

IMPACT REPORT

**WORLD
PSORIASIS
DAY 2022**



ABOUT THE REPORT

The Impact Report of WPD 2022 looks at the actions of the 2022 campaign and how the collective efforts this past 29 October made a strong, united impact worldwide – thank you for your energy and your efforts!

The Global report provides a bird's eye view of the impact of World Psoriasis Day 2022. We could not possibly cover all the efforts that took place this special day. However, we are happy to announce that all our member national reports are available on IFPA's website. Explore these actions to better understand activities organized in various countries and get inspired for the next year's campaign on Universal Health Coverage: **All In.**





ABOUT IFPA

Global leader in fighting psoriatic disease

Founded in 1971, IFPA is the international federation of psoriatic disease associations. We are the psoriatic disease community. Our members represent over 60 million people living with psoriatic disease. Together, we advocate for progress.

Vision

A future where all people living with psoriatic disease enjoy good health and well-being, free from stigma and preventable disability and comorbidities.

Mission

Unite, strengthen and lead the global psoriatic disease community to improve the lives of all people affected by psoriatic disease.

ABOUT WORLD PSORIASIS DAY

Uniting for action

Each year, the global community unites to raise awareness and call for action in support of people with living with psoriatic disease. World Psoriasis Day has been celebrated on October 29th for more than a decade. Today, World Psoriasis Day is observed in over 70 countries.

Every World Psoriasis Day we:

Raise awareness

United, we raise the profile of psoriatic disease and increase awareness of the effect it has on an individual's life

Drive political action

United, we empower governments to step up their efforts to provide better access to appropriate and affordable treatment

Spread information

For many, psoriasis is still a relatively unknown disease. United, we dispel common myths and answer questions.

Speak up

United, our strong community can achieve stunning progress.



Kenya



Kenya

The Campaign

UNLOAD PSORIATIC DISEASE

Mental health is increasingly being recognized as a significant part of living with psoriatic disease. Indeed, a quarter of people living with psoriatic disease exhibit signs of depression, and as many as 48% have anxiety disorders. This is both a physical symptom of the inflammation that causes psoriatic disease, and a result of the day-to-day difficulties of living with the disease.

For World Psoriasis Day 2022, we unloaded psoriatic disease. By unpacking the causes of mental health complications, we started to find solutions. No one can do everything, but everyone can do something. Whether you choose to ease your own burden, help a friend, or even advocate for everyone in your country, you can take steps today to improve well-being for someone living with psoriatic disease.

- Learn more in IFPA's report **Inside Psoriatic Disease: Mental Health**
- IFPA launched **psoriasisday.org**, the official website of World Psoriasis Day to present all events, initiatives, and work across the globe.
- The **World Psoriasis Day 2022 Campaign Toolkit** invited the public and stakeholders to join a movement towards mental health awareness and change



64
countries

74
mapped
activities

7.8K
engagements

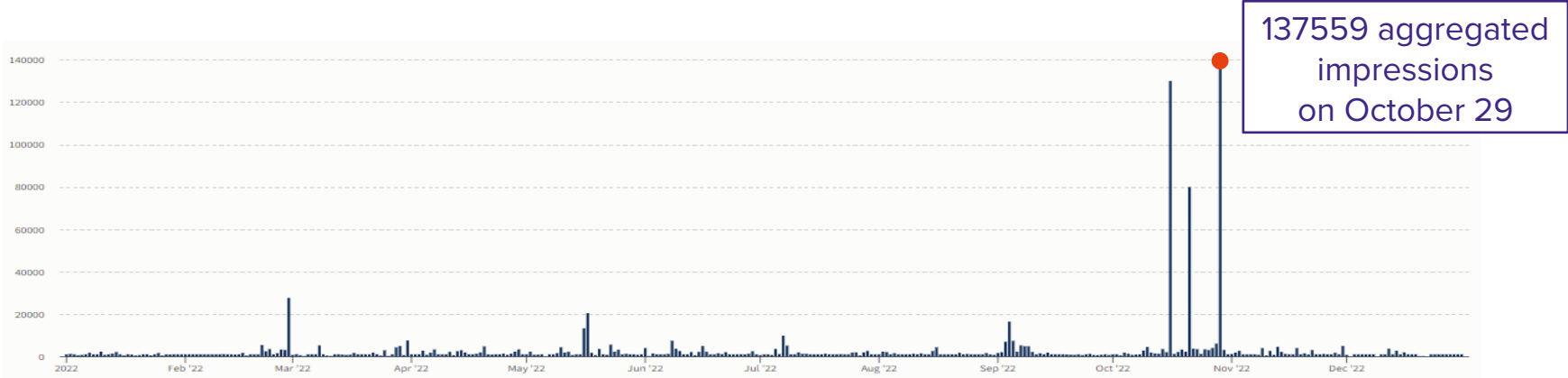
100K
video views

28.M
hashtag
reach

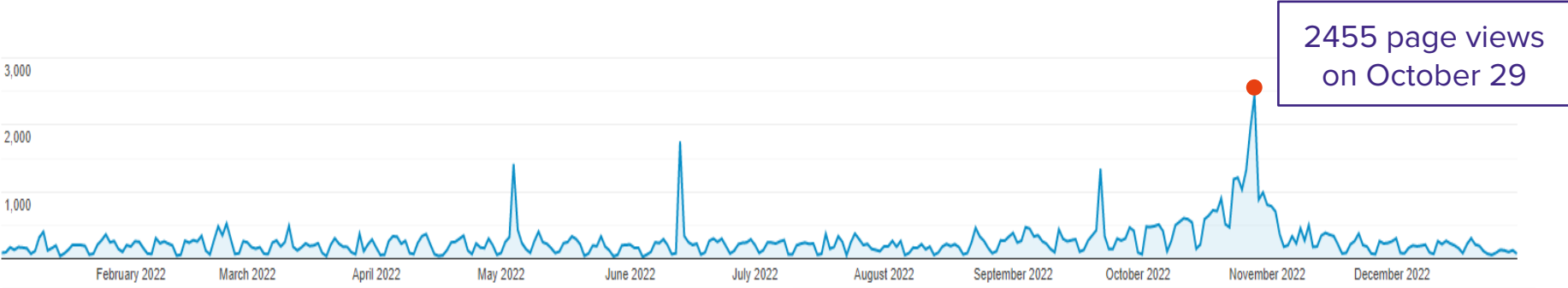
2.7B
potential
news reach

People with psoriatic disease are at the heart of World Psoriasis Day. This year, fueled by the power of our movement, we broke all records. Collectively, we reached more than **2.7 billion people all over the world, pushing back societal taboos and stigma, and increasing awareness of the importance of mental health in psoriatic disease care.**

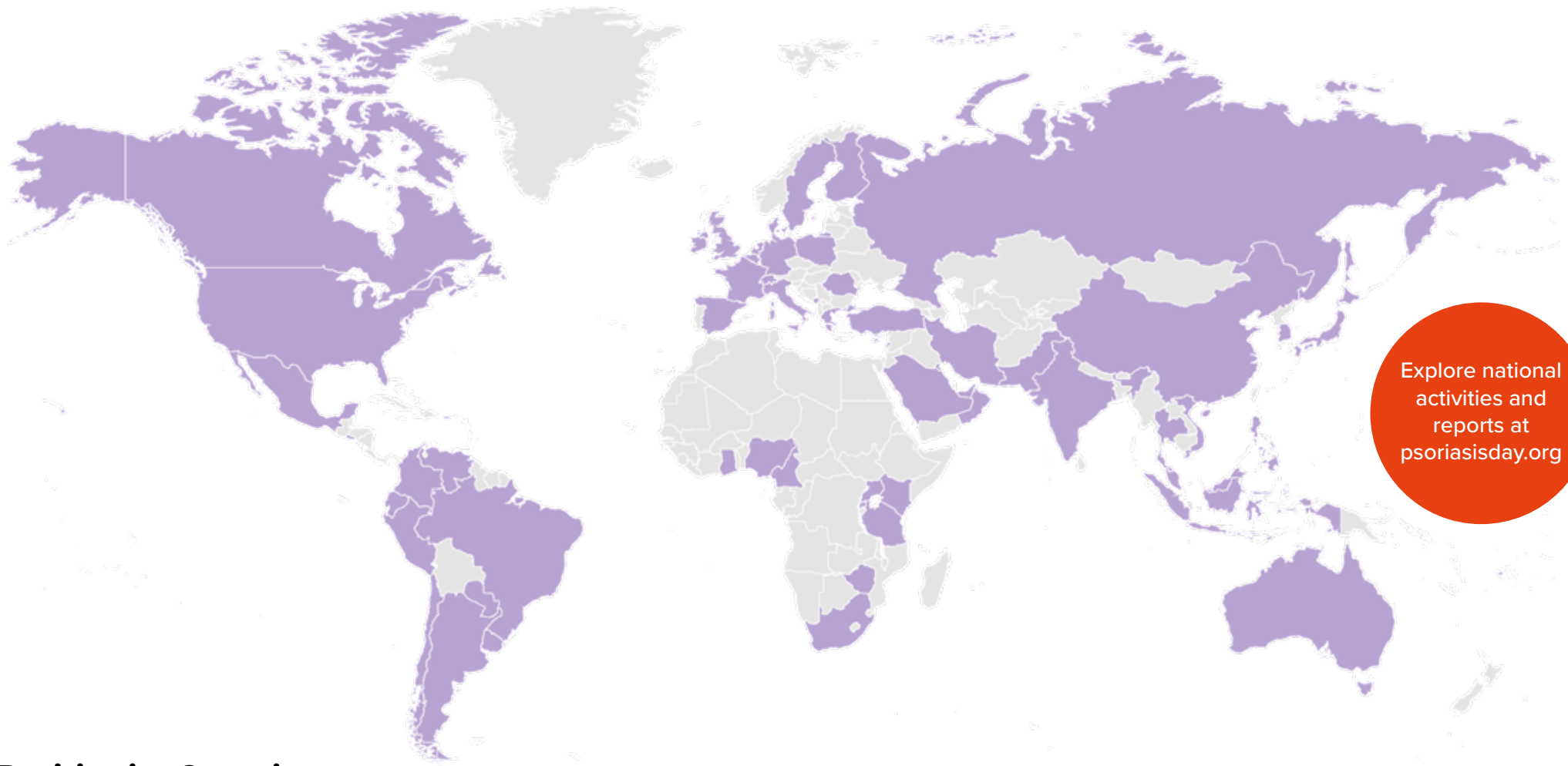
World Psoriasis Day is the biggest spotlight on psoriatic disease, both at the global level and in most countries, and thus a key opportunity for organizations working in the field to get visibility for their essential work. For example, these graphs illustrate the global conversation on IFPA’s social media and website in 2022. World Psoriasis Day represents the highest peak on both graphs.



Post Impressions on IFPA’s social media channels



Visits to IFPA’s website



Explore national activities and reports at psoriasisday.org

Participating Countries

- | | | | | | |
|-----------|-------------|------------|-------------|--------------|----------------------|
| Andorra | Denmark | Iran | Netherlands | Rwanda | Uganda |
| Argentina | Ecuador | Ireland | Nigeria | Saudi Arabia | United Arab Emirates |
| Australia | El Salvador | Italy | Oman | Singapore | United Kingdom |
| Bahrain | Fiji | Japan | Pakistan | South Africa | United States |
| Belgium | Finland | Jordan | Paraguay | South Korea | Uruguay |
| Brazil | France | Kenya | Peru | Spain | Venezuela |
| Cameroon | Germany | Kuwait | Philippines | Sweden | Zimbabwe |
| Canada | Ghana | Lebanon | Poland | Switzerland | |
| Chile | Greece | Malaysia | Puerto Rico | Tanzania | |
| Colombia | India | Mexico | Romania | Thailand | |
| Cyprus | Indonesia | Montenegro | Russia | Turkey | |



Netherlands



Hong Kong



Singapore

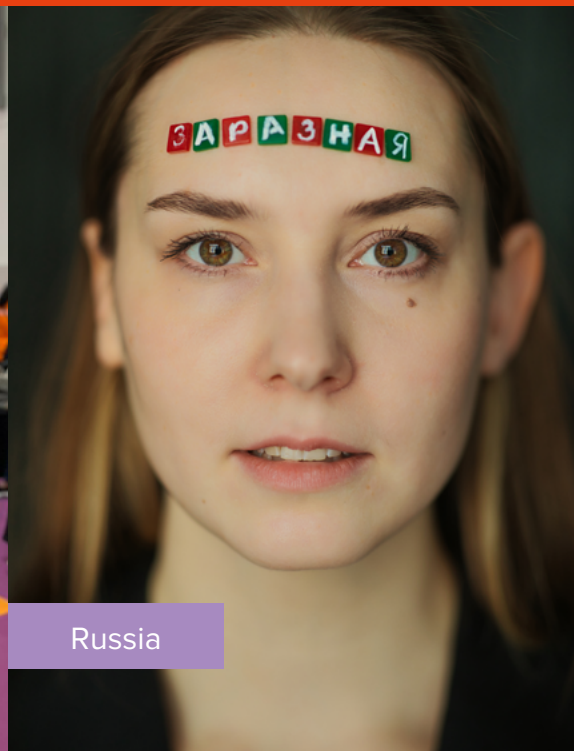
WORLD PSORIASIS DAY 2022 - ACTION ACROSS THE WORLD



Germany



Malaysia



Russia



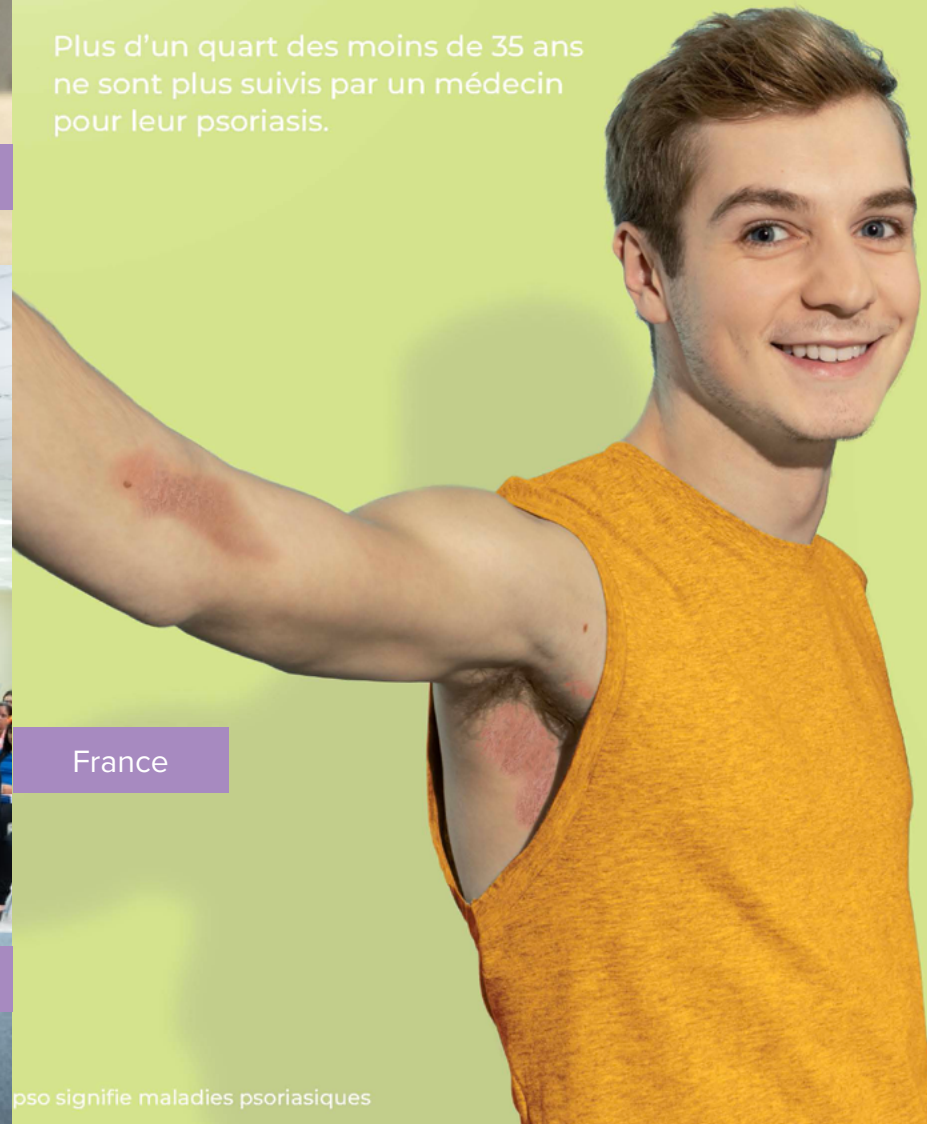
Du Pso tu as... te soigner tu n'abandonneras pas

Plus d'un quart des moins de 35 ans
ne sont plus suivis par un médecin
pour leur psoriasis.

Peru



Dominican Republic



France



Italy



Puerto Rico



Colombia

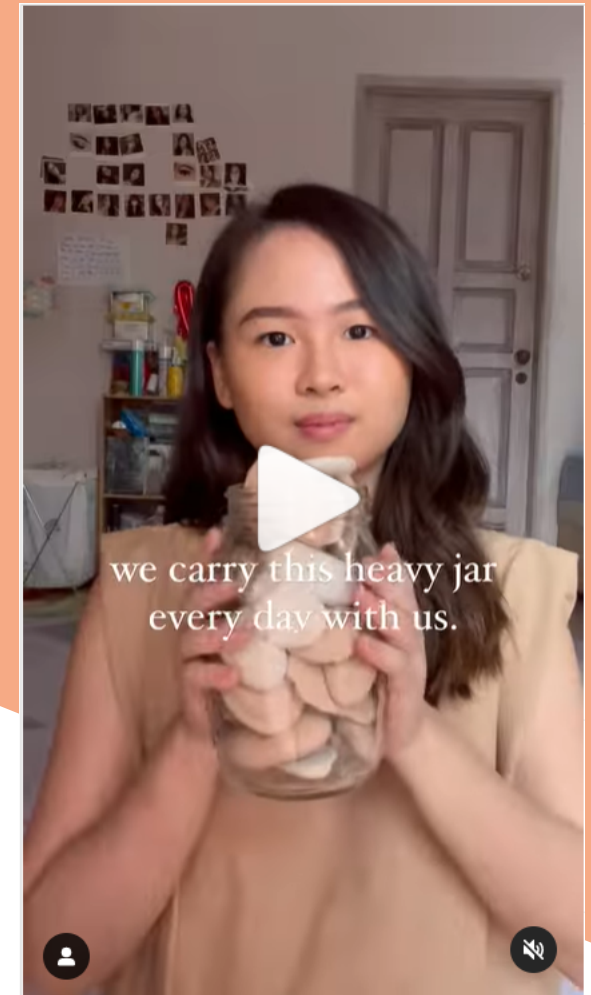
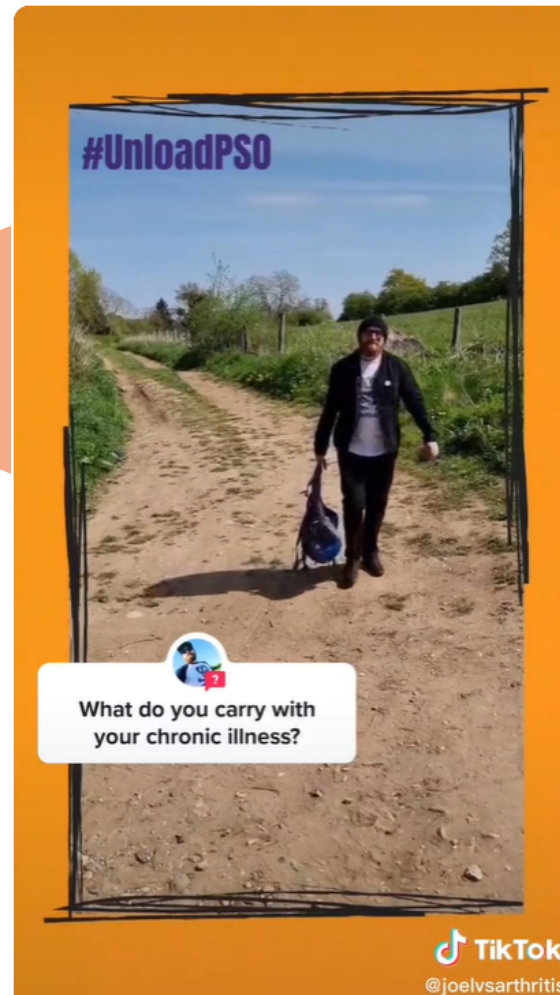


Greece

OUR VOICES MATTER



IFPA Ambassadors united for a pledge to make mental health and well-being for all people with psoriatic disease a priority. The initiative provided stakeholders across the globe a platform to talk about the possible solutions and necessary actions needed to unload psoriatic disease.



In 2022, WPD expanded its reach across social media by collaborating with IFPA Ambassadors and hosting interactive workshops, webinars, and awareness raising videos – all reaching **2.7 billion people** worldwide.

THANK YOU, WORLD PSORIASIS DAY SUPPORTERS

Thank you to our global partners of WPD. Through exciting activities, events, and collaborations online, our global partners helped to build awareness of psoriatic disease throughout the year.

