

WORLD PSORIASIS DAY 2022

United we tackle Mental Health

psoriasisday.org

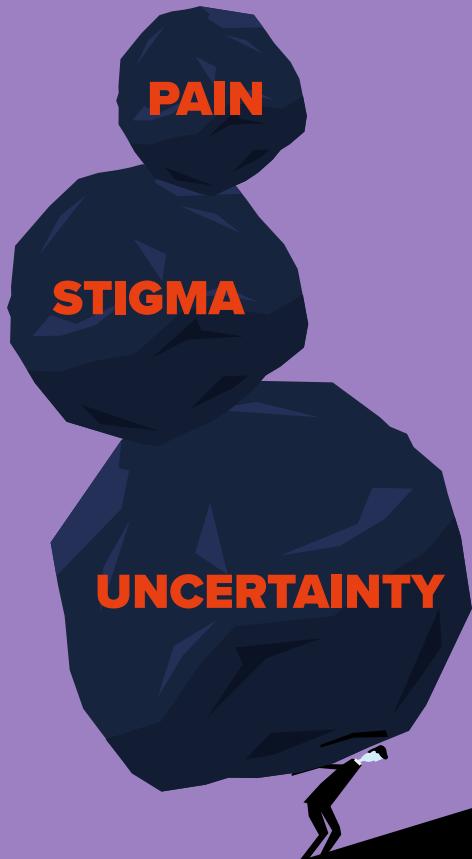
#worldpsoriasisday

#UnitedNowAct

#unloadPSO

CONTENTS

Theme	6
Key Messages	7
Psoriatic Disease and Mental Health	8
Campaign Materials	9
Exclusive to IFPA Members	10
Content Hub	10
IFPA Accelerator	10
What can businesses do to support the psoriatic disease community?	11
How to Get Involved	12
Share the World Psoriasis Day Message	12
Ways to Get Involved	13
World Psoriasis Day Walk	14
Support WPD online	14
Support our call to action	14
On World Psoriasis Day we call on national governments to:	16



This toolkit is prepared to provide all the information you need to get involved in the activities organized for **World Psoriasis Day on 29 October 2022** and throughout the awareness month of October. It also provides guidance on this year's theme and messaging, campaign materials and how to navigate World Psoriasis Day webpage to get involved in the campaign.

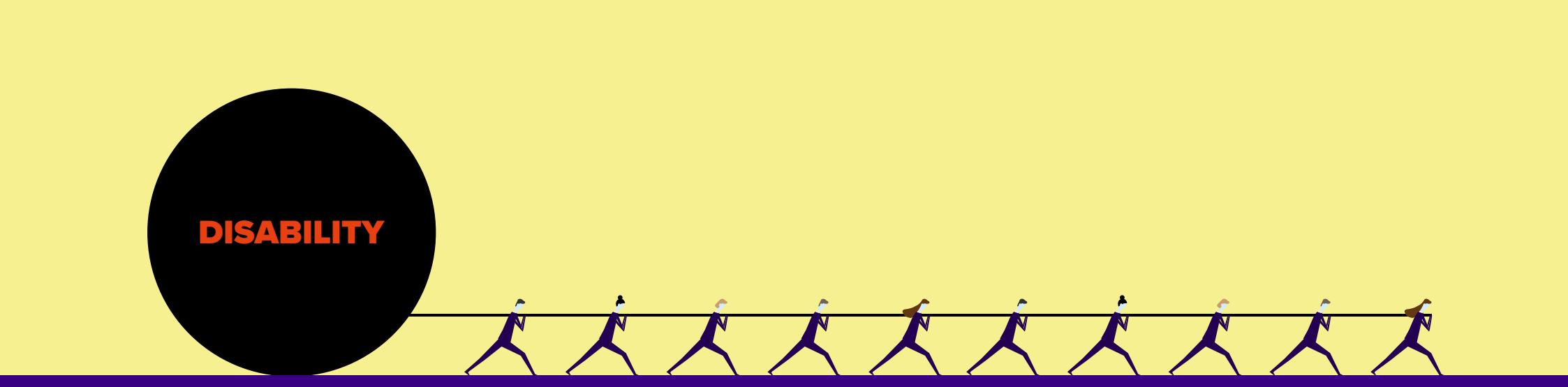
As we approach World Psoriasis Day 2022, our team will be available to provide support and answer any questions related to campaign strategy, goals, materials, or anything else that comes to mind.

You can email IFPA team at info@ifpa-pso.com.

SIGN UP

to our newsletter to receive updates on the World Psoriasis Day Campaign!

[Click here](#)



DISABILITY

UNITY. It starts with **YOU.**
If not you, then who?

We can't help everyone, but everyone can help someone.

Sharing one unified, global message is a powerful way to help us all to unload the burden of psoriatic disease and achieve our goal of raising awareness of psoriatic disease.

World Psoriasis Day

Uniting for Action

World Psoriasis Day (WPD) is the annual day dedicated to people living with psoriatic disease. Every October 29th, we join forces to:

- Make the world aware of psoriatic disease
- Spread information about psoriatic disease, refuting common misconceptions and increasing knowledge among people living with the condition
- Call on health ministers, governments, and decision-makers to improve access to treatment
- Join forces with people living with psoriatic disease for advocacy and knowledge exchange

World Psoriasis Day is a powerful opportunity to mobilize advocacy for a shared theme and goal. On October 29th IFPA unites the global community to unleash loud action and achieve targeted breakthroughs, together.



LOGO

The WPD logo is a global symbol uniting the psoriatic disease community. Get yours today at

www.psoriasisday.org

THEME

Mental Health

During 2021's UNITED campaign, we learned how important it is to stand UNITED and protect the most vulnerable in our community. We are a uniting force, fighting for everyone with psoriatic disease. Together we are so much stronger.

In recent years, the global pandemic, political conflict, and migration have isolated many. Our global mental health has suffered because of it. Communal stress and loneliness are felt even stronger by people with psoriatic disease who worry about whether they will be able to continue treatment in these times of uncertainty.

For World Psoriasis Day 2022 we are uniting to draw attention to mental health and mental well-being. We are proud to announce the theme of this year's World Psoriasis Day which is mental health. Good mental health and mental well-being are increasingly being recognized as essential parts of health. Depression and anxiety are the most common mental disorders worldwide. Both conditions profoundly impact daily life, relationships, and social interactions.

Research has shown that living with psoriatic disease takes a heavy toll on a person's mental health and emotional well-being. The non-curable, chronic nature of psoriatic disease, the systemic inflammation occurring in the body, and the fact that the disease is visible on the skin renders people living with psoriatic disease at risk of developing depression and anxiety.

A quarter of people living with psoriatic disease experience depression. And as for anxiety, the number jumps to a staggering 48%.

The good news is that timely and proper treatment of both psoriatic disease and depression or anxiety can effectively improve the conditions.

We are united and demand action and together we can make a change for the mental health of people living with psoriatic disease. That's why we chose the important topic of mental health for World Psoriasis Day 2022.

KEY MESSAGES

This is what we are asking people to do. To Unite and Demand action. To help others. To make bold steps. To act with courage. To engage with this important cause.

Action

Join the movement to raise awareness about mental health in the psoriatic disease community.

Preventing and diagnosing mental conditions in people living with psoriatic disease must be a priority if we are to achieve our inclusive vision of health: a state of complete physical, mental, and social well-being.

Connection

Break narrow beauty standards and stop stigma. Speak up on World Psoriasis Day.

Psoriatic disease is a systemic condition affecting multiple body sites. It is a chronic, noncommunicable, painful, disfiguring and disabling disease for which there is no cure.

Cause

Spread the word and join us in demanding access to treatment in your country.

Improving the lives of people affected by psoriatic disease is the ultimate purpose of IFPA and all member associations. It is a leading goal of thousands of doctors and health care professionals around the world. World Psoriasis Day is our main communications tool to unite, strengthen and lead the global community for a future where all people living with psoriatic disease enjoy good health and wellbeing, free from stigma and preventable disability and comorbidities.

Purpose

Let's unite NOW and spread awareness of psoriatic disease.

PSORIATIC DISEASE AND MENTAL HEALTH

“Living with a condition visible on the skin takes a heavy toll on a person’s mental health and emotional well-being. The psychological impact is increasingly recognized as a significant part of psoriatic disease. But the relationship between psoriatic disease and well-being is complex and multifaceted.

For example, one of the factors contributing to the exacerbation of psoriatic disease is stress. Stressful events can be responsible for the onset of disease and can trigger a new flare. Paradoxically, the unpredictability of disease flares is itself a cause of stress and anxiety.

Self-esteem, confidence, and body image may be negatively affected by psoriatic disease. They are often associated with rejection from society. What’s worse, stigma is often accompanied by self-stigma: individuals with psoriatic disease can feel self-conscious and embarrassed due to their condition.

The presence or absence of psychiatric comorbidities such as de-

pression and anxiety are only one factor impacting an individual’s ability to live a full life. Social interactions, quality of relationships, ability to work and participation in leisure activities are all important aspects to an individual’s life experience. All of these aspects can be impaired in psoriatic disease.

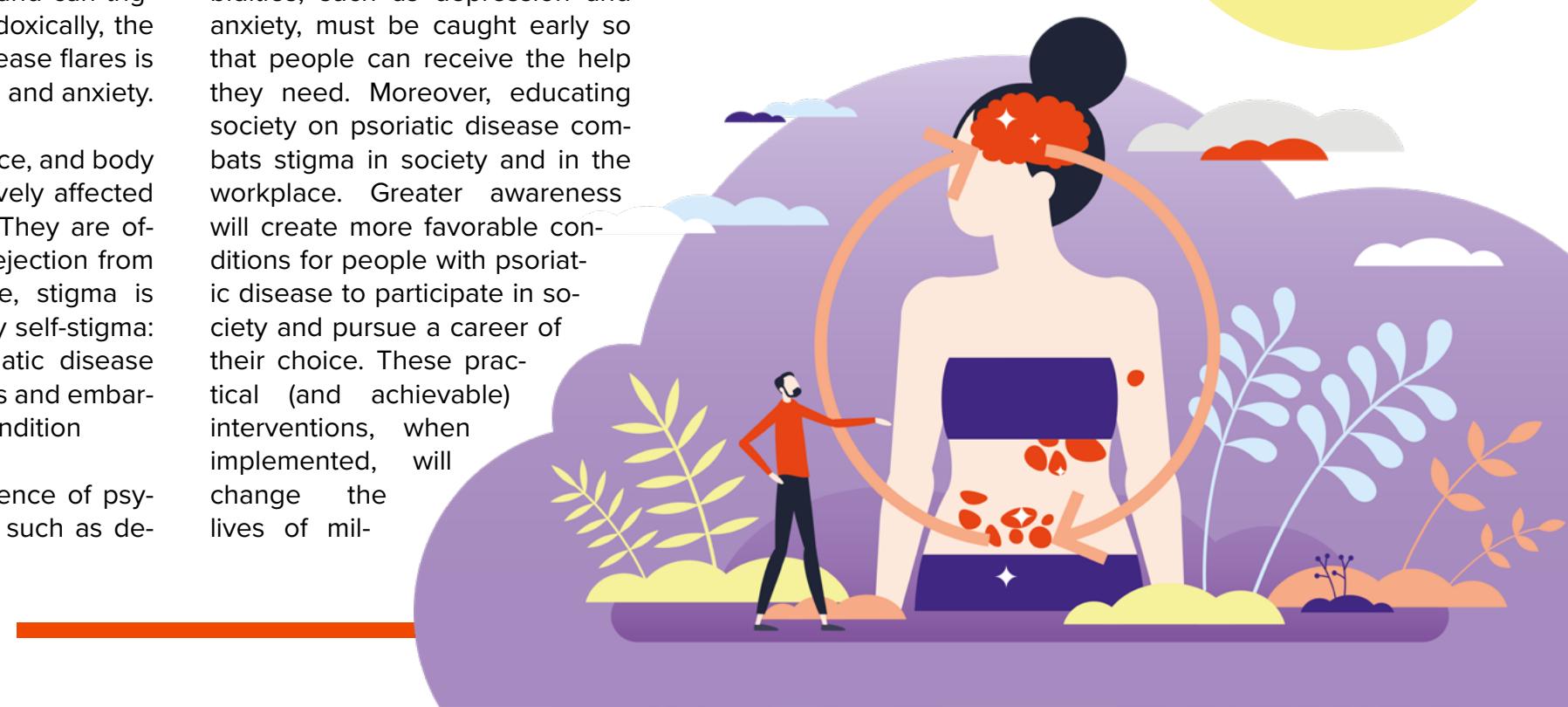
People must receive early diagnosis and proper treatment to keep the disease under control. The resurgence of psychiatric comorbidities, such as depression and anxiety, must be caught early so that people can receive the help they need. Moreover, educating society on psoriatic disease combats stigma in society and in the workplace. Greater awareness will create more favorable conditions for people with psoriatic disease to participate in society and pursue a career of their choice. These practical (and achievable) interventions, when implemented, will change the lives of mil-

lions of people living with psoriatic disease.”

-Excerpts from *Inside Psoriatic Disease: Mental Health*

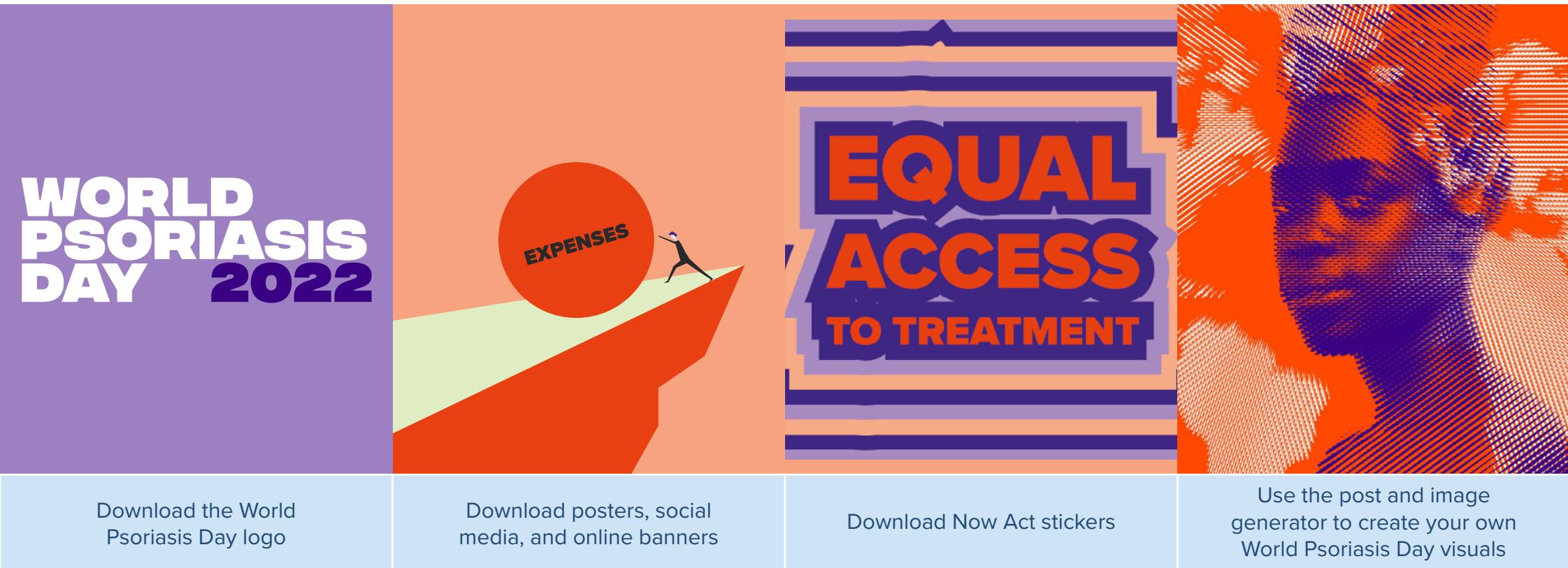
Pledge your support for greater access to psoriatic disease treatment. Sign IFPA’s online petition.

[Click Here](#)



CAMPAIGN MATERIALS

Raise awareness of World Psoriasis Day 2022 with dedicated campaign resources.



Download the World Psoriasis Day logo

Download posters, social media, and online banners

Download Now Act stickers

Use the post and image generator to create your own World Psoriasis Day visuals

The World Psoriasis Day website houses all the elements of the campaign. You can access and download ready-made assets, but we encourage you to craft your own. **Be creative. Be exciting. Be relevant.** Tools are available in multiple languages.

- Choose your format
- Customize your language
- Insert key messages

It is so easy to get involved in the global campaign.

Find everything at
psoriasisday.org

Exclusive for IFPA Members

CONTENT HUB

IFPA's online member portal provides additional resources to help you prepare for World Psoriasis Day. Login for tips to advertise your campaign!

How to access and use the member portal

1. Log in at ifpa-pso.com
2. Navigate to "**Resources and Tools**"
3. Use the filters to find the relevant assets, read about mental health, and engage in conversation with other member associations.

IFPA ACCELERATOR

IFPA Accelerator provides training for patient advocates, whether you are just a beginner, or if you are already an experienced IFPA member. Join our program to gain new skills on how to set up a successful campaign and meet other passionate advocates.

Together we drive progress.

Click [here](#) to register

What can businesses do to support the psoriatic disease community?

Organize your own event

Hold a World Psoriasis Day event on psoriatic disease and mental health to raise awareness within your company

Share information

- Share resources on mental health and psoriatic disease on your website
- Send broadcast messages about World Psoriasis Day to all personnel
- Write articles on World Psoriasis Day and share them on your website
- Include posters, infographics, a link to Now Act petition in your internal communications
- Create a MS Teams background dedicated to World Psoriasis Day and use it during the month of October
- Use social media resources to raise awareness. Like, share and retweet!

IFPA's team is available to provide support and answer any questions related to event planning. Want to conduct an interview with IFPA or receive a recorded message from the ED? Contact Janina Kostiukaite, janina.kostiukaite@ifpa-pso.com



Other activities

- Share messages from your managers talking about their roles in creating an environment that support wellbeing and mental health
- Invite your colleagues to share one thing they are grateful for, proud of, looking forward to
- Invite your team to get active and have an on- or offline dancing/yoga/stretching session together – raise awareness with this on how being active is key to improve one's mood



HOW TO GET INVOLVED

SHARE THE WORLD PSORIASIS DAY MESSAGE

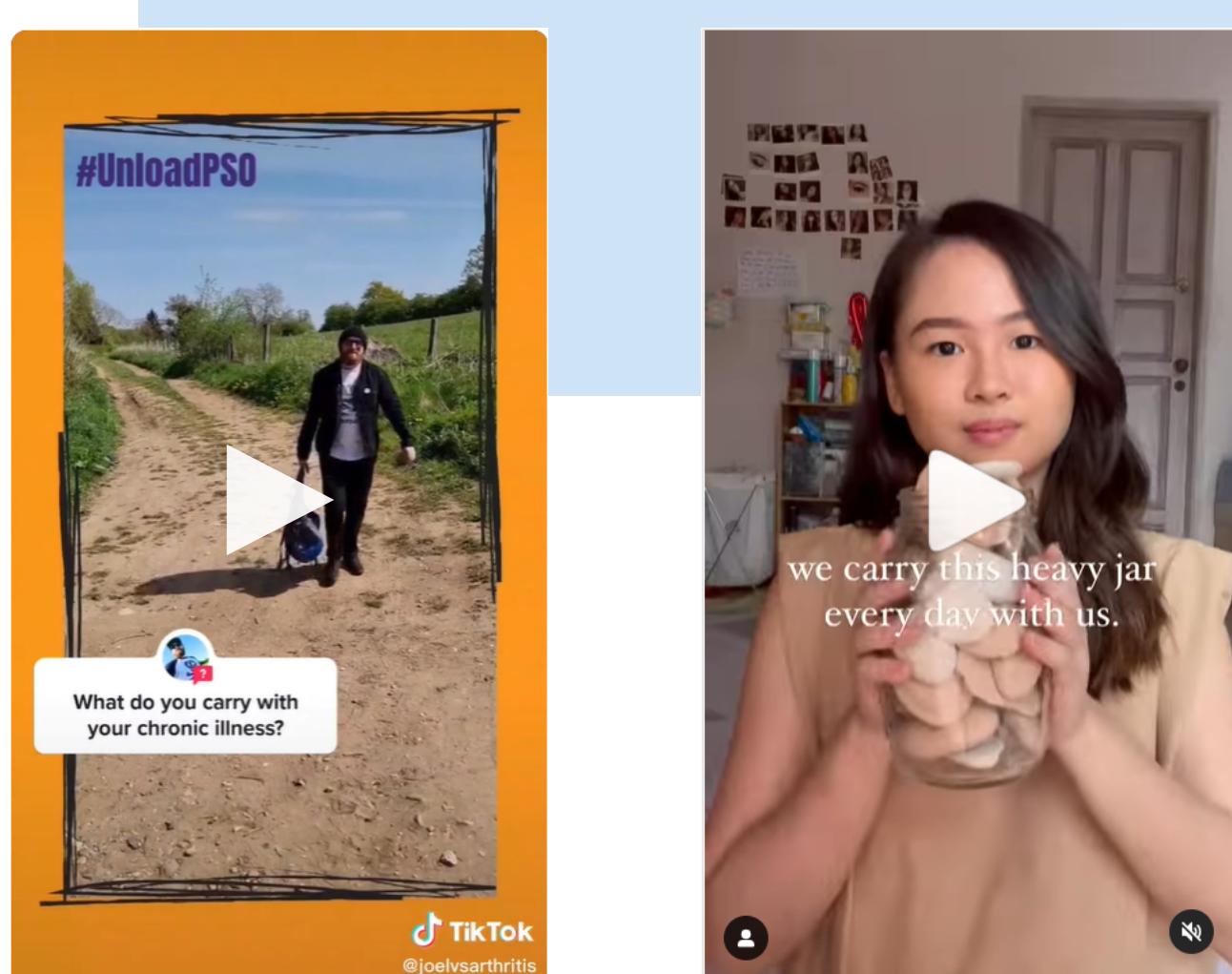
Take part in the World Psoriasis Day campaign to raise awareness of psoriatic disease and the need for greater access to care around the world. Your participation – both in the build-up to and following 29 October 2022 – is key to the success of the campaign

GO VIRAL!

Unload psoriatic disease. Sometimes the complications and mental health burden of this disease get too heavy. Join us to lighten the load.

What are you releasing this World Psoriasis Day? Post your own video. Don't forget to tag #UnloadPSO!

Watch the videos for inspiration.



WAYS TO GET INVOLVED

- Pledge your support for greater access to psoriatic disease care by supporting IFPA's [online petition](#).
- Lobby a local or national policy-maker to ensure that all people with psoriatic disease have access to the care they need
- Organize a 'learn about psoriatic disease' event in schools
- Help people learn about comorbidities related to psoriatic disease by referring them to our online resources
- Engage local celebrities or members of the press for your event to generate some excitement and reach a wider audience
- Organize or participate in a local psoriatic disease awareness event. Check out the global map on [psoriasisday.org](#) to pin your activity or search for one to attend
- Light up a local landmark, your home or workplace in orange or purple
- Arrange an activity with your work colleagues





WORLD PSORIASIS DAY WALK

Physical activity is not only good for your body, but it may also have a profoundly positive impact on depression and anxiety. Whether indoors or outdoors, every step counts to stay healthy!

Organize or join the awareness walk, an initiative organized by many IFPA members in support of World Psoriasis Day. Encourage your friends, family, and colleagues to join in and make sure to share your pictures on social media with the hashtag [#worldpsoriasisday](#) to be featured on World Psoriasis Day website.

SUPPORT WPD ONLINE

- Share key messages
- Promote IFPA petition
- Promote [psoriasisday.org](#) website
- Promote the campaign on social media – like, share and retweet! We also have image generator and social media tiles for you to use
- Promote the campaign on your website
- Share WPD resources on your website or through social media
- Take a selfie, write “I support psoriatic disease community” and share it on social media channels with a hashtag [#worldpsoriasisday](#)
- Pin your activity on the global map on [psoriasisday.org](#)

SUPPORT OUR CALL TO ACTION

We need your support to ensure that our messages reach people who make decisions. YOU are the voice of over 60 million people living with psoriatic disease.

In 2014, all UN nations committed to improving the lives of people living with psoriatic disease. Practical recommendations on how to achieve this ambitious goal were published in the World Health Organization (WHO) Global Report on Psoriasis in

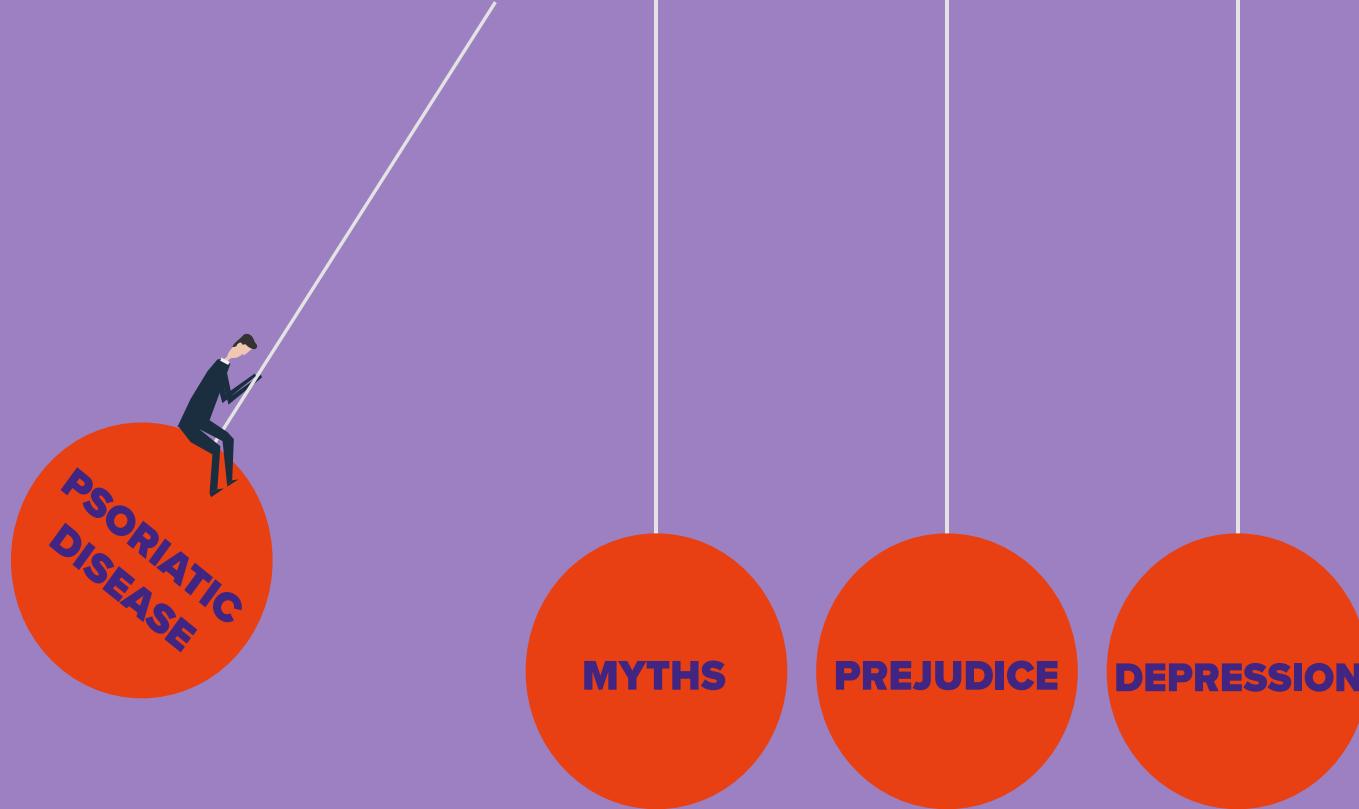
2016.

More than 5 years after these milestones, much is left to be done. The psoriatic disease community unites to demand action.

- **Change the perception of psoriatic disease**
- **Ensure equal access to medicines**
- **Stop stigma**
- **Advance holistic care**
- **Prepare the health workforce**

Do you believe that everyone deserves adequate care and quality of life?

Sign the petition so we can bring 500,000 signatures to the UN High-Level Meeting on Noncommunicable Diseases in 2025.



ON WORLD PSORIASIS DAY WE CALL ON NATIONAL GOVERNMENTS TO:

1. Provide the best possible care for people living psoriatic disease, ensuring access to all the essential medicines.
2. Change the perception of psoriatic disease. It is a systemic disease that requires a comprehensive care from multidisciplinary teams of specialists.
3. Develop policies to ensure integrated health services based on people-centered model
4. Improve early screening to ensure timely diagnosis and prevent psoriatic disease related comorbidities
5. Create and implement mechanisms to engage people living with psoriatic disease through the development of public policies related to the condition.

World Psoriasis Day is supported by:



World Psoriasis Day brought to you by:



ifpa-pso.com

info@ifpa-pso.com



@psoriasisIFPA