

**WORLD
PSORIASIS
DAY 2021**

IMPACT REPORT



United communities
lead powerful action

[#UnitedNowAct](#)

2021 marked the final year of the three-year
CONNECTED – INFORMED – UNITED campaign.

United, people around the world demanded
breakthroughs in quality of life for people living with
psoriatic disease. Together, we drove efforts to convert
political will into action and ensure that the promises
made to our community be fulfilled.

A truly powerful PSO community will always
be connected, informed, and **UNITED**.

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

This campaign was a wake-up call to the psoriatic disease emergency, and the global pandemic highlighted the urgency of addressing our challenges together. In this time of COVID-19, political attention and financing has drifted to contagious diseases. But people with psoriatic disease need support more than ever. Unleashing our **UNITY**, we asked everyone to take courageous steps. Non-communicable diseases don't

just go away by themselves. They are beaten by bold actions.

THANK YOU to our wonderful sponsors for their ongoing generosity, to IFPA friends for their dedication to our cause and our members who are authoring breakthroughs for the psoriatic disease community.

World Psoriasis Day is sponsored by:





A year of unity. In the final year of the campaign, the global psoriatic disease community joined forces for action. By inspiring powerful conversations and engaging targeted activities, together we raised awareness.

The numbers reveal growing enthusiasm for World Psoriasis Day. Numerous activities and events have been registered in the online Activity Map. #WorldPsoriasisDay trended on Twitter throughout the awareness month. Nearly **4000 tweets** were posted from **72 countries**.

The new campaign website empowered and enabled IFPA members, with campaign materials translated into **8 languages**. The site registered over **6000 page visits** and **158 downloads** of campaign materials.

IFPA's World Psoriasis Day press release appeared in over **879 publications** worldwide, generating discussion about psoriatic disease among **756 million readers** from every continent.

CAMPAIGN IN NUMBERS

756M
total reach

1000+
petition
signatures

76
activities on
the map

6000
website visits

879
press articles

5512
video views

158
campaign material
downloads

GLOBAL IMPACT

3,458

tweets from

1,880

contributors

114

hours live
streaming for
awareness to

120K

viewers

72

countries

Free consultations were offered to people living with psoriatic disease in China, Colombia, El Salvador, France, Georgia, Germany, Greece, Japan, Pakistan, Peru, Philippines, Russia, Spain, and the United Kingdom.

**We have reached a turning point.
The data is clear.**

**NOW IS THE TIME TO
DEMAND ACTION.**

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. Now, the psoriatic disease community unites to demand action. A WPD Petition representing the voice of over 60 million people living with psoriatic disease reached over 1000 signatures this year and it is only the beginning of a major change.



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

Help us bring 500,000 signatures to the UN
High-Level Meeting on Noncommunicable
Diseases in 2025.

Be a part of progress.

Sign the petition at

psoriasisday.org

IFPA Members united to **take action.**
Worldwide.

IN AFRICA

The South African Psoriasis Association kicked off their 2021 World Psoriasis Day activities with live broadcasts featuring clinical psychologist Daniel den Hollander and specialist dermatologist Dr. Docrat. They took a deep dive into the topic of psoriatic disease and provided a compelling conversation about mental health. Patients were inspired to remain resilient and hopeful while undergoing treatments, and encouraged to unite. Because together we can make a difference.



View all global activities collected
on one World Psoriasis Day Map

psoriasisday.org

IFPA Members can explore
detailed reports from each country.

[Log into ifpa-pso.com](https://ifpa-pso.com)

IN AMERICA



For our friends in Brazil, World Psoriasis Day also marked a special breakthrough in treatment. Biologics was finally included in the private psoriatic disease treatment plans by the Unified Health Systems.

Psoriasis Brazil organized their first international forum. EDUCARE provides science based information to patients, their families, medical professionals, and students. The audience attended completely free-of-charge to learn about psoriatic disease, its treatment, and existing policies in Brazil. EDUCARE ensures that people living with psoriatic disease know their rights. The Brazilian campaign united over one million people!

Watch an overview of the forum on YouTube: <https://www.youtube.com/watch?v=uhMC2QLx9J0>

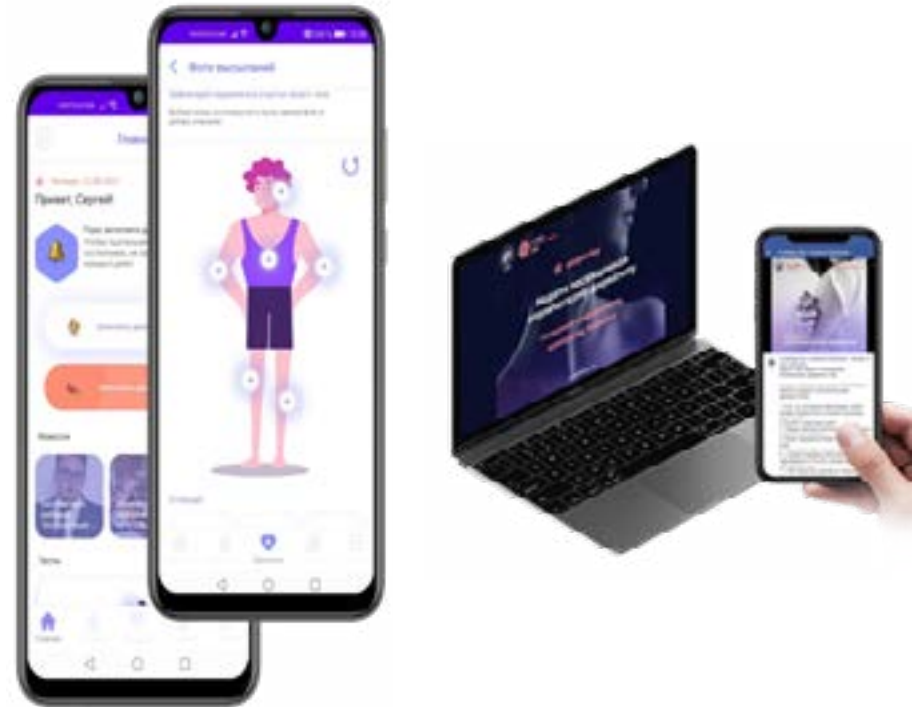
AEPSO in Argentina developed inspirational videos renewing their commitment to fight psoriatic disease. Patient testimonials told real-life stories of debilitating consequences of disease, and invited everyone to unite for the same goal: to sign the World Psoriasis Day petition. The initiative was well received on social media with 170,000 reproductions on Instagram and Facebook.

AEPSO further illuminated the depth of the psoriatic disease during a two-day congress called Psoriatika. Over 1,000 patients from Colombia, Uruguay, Chile, Bolivia and every Argentine province registered to the event. 46 speakers shared crucial knowledge to navigate psoriatic disease.



IN ASIA

Psoriasis Association Taiwan collaborated with various medical professionals across the country to raise awareness on World Psoriasis Day. Activities included online lectures and live sessions that invited participants to talk about evidence-based medicine, new treatments, and – most importantly – mental health. A highlight was a set of stickers used across social media channels. The cute bears showed different emotions of what it's like to have psoriatic disease.



On World Psoriasis Day, the Interregional Charitable Public Organization “**Skin and Allergic Diseases**” in Russia embodied the credo UNITED by organizing a high-level digital seminar for the psoriatic disease community where medical doctors shared their knowledge. They conducted a survey of satisfaction with care in the profile of dermatovenereology and provided community members with free psychologist consultations. In addition to all these efforts to raise awareness, the association invited everyone to use their app to analyze the state of the skin, track dietary patterns, and find skin clinics nearby.

IN EUROPE



In Belgium, **Psoriasis Liga** hosted an engaging conference on the most recent therapies for psoriatic disease. It started with two plenary meetings. Dr. Tom Hillary (University of Leuven) discussed innovations in all treatments including, local, light and systemic treatments. In the second meeting, Prof. Jo Lambert (University of Ghent) provided an update on biologics. The event continued with workshops about nutrition and skin care, and ended with a fun and relaxing quiz and reception. Attendees received a well-filled goodie bag of skin care products to take home.

PSO Portugal launched a humorous series called PSOFriends based on the qualitative study “Psoriasis: The Impact of Disease on Young People in Portugal.” The initiative brings Portuguese youth with psoriatic disease together with health professionals to confront themes like mental well-being, management of stress and anxiety, self-esteem, and sexual intimacy. The cast includes specialists from different fields such as dermatology, rheumatology, psychology, nutrition, sexology and even sport coaching.

The first episode of PSOFriends with English subtitles can be seen here: <https://youtu.be/63AEXdlpCRs>



Psoriatic disease can affect anyone regardless of the age, sex, or skin color. It can be triggered by stress or injuries to the skin. It is not curable, but it is NOT contagious.

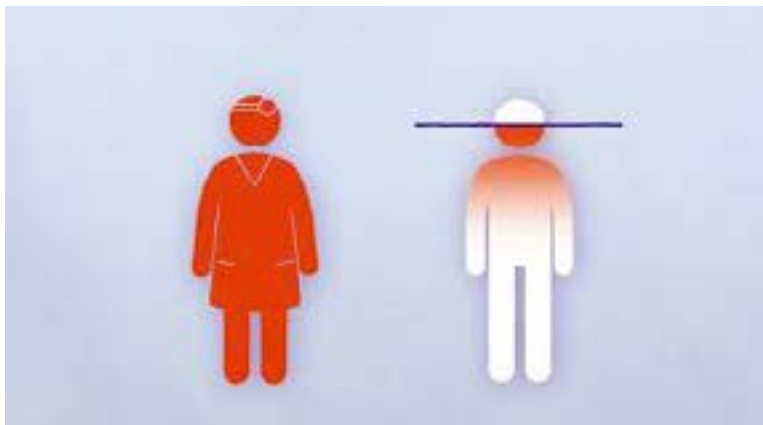
One in three people still believe that psoriatic disease only affects the skin but it affects the whole body from the joints to the heart to mental health.

UNITED we are working to tackle challenges head-on.

We must:

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





Society at large does not know enough about psoriatic disease. People with psoriatic disease are left to manage stares or being asked if they're contagious. Whether at work or in relationships, we can do more.



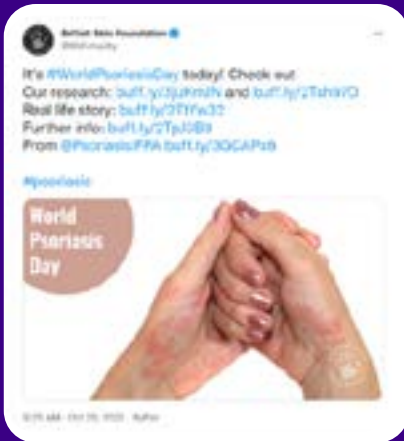
STOP discrimination
STOP body shaming
STOP stigma

UNITED we presented cutting-edge science to inspire leaders to take a major step forward this year.



BE mindful
BE open
LEARN more at psoriasisday.org

IFPA's network makes a **UNITED** impact.



IFPA Ambassadors **UNITED** to speak up.

These everyday heroes spoke up for change on all fronts. As people with lived experience, IFPA Ambassadors have a unique perspective on the impact psoriatic disease has on life, work, and family. Their expertise puts them in the best position to suggest improvements to policies and delivery of services. On World Psoriasis Day IFPA Ambassadors publicly raised their voices to call on decision-makers, demand patient involvement in research, and strengthen the psoriatic disease community.



When you love yourself, you bloom. When you love yourself, you radiate confidence and positivity. When you love yourself, life gets lighter. When you love yourself, your flaw becomes a beautiful thing that teaches you lessons

– Chiara Lionel Salim



After working so hard in 2020 to regain some movement and fitness, I am leaving 2021 crippled. Unable to lift my son some days. I can look back on a year of pain, anger and grief, or focus on what I achieved despite these obstacles. I became one of the first IFPA international ambassadors. I started working with NRAS as part of their Rheum for Inclusion Advisory Board, meeting incredible people. The Pain Company was launched, and later, 'Joel vs Arthritis' became an actual publicly listed business

– Joel Nelson



I don't think I would have ever guessed sitting on that doctor's table that this is what I would have created out of that diagnosis. But I did and I'm so happy to get to share.

– Helen Wangui Gatherer



Bared my skin in front of new friends today. This made me recall an incident where I ran into the stinky bathroom to hide as I bumped into my primary schoolmate in a public pool. I was 17. Never thought I would be able to get over that shame and fear. I'm truly living. Growing into your own person is pretty cool. Hold on tight to life guys, it gets better, I promise.

– Rocyie Wong

IFPA partners **UNITED** to spread knowledge.

Abbvie launched a social media campaign to share important messages on the impact of psoriatic disease.

Almirall launched the campaign *Shedding Light on Psoriasis* in support of World Psoriasis Day 2021 to raise awareness about the daily challenges faced by people living with psoriasis and to highlight the importance of ensuring their wellbeing. Watch here: <https://vimeo.com/user24524635/review/642634412/140d377279>



Amgen and IFPA created the UPLIFT Innovation Challenge in response to the undertreatment and strong disconnect between patients' perceptions and standard measures of disease severity documented in the 2020 UPLIFT survey. Data from UPLIFT was presented virtually during the 6th World Psoriasis & Psoriatic Arthritis Conference (WPPAC), June 30 - July 3, 2021.

"As the world continues to fight against the COVID-19 pandemic, it is more important than ever for those impacted by a psoriatic disease to unite as a community and share information on the disease, along with treatment options. By uniting forces, people can have the right tools to support those with psoriatic diseases." Read **Bristol Myers Squibb's** interview with IFPA here: <https://www.bms.com/life-and-science/news-and-perspectives/spreading-awareness-about-psoriasis-in-partnership-with-ifpa.html>

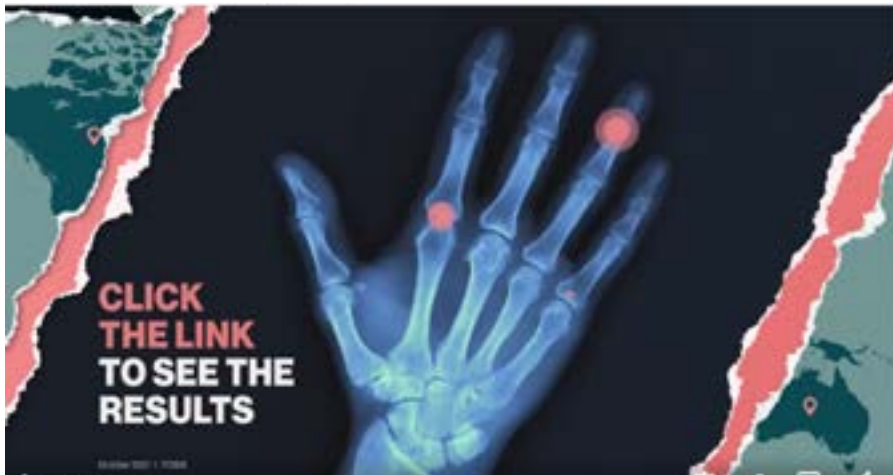
Boehringer Ingelheim has been supporting World Psoriasis Day through numerous social media posts spreading awareness about the toll this condition has on individuals' lives. In addition, BI developed awareness videos and a microsite called *GPP and Me* to draw attention to a rare, severe form of psoriatic disease: Generalized Pustular Psoriasis.

Janssen invited IFPA's Executive Director, Frida Dunger Johnsson, to speak with their Middle Eastern psoriasis team, and share patient perspectives. Janssen followed and strengthened the World Psoriasis Day campaign on social media.

On World Psoriasis Day, **LEO Pharma** shared a simple message of solidarity and unity with those affected by psoriasis. "#EverydayPsoriasis is about showing the value of community in supporting one another through the everyday challenges of the condition." Watch this video: <https://www.youtube.com/watch?v=QANopN5FztU>

On the national level, **Eli Lilly** translated and shared IFPA's social media messages through local platforms.

Novartis and IFPA released the first results from *Psoriasis and Beyond: The global psoriatic disease study*. The study's webpage brought the data to life with infographics and a powerful film. The initiative celebrates World Psoriasis Day's goal to spread awareness of psoriatic disease.



Pfizer contributed to IFPA's World Psoriasis Day campaign.

UCB championed the theme of World Psoriasis Day 2021 by emphasizing the importance of collaborations with the dermatology community to better meet the evolving needs of patients. UCB released an article detailing their engagement with researchers, clinicians, and advocacy groups from around the globe including IFPA. Read the interview with IFPA here: <https://www.ucb.com/patients/magazine/detail/article/Together-we-can-make-a-difference-on-World-Psoriasis-Day>

Now Act

Our community is united. Now we build upon the progress of World Psoriasis Day 2021 to fight for people living with psoriatic disease. Everywhere.



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