



World Psoriasis Day 2019
Presentation of Theme and Logo

CONNECTED

World Psoriasis Day 2019: CONNECTED

For World Psoriasis Day 2019, the IFPA Board, the IFPA Secretariat, and the World Psoriasis Day Working Group have together sought the input of many stakeholders from all regions of the globe to create this year's World Psoriasis Day theme: CONNECTED. As will be outlined in this document, we feel that this is an important time to focus on how individuals living with psoriasis can become connected to a larger community, with all the resources and support that these relationships can bring. Over the past year, the global health advocates have placed particular emphasis on mental health. We, in the psoriasis community, hope to intersect with this theme by highlighting the essential role that connecting to other people living with psoriasis can play in mental health. As mental health is one of the major co-morbidities of psoriasis, we also hope to highlight the connection between psoriasis and other disease areas during this World Psoriasis day. Furthermore, the theme of World Health Day 2019 will again stress the importance of access to health care for everyone, everywhere. With this World Psoriasis Day, we will stress the importance of connecting people living with psoriasis to quality medical teams, representative research, necessary treatments, and supportive communities.

We look forward to sharing another exciting and impactful World Psoriasis Day in 2019. Let's get connected!

Let's get



CONNECTED

WORLD PSORIASIS DAY 2019

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Psoriasis is connected to co-morbidities.

Pso & PsA are connected to other disease areas through co-morbidities. Yet another reason to treat psoriasis seriously!

Psoriasis patients should be screened for co-morbidities. Early detection is critical.

Psoriasis is connected to mental health and significantly impacts quality of life.

Co-morbidities are connected to an amplified cost burden for both the individual and society.

Patients must be able to get connected to quality healthcare and research.

No one should be left behind! All patients are equal and should have the same access to healthcare.

Take the first step towards your well-being – connect to healthcare professionals to stay happy and healthy.

Connecting patients to the scientific community helps to build understanding of the burden of disease from the patient perspective.

Patients should be involved in the medication development cycle.

We become empowered by connecting to supportive communities.

You are not alone with psoriasis. We are many and we are stronger when we connect together.

Psoriasis has real impacts on mental health. Let's combat these by connecting to supportive communities.

By sharing your experience, you can help fight stigma and discrimination.

Awareness is empowerment. Get connected with a psoriasis association in your country to learn more.

Connected organizations can fight more effectively for people living with psoriasis and psoriatic arthritis.

By connecting all the strength, capacity, and experience in our networks, we can maximize impact.

Let's connect our global, regional, and national advocacy efforts!

Connecting psoriasis to other disease areas makes our work more powerful.

Every project represents a different piece in the psoriasis puzzle. Let's get connected!

PSORIASIS IS CONNECTED TO CO-MORBIDITIES

Pso & PsA are connected to other disease areas through co-morbidities. Yet another reason to treat psoriasis seriously!

This message emphasizes the connection between psoriasis and its co-morbid diseases, such as cardiovascular disease, diabetes, depression, metabolic syndrome and more. It calls for more attention to be given to the co-morbidities of psoriasis and the need to treat not only Pso and PsA but also their co-morbidities seriously. This message links to previous years' themes: "Treat psoriasis seriously – our lives depend on it" (WPD2018) and "From the inside out" (WPD2017).

Psoriasis patients should be screened for co-morbidities. Early detection is critical.

Early detection of psoriasis co-morbidities through screening would reduce the symptoms of the chronic conditions associated to psoriasis, keep the costs of care under control, and avoid the progression to significant disability and reduced quality of life.

Psoriasis is connected to mental health and significantly impacts quality of life.

Psoriasis has a high impact on self-esteem and quality of life, and has significant correlation to increased depression and increased levels of stress. These mental health concerns do not only come from disease flare-ups. They can also be a consequence of the societal reaction to and ignorance regarding psoriasis, as some individuals may experience rejection and discrimination.

Co-morbidities are connected to an amplified cost burden for both the individual and society.

As with psoriasis itself, most psoriasis co-morbidities are also life-long diseases. The management of co-morbidities is an additional cost that both individuals and health systems have to face. Early detection and prompt diagnosis of psoriasis and its co-morbidities would keep the costs of care under control.

PATIENTS MUST BE ABLE TO GET CONNECTED TO QUALITY HEALTHCARE AND RESEARCH

No one should be left behind! All patients are equal and should have the same access to healthcare.

Access to care is a comprehensive term that includes the possibility to use health services without experiencing financial hardship, access to the latest and most efficient medications, preparedness of the health workforce, and access to medical professionals. Dermatologists and the rheumatologists, specifically, should be in adequate number to avoid unreasonable waiting time for obtaining the appointments.

Take the first step towards your well-being – connect to healthcare professionals to stay happy and healthy.

Different types of healthcare professionals can contribute to addressing the well-being of people living with psoriasis. Dermatologists, rheumatologists, general practitioners, nurses, psychologists and counsellors, physiotherapists, and nutritionists are just a few examples of healthcare workers that can help people living with psoriasis and their families coping with this chronic condition.

Connecting patients to the scientific community helps to build understanding of the burden of disease from the patient perspective.

Psoriasis and psoriatic arthritis are highly heterogeneous diseases. Including patients in the work of the scientific community will help adequately address the needs of everyone that is living with psoriasis, evaluate relevance of research, and ensure that research outcomes are important for those who live with the disease. Moreover, people living with psoriasis can help spreading the messages coming from the scientific community to other patients and to the general public, increasing the visibility and the impact of scientific discoveries.

Patients should be involved in the medication development cycle.

Every step of the medication development cycle – from discovery to clinical trials to drug approval processes – benefits from the patient's experience and point of view. Patients give invaluable perspectives on their treatment goals, unmet needs, daily use of medications, and compromises that they are willing to make in order to improve their state of health.

WE BECOME EMPOWERED BY CONNECTING TO SUPPORTIVE COMMUNITIES

You are not alone with psoriasis. We are many and we are stronger when we connect together.

According to WHO, treatment involves more than routine medical diagnosis or the prescription of drugs. When confronted by psoriasis, people often feel alone with their disease and rely on support mainly from family members. It is important to understand that there are many people in the world who share the same daily struggles and that they are willing to connect and provide support. Connection between people is a powerful force, which allows us to feel seen, heard, understood, and valued.

Psoriasis has real impacts on mental health. Let's combat these by connecting to supportive communities.

For many people living with psoriasis, feelings of loneliness, lack of self-esteem or even depression are just as much a part of the condition as the clinical appearance of psoriasis on the skin. This shows a profound impact of psoriasis on their psychological wellbeing. Support groups, holistic treatment plans, medical advocates, and other empowering resources should be available for everyone.

By sharing your experience, you can help fight stigma and discrimination.

Another psychological burden of psoriasis is stigma. Other's judgment can stem from a lack of understanding rather than information based on facts. Sharing your story will combat isolation. Most importantly, helping to educate others can make a big difference.

Awareness is empowerment. Get connected with a psoriasis association in your country to learn more.

Consider educating yourself on psoriatic disease by connecting to any of your local associations. New policies and research are being published every day, and it is important to stay informed. This will not only empower you as a patient but will also inform decision makers and improve your psychological wellbeing. Making connections with others propels us forward.

CONNECTED ORGANIZATIONS CAN FIGHT MORE EFFECTIVELY FOR PEOPLE LIVING WITH PSORIASIS AND PSORIATIC ARTHRITIS

You are not alone with psoriasis. We are many and we are stronger when we connect together.

One key element in the 2019 World Psoriasis Day theme, CONNECTED, is the emphasis on working together to make a difference for the millions of people living with psoriasis and psoriatic arthritis around the world. By having collaboration in focus, inside and between organizations, our strength in numbers and combined efforts can be made as effective as possible in policy, awareness, and development.

Psoriasis has real impacts on mental health. Let's combat these by connecting to supportive communities.

Following the WHO resolution on psoriasis in 2014, the WHO report on psoriasis in 2016, and the UN High-Level Meeting on Non-Communicable Diseases in 2018, it is time to make sure our work on global, regional and national level become increasingly connected to ensure that the WHO recommendations are implemented around the world and followed up on regional and national level. Let's collaborate and support each other!

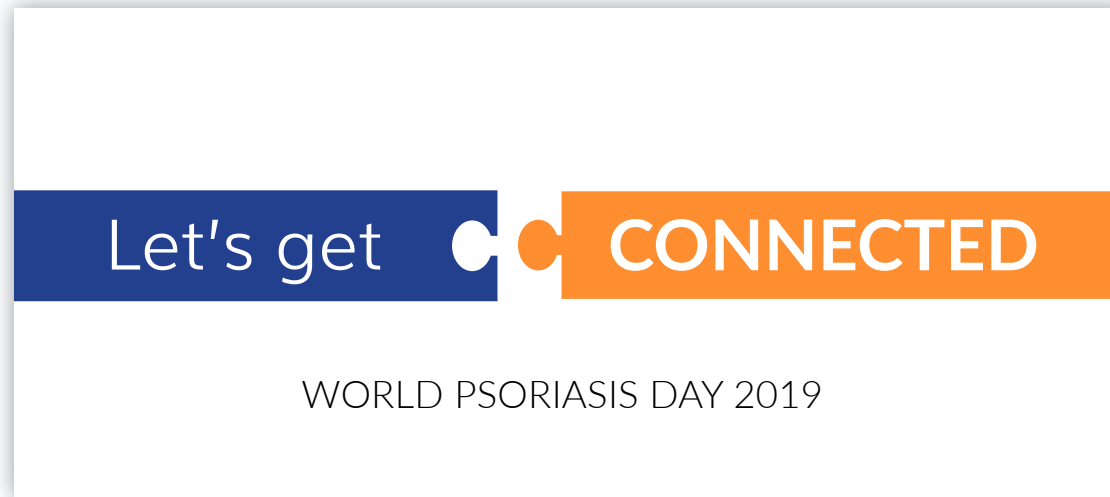
By sharing your experience, you can help fight stigma and discrimination.

Psoriasis and psoriatic arthritis are significant non-communicable diseases (NCDs) affecting up to 125 million people around the world. Through the co-morbidities, such as cardiovascular disease, diabetes, Crohn's disease, and mental health, we share priorities with other disease areas. Working with other networks and including our messages during related disease awareness days and connecting to other campaigns will create further awareness.

Awareness is empowerment. Get connected with a psoriasis association in your country to learn more.

There are many important projects around the world with important impact for the Pso/PsA community. On global level, these include World Psoriasis Day, the World Psoriasis and Psoriatic Arthritis Conference, the Global Psoriasis Atlas, World Psoriasis Happiness Report, and many others. Let's work to connect all our efforts for further impact by helping spread awareness and connect projects and campaigns, on national, regional and global level, leading to even more impact.

WORLD PSORIASIS DAY 2019 LOGO



This logo represents two puzzle pieces connecting and contains a powerful message. "Let's get connected" invites everyone to action. We have imagined an active orange puzzle piece, representing the psoriasis community in general, actively reaching out to become connected to the communities and care teams that are available in their context. The simplicity of this logo allows easier recognition and versatile usage in diverse communications productions. An animated version of this logo (puzzle pieces connecting in motion) will also be available for use. Alternative usage: printing the puzzle pieces on a large cardboard and using them for photo booth.

NOTES FOR IFPA MEMBER ORGANIZATIONS

World Psoriasis Day 2019, with **LET'S GET CONNECTED** as this year's overarching theme, represents the next stage and a key focus principle in our next level development in IFPA – connecting and working together more than ever before.

On the global level, IFPA has had a natural focus on global level advocacy and progress in previous years, leading up to the successful introduction of the WHO resolution on psoriasis in 2014 and the WHO report on psoriasis in 2016. Until end of 2018, a key focus area that followed has been advocacy work for psoriasis and psoriatic arthritis in the non-communicable disease arena (NCDs). The latest UN High-Level Meeting on NCDs (with IFPA present) took place in September 2018.

Going forward, IFPA is in a new organizational phase where we work to take IFPA to the next level – a journey which we make possible together! A key element here is to ensure our efforts on global, regional and national level are as connected as possible, so we are aware of each other's efforts, work together where possible and help strengthen each other's work, while also building a stronger organization together and connecting with other organizations outside our network for maximum impact.

The 2019 World Psoriasis Day campaign will focus on connecting, mobilizing and empowering ourselves as patients, while the 2020 WPD campaign will focus more on awareness for the community overall, and 2021 will have a key focus on advocacy impact on the global/regional/national stage. As such, we build step by step for perhaps the most advanced World Psoriasis Day campaign so far, on a three-year timeline – where it's all connected!

Within IFPA, This is how the CONNECTED theme applies in 2019:

1

Through our **Capacity Development Program**, we are connecting IFPA on a global level and our members more closely ever before. Through **webinars**, working groups, mentors and coaching initiatives, and the upcoming member portal, we will be able to share experience and support each other's efforts even more effectively by being connected on a more regular basis and taking IFPA to the next level together.

How you can contribute: Make sure representatives from your organization are part of as many of the Capacity Development Program initiatives as possible! Join the WPD webinars to prepare for World Psoriasis Day.

2

As part of the Capacity Development Program, a special **WPD 2019 Working Group** has been formed and will help prepare for this year's campaign.

How you can contribute: Make sure a representative from your organization has joined the working group! It is particularly important that regions are well represented. Help build the WPD toolkit by providing examples of successful campaigns in the past.

3

We will focus on **regional development** to ensure that our regional members and structures have the best opportunity and support needed to grow, develop and have an impact on the regional stage.

How you can contribute: Take part in the regional structure development in your IFPA region by actively collaborating with other members and helping build capacity. World Psoriasis Day is a great campaign to use for collaboration in practice!



Within IFPA, This is how the CONNECTED theme applies in 2019:

4

We will aim to be more connected through communications than ever before. Through social media, our growing website presence (the IFPA website, the WPD website, Global Psoriasis Coalition website, etc) and our regular newsletters, we can share information more effectively both internally and help others spread their message.

How you can contribute: Use the official WPD hashtags in communications related to WPD during all of 2019! Make sure a functionary from your association has joined the IFPA communications functionary network to stay updated. Spread the word about our websites and the annual World Psoriasis Day website (www.worldpsoriasisday2018.com – soon to be www.worldpsoriasisday2019.com). Send examples that we can share in our newsletters! Tag @psoriasisIFPA in messages about your WPD activities so we can help share and keep track of your efforts.

5

We will further plan this year's World Psoriasis Day campaign together at the IFPA General Assembly and Members Meeting, July 5-7 in Barcelona.

How you can contribute: Make sure that your representative at the Members Meeting is well briefed on your World Psoriasis Day plans, and optimally has participated in the webinars. Also bring your ideas for the 2020-2021 campaigns!

