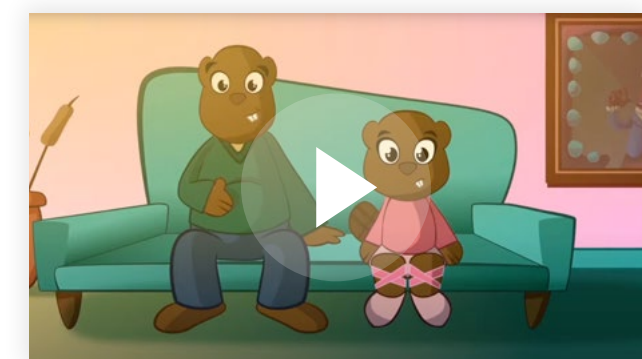
Resources



Psoriasis TV

Watch interviews with experts on a range of topics related to psoriatic disease.

[\[-> Visit the AEPSO site](#)



Stories that don't sting

A video and booklet for children with psoriatic disease.

[\[-> Visit the AEPSO site](#)

IFPA resources



World Psoriasis Day 2025

[\[-> Access](#)



World Psoriasis Day 2024 impact report

[\[-> Access](#)

Better practice



World Psoriasis Day, 29 October

In Puerto Rico, legislation enacted in November 2022 designates 29 October as National Psoriasis Awareness Day. The recent law is the result of the successful lobbying by the Puerto Rican Association for Assisting Psoriasis Patients (APAPP) for official recognition of this day.

[\[▶ Watch the video](#)

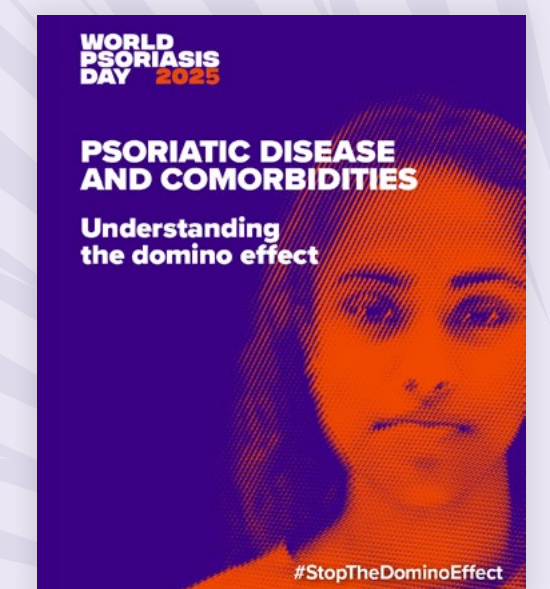
Global campaign

World Psoriasis Day, 29 October – Understanding the domino effect

On World Psoriasis Day 2025, we come together as a global psoriatic disease community to focus on the serious health risks linked to the disease. Psoriatic disease does not exist in isolation; it often triggers a domino effect of comorbidities such as cardiovascular disease, diabetes and mental health conditions.

Through shared knowledge, coordinated advocacy and collective action, we are working to stop this domino effect before it starts. By highlighting the connections and advancing a holistic approach to care, we stand united in our mission: to unite, strengthen and lead the global psoriatic disease community to improve the lives of all people affected by psoriatic disease.

Every year, World Psoriasis Day unites the global community to illuminate priority issues in psoriatic disease.



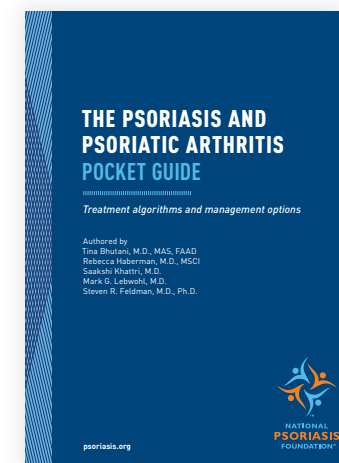
[\[-> Join the annual campaign](#)



Education and capacity building

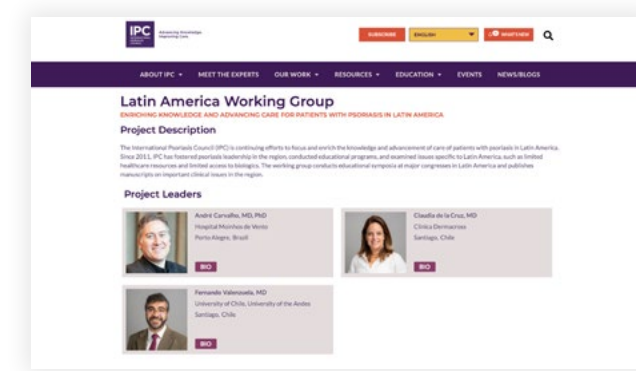
Psoriatic disease is a systemic condition that impacts various aspects of an individual's health and well-being. Effectively managing this complex disease necessitates a personalized and holistic approach to care. Tools and innovations such as telemedicine and mobile applications enhance early detection and timely management of psoriatic disease. Additionally, educational resources and genetic testing can help identify individuals at higher risk, thereby increasing the potential for effective management.

Resources



The Psoriasis and Psoriatic Arthritis Pocket Guide: Treatment Algorithms and Management Options provides up-to-date guidance for medical professionals.

[Download](#)




The International Psoriasis Council (IPC) Latin America Working Group's efforts focus on enriching the knowledge and advancing the care of patients with psoriatic disease in Latin America.

[View the list of members](#)

Better practice



ECHO® Psoriasis Argentina  Project ECHO® (Extension for Community Healthcare Outcomes) is a virtual initiative that began in 2015 in Argentina as a web-based tool for dermatologists to share best practices for psoriasis.

[Access](#)

Policy shaping

Advocacy for individuals with psoriatic disease aims to improve quality of life by increasing awareness, combating stigma, and promoting better access to healthcare and research. This effort involves educating the public and policymakers, sharing personal experiences, and collaborating with organizations to shape policies and improve treatment options. Key advocacy skills include good communication, persuasion, public speaking, networking and understanding the policy environment.

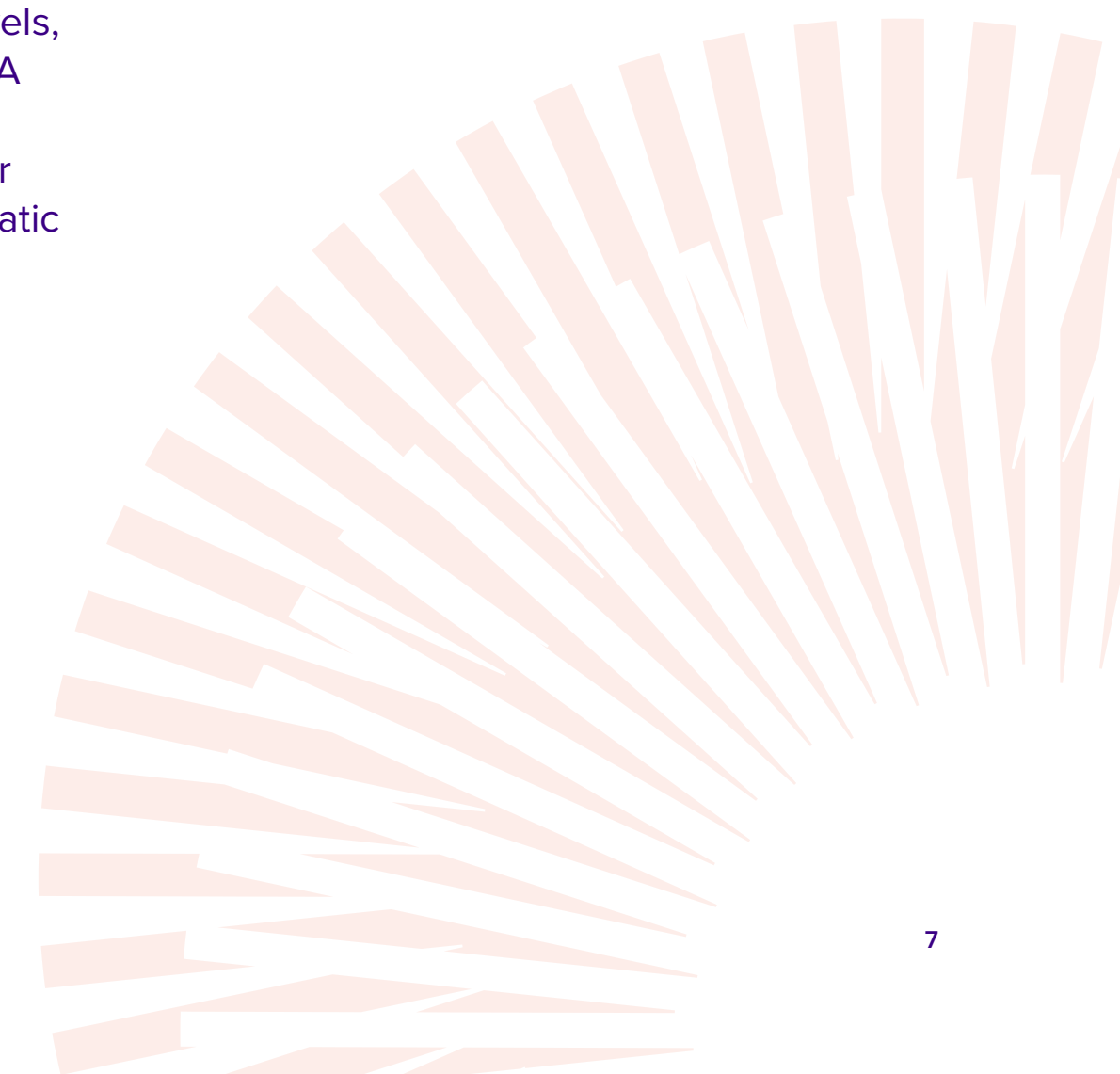
IFPA support



Accelerator training

The IFPA Accelerator program offers training for patient advocates at all levels, including newcomers and existing IFPA members. The program also provides opportunities for skill enhancement for those looking to establish a new psoriatic disease association.

[Learn more](#)





PRIORITY ACTION AREA

02 Equitable access for all people living with NCDs

Psoriatic disease is a systemic, chronic non-communicable disease (NCD) that is painful, disfiguring and disabling, with no cure. It increases the risk of several comorbidities, including other NCDs, which can occur concurrently, presenting a complex health challenge. Effective prevention and management require a comprehensive approach that addresses various risk factors and takes a holistic, multi-disciplinary and person-centered approach to care. Integrating psoriatic disease into national and regional NCD frameworks is also crucial for advancing management and resource allocation. At the same time, collaborative efforts with advocacy associations working in NCDs can strengthen initiatives aimed at raising awareness, improving access to care and enhancing research efforts for all individuals affected by NCDs.

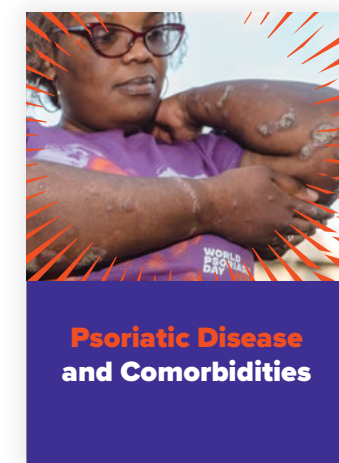
Multi-disciplinary care



Identifying and managing health conditions that often occur alongside psoriatic disease can help slow disease progression and improve the effectiveness of treatments. A holistic approach to these related conditions allows healthcare providers to enhance long-term health outcomes in people living with psoriatic disease.

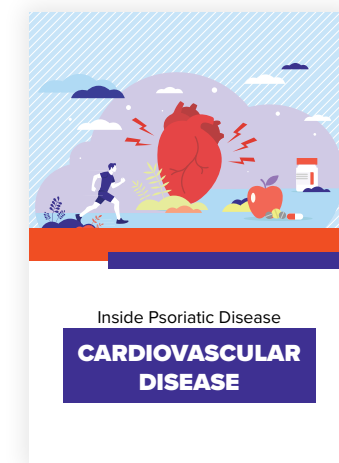
Resources

IFPA has developed several educational materials on psoriatic disease and associated comorbid conditions:



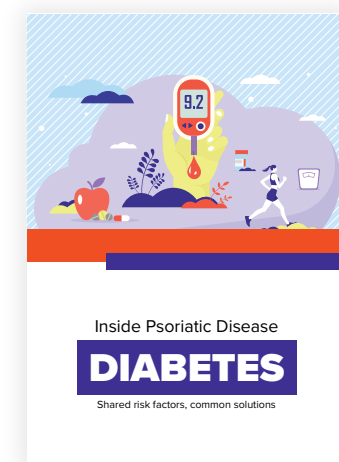
Psoriatic Disease and Comorbidities

[Access](#)



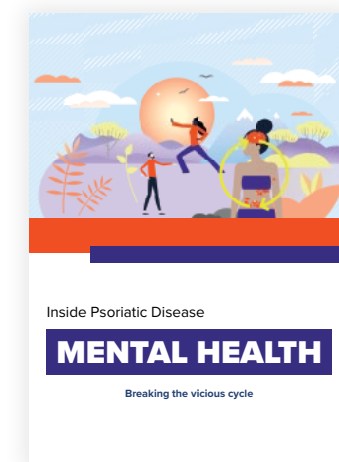
Inside Psoriatic Disease: Cardiovascular disease

[Access](#)



Inside Psoriatic Disease: Diabetes

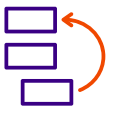
[Access](#)



Inside Psoriatic Disease: Mental Health

[Access](#)

Integration of psoriatic disease within NCD frameworks



Key NCDs such as heart disease, stroke, cancer, obesity and mental health disorders are major contributors to the global disease burden and are prioritized in healthcare strategies. Psoriatic disease is closely linked to these NCDs and should be included in broader NCD action plans to ensure early detection (especially at primary care level), comprehensive management and support for those affected.

Better practice



Policy brief

A policy brief is an effective tool for communicating proposals or calls to action to policymakers. Typically, it is a short and concise document that presents relevant data, evaluates policy options and summarizes key points for a wide audience.

Learn how to develop a policy brief with the Guide to Communicating Policy Briefs in Health, Colombia.

[Access](#)



Collaborative campaigns and education initiatives

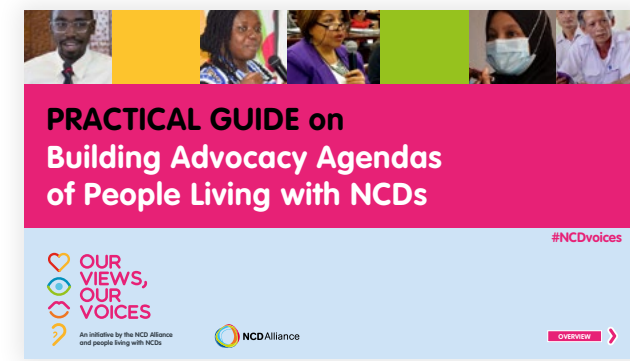
Many organizations are working to ensure equitable care for people living with NCDs. While some focus on specific diseases, others seek to promote prevention and control of NCDs more broadly. Collaborating with other organizations can offer positive benefits, such as leveraging advocacy experience, providing access to a broader audience and amplifying key messages to drive impact.

Resources



The Chronic Disease Coalition has a **Chronic Disease Advocacy Toolkit** and various advocacy resources to support campaigning for equity and inclusion.

[\[> Visit the site](#)



The NCD Alliance developed the **Practical Guide on Building Advocacy Agendas of People Living with NCDs** to support national and regional alliance members and their networks of people living with NCDs.

[\[> Access](#)

Tools



Steps of Strategic Advocacy Planning and worksheets

[\[> Access](#)

Global health news

WHO declares skin diseases a global public health priority

In a landmark decision at the 78th World Health Assembly held in May 2025, Member States officially recognized skin diseases as a global public health priority. The resolution urges countries to take decisive action by enhancing disease surveillance, improving medicine availability, integrating skin health into primary healthcare services and increasing investment in research.

[\[> Read the full press release](#)



PAHO/WHO Americas region

The Pan American Health Organization (PAHO) provides technical cooperation for its member countries in the Americas as they collectively aim to protect health, fight disease and strengthen health systems. To support members, they have developed several resources related to NCDs, including guidance on Better care for NCDs: Accelerating Actions in Primary Health Care.

[\[> Access](#)



PRIORITY ACTION AREA

03 Collaborative research for bridging knowledge gaps and improving care

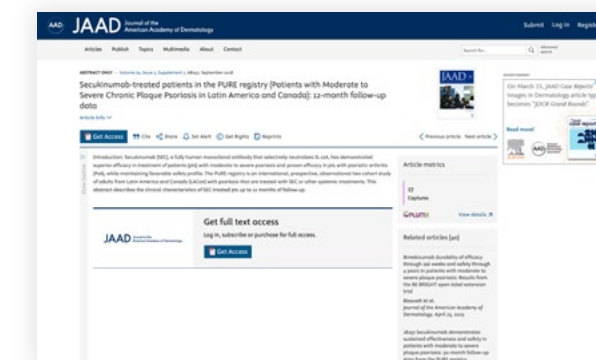
Notable gaps exist in data, which impacts resource allocation for psoriatic disease in the Americas. Many health systems lack reliable information on prevalence and treatment outcomes, which hampers effective care strategies. Collaborative research among academic institutions, healthcare providers and patient organizations is essential to generate evidence for better policy and clinical practice. Investing in shared knowledge is key to improving care and public health responses.

National and regional registries



National and regional registries for psoriatic disease play a fundamental role in understanding the epidemiology, treatment outcomes and quality of life for patients affected by this condition. These registries systematically collect data on patient demographics, disease severity, treatment modalities and comorbidities, enabling researchers and healthcare providers to track disease patterns and treatment efficacy over time.

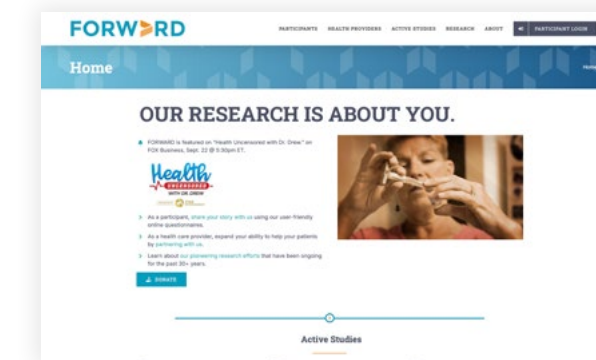
Better practice



A Registry of Patients With Moderate to Severe Plaque Psoriasis (PURE)

PURE is a multinational, prospective, observational cohort study of patients with moderate to severe chronic plaque psoriasis, aimed at assessing the real-world safety and effectiveness of secukinumab and other indicated therapies.

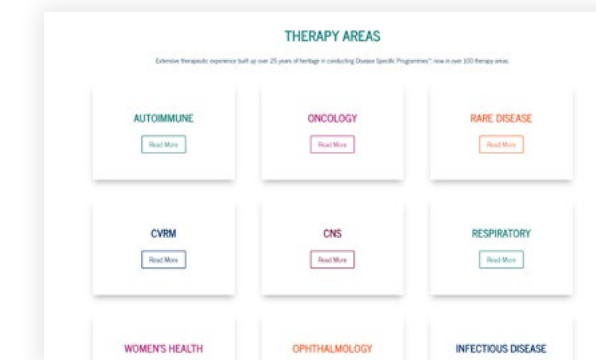
[\[> Learn more\]](#)



FORWARD Registry

The National Databank for Rheumatic Diseases (FORWARD) is the largest patient-reported research databank for rheumatic disorders in the United States. The FORWARD Psoriasis Registry is a prospective observational study designed to collect longitudinal data through questionnaires. The study aims to track various patient outcome measures related to psoriasis, which are detailed on their webpage.

[\[> Learn more\]](#)



Adelphi Programmes™

Gain real-world insights from physicians, patients and caregivers on psoriasis and psoriatic arthritis through the Disease Specific Programmes™. This real-world evidence is collected using a published, citable and validated methodology that guarantees credible data generation and analysis.

[\[> Learn more\]](#)

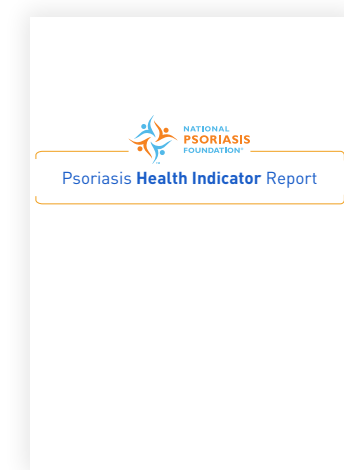


Robust data and evidence



Building a comprehensive understanding of psoriatic disease requires access to high-quality data, including health databases, long-term studies and patient surveys. These insights are essential for informing research, shaping policy and improving care across diverse populations.

Resources



The **Psoriasis Health Indicator Report** uncovers healthcare inequities affecting people with psoriatic disease.

[\[> Access\]](#)



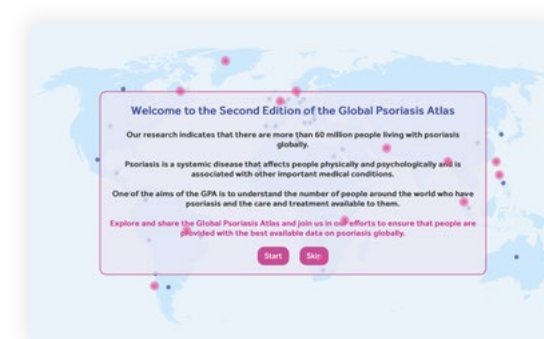
The **FIFARMA Patient W.A.I.T. Indicator 2024 — Latin America** report measures access times to innovative medicines.

[\[> Access\]](#)



Burden of Disease in Psoriatic Arthritis in Latin America by Bautista-Molano et al. 2023 is a systematic review that synthesizes the literature to provide insights across various disease-related domains.

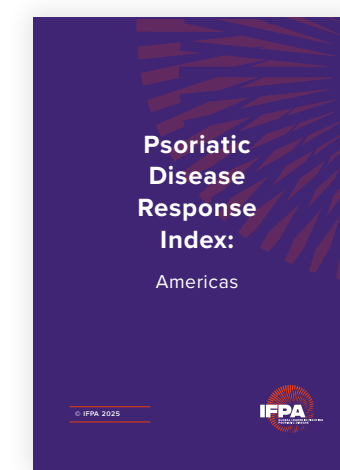
[\[> Access\]](#)



The **Global Psoriasis Atlas** provides country-level prevalence estimates for psoriatic disease.

[\[> Access\]](#)

Better practice



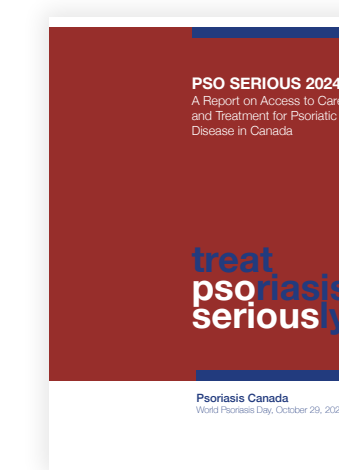
The **Psoriatic Disease Response Index**  The Index, commissioned by IFPA, serves as an advocacy tool designed to influence national and global policies related to psoriatic disease. The Index Americas indicators evaluate the degree to which the recommendations outlined in the 2016 WHO Global Report on Psoriasis have been implemented in five countries: Argentina, Canada, Colombia, Panama and the United States.


[\[> Access\]](#)



Survey of Unmet Needs in Latin America The Latin American Coalition of Skin Patients (COLLAPIEL) conducted a survey that involved organizations from 14 countries working with skin disease patients in the region. More than 3,500 individuals participated in the survey, either through direct responses or social media. The survey provided insights into patient demographics, healthcare and treatment patterns, and the experiences and outcomes of respondents.

[\[> Access\]](#)



PSO Serious Report 2024  The PSO Serious 2024 represents the third overview of the status of care and treatment of psoriatic disease in Canada over the past decade. It reviews changes since the 2018 report, emphasizes new priorities and discusses equity, diversity and the effects of virtual care on treatment.

[\[> Access\]](#)

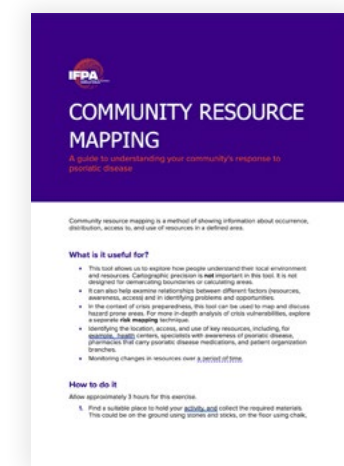


Regional collaboration and networking

Regional collaboration and networking are crucial in advancing psoriatic disease research and management. By partnering with international, regional and national organizations, we can collectively address the complexities of the disease. Such collaboration promotes the exchange of best practices, enhances research impact on patient care and supports the development of tailored interventions for diverse populations.

IFPA support

The IFPA Accelerator program has developed useful templates to support advocates in developing projects:



Community Resource Mapping Activity

[\[-> Access](#)



Project planning tool

[\[-> Access](#)

Better practice

Formation of a federation to impact change in Panama

The Panama Psoriasis Foundation is part of the Federation of Chronic, Critical and Degenerative Diseases, comprising 17 NGOs united to address key issues in medicine, including reforms to the Social Security Fund law in Panama. The Federation serves as a vital resource for policymakers.

Foundations are strongly encouraged to join such federative efforts, as collective advocacy has proven far more effective in influencing policy and driving positive change than individual efforts alone. This approach has established the Federation as a respected and influential stakeholder in Panama's health policy landscape.



Shared by **Mónica Chapman**,
Panama Psoriasis Foundation,
at the IFPA Forum Americas 2025

Practical advice

Surveys – a useful research tool

Developing surveys for people with psoriatic disease is a valuable practice that empowers patient associations to gather first-hand insights into patients' experiences, needs and priorities. Well-designed surveys help organizations identify gaps in care, understand the real-life impact of the disease, and collect data that can drive more effective advocacy, education and support services.

To conduct a successful survey, associations should ensure that questions are clear, concise and culturally appropriate, guaranteeing patient confidentiality throughout the process. It is also helpful to collaborate with healthcare professionals or researchers when designing the survey, and to offer multiple formats (online, paper or in-person interviews) to improve accessibility and response rates.

Finally, sharing survey findings with both patients and policymakers can strengthen the association's influence and foster positive change in care and policy.



CONTACTS

IFPA member associations in the Americas

FULL MEMBERS

ARGENTINA

AEPSO

Asociación Civil para el Enfermo de Psoriasis

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#) / [YouTube](#)

BRAZIL

Psoríase Brasil

[Website](#) / [Instagram](#)

CANADA

Psoriasis Canada

[Website](#) / [X](#) / [Facebook](#) / [Instagram](#) / [LinkedIn](#)

COLOMBIA

Fundapso-Colombia

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#)

DOMINICAN REPUBLIC

FUNAPAPSO

Fundación de Apoyo a Pacientes con Psoriasis

[Website](#) / [Facebook](#) / [Instagram](#)

EL SALVADOR

PSONUVE

Asociación Psoriasis Nueva Vida El Salvador

[Facebook](#)

PANAMA

Fundación Psoriasis de Panama

[Website](#) / [X](#) / [Instagram](#)

PERU

APAPSO Peru

Asociación de Psoriasis y Arthritis Psoriásica – Peru

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#) / [LinkedIn](#)

PUERTO RICO

APAPP

Asociación Puertorriqueña de Ayuda al Paciente de Psoriasis

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#) / [YouTube](#)

UNITED STATES

National Psoriasis Foundation

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#) / [LinkedIn](#) / [YouTube](#)

URUGUAY

APSUR

Asociación Psoriasis Uruguay (APSUR)

[Website](#) / [Facebook](#) / [X](#) / [Instagram](#)

ASSOCIATED MEMBERS

CANADA

Canadian Spondylitis Association (CSA)

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OUR PARTNERS

International Psoriasis Council

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IFPA

Founded in 1971, IFPA is the international federation of psoriasis associations. We are the psoriatic disease community. Our members represent over 60 million people living with psoriatic disease. Together, we advocate for a future where all people living with psoriatic disease enjoy good health and well-being, free from stigma and preventable disability and comorbidities.

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[Website](#) / [Forum page](#) / [Facebook](#) / [X](#) / [Instagram](#) / [LinkedIn](#) / [TikTok](#) / [YouTube](#)

