



INTERNATIONAL FEDERATION  
OF PSORIASIS ASSOCIATIONS

# IFPA ACTIVITY REPORT 2013



## IFPA ACTIVITY REPORT 2013

Dear friends,

The year 2013 was a momentous one for IFPA, as we came a very big step closer to global recognition of psoriasis as a serious, noncommunicable disease. We have also been participating in or leading a number of other activities, and we hope that you will find this activity report of interest.

The year started with the WHO being asked by member states Argentina, Ecuador and Panama at the WHO Executive Board meeting in January to put psoriasis on the agenda. This was accepted by the Executive Board, which then proceeded by asking the WHO Secretariat to provide the Executive Board members with a report on psoriasis, to be discussed along with the draft resolution on psoriasis at the next meeting of the Board in May. Interestingly enough, the Secretariat did not simply provide the scientific facts on prevalence, aetiology and treatment in this report, but also thought to include a number of nation-level key actions to improve the care for people with psoriasis, such as:

- (a) ensuring the commitment of policy-makers and provision of adequate managerial support;
- (b) improving access to services and essential medicines to manage psoriasis;
- (c) education and training for health care providers, particularly in primary care settings;
- (d) creation of a core network of dermatologists and other relevant specialists that can be expanded in response to demand;
- (e) organization of health-education, counselling and self-care programmes for patients with psoriasis;
- (f) establishment of effective mechanisms that foster the development of organizations, providing support for people with psoriasis and their families.

IFPA feels that these key actions should be communicated nationally both by the patient organizations and the medical professional societies and used as a tool to help ensure the best possible treatment and care of people with psoriasis.

As you all already know, the draft resolution on psoriasis was put before the WHO Board on May 28 and unanimously adopted, which entailed its inclusion for discussion at the 2014 World Health Assembly. As this is written, the 67th World Health Assembly has just concluded and it is with great joy and gratitude we are able to say that the psoriasis resolution was adopted. We wish to yet again thank all our members and partner organizations for the hard work and dedication you have put into this on both the national and regional level!

In June we had the privilege of meeting the majority of our member organizations as we gathered in Madrid for the IFPA General Assembly meeting and World Psoriasis Day Supporters Training Meeting. We there had the pleasure of welcoming two new members into the IFPA Executive Committee, Leticia Lopez from Puerto Rico and Ragnar Akre-Aas representing Norway. The IFPA EC would like to take this opportunity to thank the members for the continued trust in taking this organization forward successfully. We also thank outgoing EC members Prof.Dr. Joachim Barth and Valgerdur Audunsdottir for their many years of service and friendship.

During the latter part of the year the main focus of our activities was certainly World Psoriasis Day with its theme of "Global access to treatment" and also the conclusion of IFPA's successful Under the Spotlight project. Both activities came together nicely in the special film produced on the WPD theme and we hope that you will be able to make good use of this and the other excellent films available in the Inspiration Pack or on the IFPA websites. We also started discussions with global medical societies on a collaboration project with the objective of mapping the prevalence of psoriasis, as well as the burden of disease, and are very happy to say that we now have formed a consortium together with the International Psoriasis Council and the International League of Dermatological Societies with the aim of producing a Global Psoriasis Atlas. This will be done under the auspices of the ILDS project Grand Challenges in Global Skin Health.

In 2013 we also had the pleasure of welcoming several new members to IFPA, representing Bulgaria, Canada, Croatia, Russia and Vietnam, as well as a new Associated member, representing Ireland! Even if we during the year have lost some members due to inactivity or disbandment, we have still increased by two member organizations since last year and ended the year with 50 members on five continents!

On behalf of the IFPA Executive Committee and Secretariat we wish to thank you all for your continued commitment to the psoriasis community and for the trust that you have put into us as we endeavor to improve the lives of more than 125 million people with psoriasis.

Your friends,



Lars Ettarp  
President  
IFPA



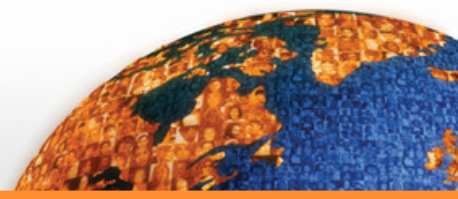
Hoseah Waweru  
Vice President  
IFPA



Barbra Bohannon  
Head of Operations and Strategic Communications  
IFPA Secretariat



IFPA members from all over the world gathered for the IFPA General Assembly in Madrid, June 2013.



## Main IFPA projects

### IFPA Advocacy project – global recognition of psoriasis

Throughout the year a large number of activities and communications were all geared towards achieving recognition of psoriasis as a serious, noncommunicable disease. They are too many to mention, but a few key actions/activities are listed below.

#### IFPA 8 STEP Roundtable guide



At the member meeting in Madrid, we had the pleasure to introduce the 'IFPA 8 STEP Roundtable Guide' which was developed to help our members implement a roundtable meeting in order to gain support for the WHO psoriasis resolution and national psoriasis policy issues. In order to achieve visibility locally and for national results, engaging national KOLs, policymakers and the media in one event is most helpful, and a round table event will accomplish this. The Guide explains the reasons and a detailed process in developing and implementing this type of meeting and IFPA hopes that its members will find it very helpful.

#### World Health Assembly Side event on psoriasis, May 27

In order to give the World Health Assembly delegates a better picture of psoriasis and the burden it places on an individual and on society, Argentina, Ecuador and Panama hosted a side event on May 27, in collaboration with IFPA. As psoriasis and the resolution on psoriasis/World Psoriasis Day were to be discussed at the WHO Executive Board meeting following the World Health Assembly, this was the opportune time to inform the WHO member representatives about psoriasis, World Psoriasis Day and IFPA.

The side event featured representatives from the Permanent Missions of Panama and Ecuador, Dr Shanthi Mendis from the WHO, Lars Ettarp and Barbra Bohannan from IFPA and Professors Peter van de Kerkhof, (then) President of the International Psoriasis Council (IPC), and Wolf-Henning Boehncke, President of the Group for Research and Assessment of Psoriasis and Psoriatic Arthritis (GRAPPA). The program also featured one of the newly produced films, "The burden of psoriasis", driving awareness of the impact of all aspects of psoriasis.

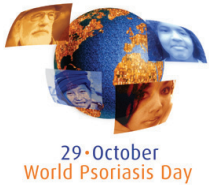
Approximately 60 persons from a large number of WHO member states participated in the side event and many of them expressed their support for the psoriasis community and the resolution. Many also had questions after the event and wished to have more information about psoriasis. Our warmest thanks to the speakers and hosting countries!



#### WHO 133rd Executive Board meeting

As has been previously mentioned, psoriasis was on the agenda for the 133rd meeting of the WHO Executive Board, and IFPA was present under the auspices of the International Alliance of Patients' Organizations (IAPO). The report written by the WHO Secretariat to give the Executive Board and the Member states an overview of psoriasis was met with gratitude by the delegates and several of them expressed their support for the recommended actions mentioned therein. Specifically, many of the comments were in support of greater awareness to combat stigma and discrimination, and also more research into the epidemiology and pathology of psoriasis. Several representatives also called for improved access to treatment and care.

As a member of IAPO, IFPA also had the opportunity to make an intervention during the Board meeting. The statement called upon the Board to adopt the psoriasis resolution and encouraged WHO member states to take note of the recommended actions in the WHO psoriasis report. It was to our great pride and joy that the WHO Executive Board unanimously adopted the resolution on World Psoriasis Day, and we thank the many co-sponsoring countries of the resolution for their support and all the hard work they have carried out on behalf of all people with psoriasis!



## World Psoriasis Day 2013

The theme for World Psoriasis Day 2013 was “Global access to treatment”.

The key messages for the 2013 theme were the following:

Core message—“Psoriasis knows no borders—access to treatment for all!”



Leticia Lopez, APAPP & IFPA EC

Supporting messages:

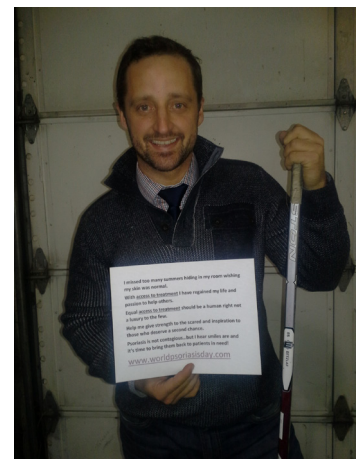
- More than 125 million people with psoriasis need and deserve access to treatment
- Psoriasis treatments are available – but not to all
- Treating psoriasis early and effectively lessens the burden of disease for the person, the family and the community
- Treat the patient – save the person



Annika Rastas  
IFPA Secretariat

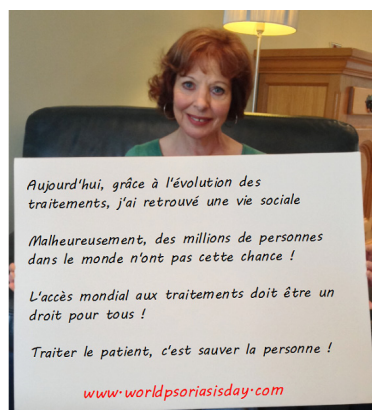


Kathleen Gallant, NPF & IFPA EC



Brooks Harvey, CAPP

The 2013 photo campaign featured testimonials from people with psoriasis sharing their story in regards to access to treatment—what access to treatment has meant for them as individuals, their families and communities, or what impact the *lack* of treatment has had on a person’s life.



Antoinette Romeo, GIPSO

Reports and photos from national and regional World Psoriasis Day activities are available in the “World Psoriasis Day 2013 national activity report” and in the “World Psoriasis Day 2013 General summary of activities”.

## Under the Spotlight

World Psoriasis Day also saw the première of 20 new individual Under the Spotlight films as well as the fifth, and final, Under the Spotlight documentary.

This final documentary reflects the journey that has been made through this project and we are very happy to share it with the world on the Under the Spotlight website, [www.underthespotlight.com](http://www.underthespotlight.com).

## Under the Spotlight wins award!

At the end of the year, this groundbreaking documentary film project made it into the spotlights itself, as a nominee to the Pharmaceutical Market Excellence Awards in the category “Excellence in Patient Focus”. The PMEA are annually awarded by PM Publishing Group to projects run by patient organizations, healthcare agencies, trade organizations, pharmaceutical companies and the like, that deliver clear benefits for stakeholders.

To our great joy IFPA and Under the Spotlight were chosen as the winners by the jury and the reason the jury gave for this decision resonates well with our own feelings for the project:

“This ambitious and effective globalisation programme successfully raised the profile of psoriasis, showing it to be a worldwide problem. Driven by excellent insight it was impressive in both ambition and scale and raised awareness of the deep emotional impact of this disease on sufferers. They did all the right things really well!”

Our heartfelt thanks go to all the individual “Spotlighters”, all the national teams, to our project partner AbbVie and to our dear friends and project managers at Lucid for making this wonderful project not only a reality, but a great success!



A very happy IFPA/Lucid team accept the award in London.



The award.

## Internal meetings

### IFPA member meetings in Madrid—highlights

In June, IFPA had the great pleasure of welcoming the IFPA members to Madrid, Spain, for two full days of workshops, seminars and for the formal meeting of the IFPA General Assembly.

#### IFPA Informal member meeting, June 15

Saturday June 15 started with an excellent presentation by Josef de Guzman on “Disability—a human rights perspective” and its connection to psoriasis. The presentation also featured a short workshop where the attendees were asked to split into groups to discuss and visualize with a drawing what the perfect world for the psoriasis community would look like.

IFPA and its members are working hard to affect change in global and national health policy. One way of doing this is to arrange “roundtable” meetings/events with all the stakeholders in psoriasis to discuss what needs to be done to improve the situation for people with psoriasis. Craig Ludwig and Ole Henriksen from IFPA consultants Last Mile held

a presentation on how to “Think globally—act locally”, giving thorough examples on how to work on a national level to strengthen also the global health policy.

### **Formal meeting of the IFPA General Assembly**

After a break, the formal meeting commenced, where Randy Beranek (US) was voted as Chairman and Linnéa Lindström (Sweden, IFPA Secretariat) was voted Secretary. The first part of the meeting covered IFPA’s activities and finances with reports from Lars Ettarp (President) and Joachim Barth (then Treasurer) respectively. Two proposals on amendments to the IFPA Constitution regarding member activity and unpaid membership fees respectively were presented by Hoseah Waweru (Vice President) and these were adopted unanimously by the General Assembly.

Reports were also given by the Chairs of the IFPA Committees: Kathleen Gallant (Task Force on NCDs), Silvia Fernandez Barrio (Regional and National Development) and Josef de Guzman (World Psoriasis Day Steering Committee). Reports from the regional presidents Ronan Farrelly (Europe), Silvia Fernandez Barrio (Latin America), Josef de Guzman (Asia Pacific) and Hoseah Waweru (Africa) followed. A short report was also given by Randy Beranek on activities in the US. Joachim Barth recommended to the General Assembly that the membership fees remain as they are also for the next period, and this was also adopted unanimously.

The nominated candidates for the Executive Committee were then given a few minutes each to introduce themselves and to state which position within the EC they were running for. The candidates present were the following:

Lars Ettarp, Sweden, for President  
Hoseah Waweru, Kenya, for Vice President  
Kathleen Gallant, USA, for Secretary  
Josef de Guzman, Philippines, for Treasurer  
Silvia Fernandez Barrio, Argentina, for Member at Large  
Leticia Lopez, Puerto Rico, for Substitute  
Ragnar Akre-Aas, Norway, for Substitute

The voting took place after the lunch break and all the candidates present were voted in, with Leticia Lopez as Substitute 1 and Ragnar Akre-Aas as Substitute 2. Joachim Barth was formally thanked for his many years of service to IFPA as its Treasurer, and received a small gift as token of our gratitude.



New IFPA EC, left to right: Hoseah Waweru, Leticia Lopez, Kathleen Gallant, Silvia Fernandez Barrio, Lars Ettarp, Ragnar Akre-Aas, Josef de Guzman

### **World Psoriasis Day Supporters Training Meeting, June 16**

Day 2 of the IFPA member meetings was dedicated to education and training in a number of areas. The day featured, among other things, the report of the WPD 2012 activities as well as the theme and messaging of WPD 2013, focusing specifically on the photo testimonial campaign: “Treat the patient—save the person”.

Joachim Barth gave an outstanding overview of the psoriasis treatments in the pipeline, concluding that there is certainly hope for the future for people with psoriasis. However, getting access to the treatments isn't always easy, but through hard work and commitment it can be done, which was shown by the workshop headed by Hoseah Waweru and Silvia Fernandez Barrio, where the members had the opportunity to share best practice and ideas on how to ensure that the best treatment and care becomes available for people with psoriasis in all countries.

Communication is key, in everything that we do, and a whole symposium was focused on how to maximize outreach of our messaging with the tools we have at hand. Barbra Bohannon (then IFPA Director of Communications) gave a brief overview of what IFPA's communication strategy is for 2013 and which channels are being used by IFPA to inform and educate all stakeholders. Per Hånell, Editor in Chief of the Swedish Psoriasis Associations Magazine, then took the floor to give the audience excellent tips on how to create good relations with the media and how to work actively on messaging. Andrew Spong, social media health guru and IFPA's Twitter consultant, held the next presentation, which was focused on how to use social media tools such as Twitter, Facebook and YouTube to reach a very wide audience at low or no cost.

After the lunch break, Lars Ettarp gave an overview of the results of the IFPA "Access to treatment survey", in which 25 IFPA member countries participated. The results of the survey show that the majority of psoriasis treatments are indeed available in many countries, but due to high costs and little or no coverage by either state or insurance companies access is limited. The survey also showed that one specific area of treatment, climatherapy (helio- and balneo-therapy combined), has very limited availability to psoriasis patients in the participating member countries.

Stigma is a major, and difficult, issue for many people with psoriasis, as was made evident by the survey conducted by IFPA on the subject in 2011. A special symposium on stigma featured a most educational presentation on how the leprosy community, represented by ILEP, the International Federation of Anti-Leprosy Associations, work actively to combat stigma. Doug Soutar, ILEP's General Secretary, presented the challenges of stigma and leprosy and the excellent guidelines that ILEP have developed to help come to terms with this problem. These guidelines are well worth a read and can be downloaded on ILEP's website.

Barbra Bohannon then took the floor to give more examples on how to actively fight stigma and discrimination of people with psoriasis, by showing other examples of good actions and activities, both from other organizations, such as the Livestrong Foundation, but also from IFPA members.

Kathleen Gallant proceeded with an overview of the strategic work planned to ensure that the resolution on psoriasis would be adopted by the World Health Assembly in May 2014. It is of great importance that all our member organizations work towards this goal, both at national and regional levels, by informing their Ministry of Health and other public health authorities as well as the WHO regional organizations about the resolution, World Psoriasis Day and how this can affect the psoriasis community in a very positive way.

Josef de Guzman took the floor to share a successful training/coaching program for Allied Health Professionals called PsorCare (Psoriasis Coaches All-Round Education), which aims to enhance the communication skills of health-care practitioners who work with psoriasis patients.

After a break the corporate partners supporting IFPA's Advocacy project and World Psoriasis Day were able to shortly introduce themselves and how they can collaborate with IFPA and the psoriasis associations on and around World Psoriasis Day.

The final presentation of the day was a celebration of the 5 years of Under the Spotlight and the immensely successful program this has been for IFPA and its participating members. Annika Rastas gave a most eloquent, and also personal, history of the project and Barbra Bohannon introduced the "UTS Inspiration Pack", a collection of films and material from Under the Spotlight for all IFPA members to use in their continued advocacy and awareness work. The "Inspiration Pack" features, among other films, three new short films to use when informing policy makers, and others. One of the films, "Access to treatment", was shown as a part of the presentation and was received with great enthusiasm. The films included in the pack were also made available in a format for subtitling, so that the IFPA members can adapt them to their local language.

After a few concluding remarks by Lars Ettarp the meeting was closed and the participants could enjoy a networking mingle with Spanish delicacies at the venue.





## External meetings

### IFPA media workshop at the 71st meeting of the AAD

The annual meeting of the American Academy of Dermatology was this year held in Miami and in conjunction to this large congress IFPA hosted a media workshop titled "The Next Frontier for Psoriasis: Advancing Medical Innovation in Care and Treatment to Improve Patient Outcomes".

The workshop was aimed at members of the media and gathered journalist from a number of different countries.

During the workshop the attendees could listen to presentations by Lars Ettarp and Kathleen Gallant, who spoke about IFPA and psoriasis as a public, and global, health challenge and what IFPA and our members are campaigning for in regards to the WHO and its member states. Professors Kenneth Gordon and Richard Langley gave presentations on the current treatment options for psoriasis treatments in the pipeline. The last presentation was by Mrs Susan Freeman, a psoriasis patient from the US who related her experiences of life with psoriasis to the assembled audience. The meeting was also filmed and streamed live through a link on IFPA's website.

### WHO Self-care workshop

In April IFPA was invited to participate in a workshop at the World Health Organization (WHO) entitled "Dialogue on strengthening Self-Care of Noncommunicable Diseases", 3 April 2013. On 4th of April 2013, WHO launched the World Health Day activities with focus on 'Hypertension to Prevent Heart Attacks and Strokes' and WHO wished to use this opportunity to organize the 'Self-Care' workshop to listen to views and proposals of NGOs on the role they can play in collaborating with WHO to strengthen self-care for people suffering from NCDs, such as psoriasis and psoriatic arthritis. Representing IFPA at this meeting were Lars Ettarp, Josef de Guzman and Kathleen Gallant. The World Health Organization (WHO) is promoting self-care to strengthen a whole of society approach to address noncommunicable diseases.

In connection to the World Health Day, IFPA issued a global press release calling for better screening of psoriasis patients for hypertension, as it is a common and serious comorbidity associated with psoriasis.

### EULAR Madrid

In June IFPA had the pleasure of participating for the first time ever as exhibitors at a EULAR congress in Madrid, Spain. EULAR, the European League against Rheumatism, arrange large annual congresses, gathering leading experts, specialists within the field of rheumatology and related patient organizations from all over the world. This congress also gave IFPA the opportunity to collaborate with our Spanish member association, Acción Psoriasis, as they shared our booth and could provide the congress delegates with information about psoriasis and psoriatic arthritis in Spanish.

During the congress IFPA also had an active Twitter feed, covering all the scientific sessions on psoriatic arthritis to keep our followers updated on the latest research within this field.



### UN High-level meeting on disability

At the United Nations High-level meeting of the General Assembly on disability and development in September, IFPA was represented by Lars Ettarp and Kathleen Gallant.

The theme for the meeting was "The way forward: a disability inclusive development agenda towards 2015 and beyond" and the focus of the meeting was to produce an action-oriented Outcome Document in support of the aims of the Convention on the Rights of Persons with Disabilities and the realization of the Millennium Development Goals and other internationally agreed development goals for persons with disabilities.

During the meeting, a number of side events were hosted by both civil society and member states, of which one was of special interest to IFPA. Entitled "NCDs and Disability: Creating Synergies, reducing inequalities, advancing development" it featured speakers from the WHO, government representatives and civil society and had as its main objectives to:

1. Raise awareness about the relationship between NCDs and disability and the consequent social and economic impact, particularly in low and middle income countries
2. Highlight needs and challenges of persons with disabilities with regard to access to adequate and nondiscriminatory health and social services
3. Share examples of best practices of policies, programs and health services to better meet the needs of persons with disabilities.

The side event was an excellent opportunity to learn more about what is being done both nationally and globally to create greater understanding for the often disabling natures of NCDs.

## **EADV Congress Istanbul**

Between October 2-6 the 22nd Congress of the European Academy of Dermatology and Venereology (EADV) with the theme “Dermatovenereology in a changing world” was held in Istanbul, Turkey.

IFPA was represented at the Congress by both its Executive Committee and Secretariat and also had a booth in the exhibition. During the Congress IFPA arranged information meetings for its professional and corporate partners, to discuss the latest developments with the psoriasis resolution and inform about IFPA’s activities.

The resolution and IFPA were also featured on the front page of the EADV Newsletter, which was provided to all the Congress delegates. IFPA hereby wishes to thank the EADV for their continued support and for the close, and warm, collaboration we enjoy with this distinguished organization!

IFPA also provided extensive coverage of all the scientific sessions covering psoriasis via Twitter through the account @PsoriasisIFPA, and was ranked as the most influential voice on Twitter reporting from the EADV Congress.

## **New members**

### **IFPA welcomes new members**

In 2013 IFPA was delighted to welcome six new members to the IFPA family!

The new members are the Croatian Psoriasis Association, the Canadian Association of Psoriasis Patients, the Irish Skin Foundation, the Vietnam Psoriasis Network, the Interregional Charitable Non-Governmental Organization “Society of Patients with Psoriasis” in Russia and the Association of people suffering from psoriasis and psoriatic disorders in Bulgaria.

## **Reports from IFPA regional members**

### **Asia Pacific – PsorAsia Pacific**

#### **PsorCARE-program**

PsorCARE (Psoriasis CoachesAllRoundEducation) is an educational program organised by PsorAsia and supported by LEO Pharma. It aims to enhance the communication skills of health care professionals (HCPs), such as nurses and pharmacists, who are currently caring for psoriasis patients and strengthen HCP-patient relationships by providing valuable disease and treatment information and emotional and psychological support in collaboration with other allied HCPs and patient support groups.

The first ever PsorCARE training and workshop for nurses was held on January 26, 2013 at Tan Tock Seng Hospital in Singapore and was attended by 25 nurses. The event was in cooperation with Singapore Nurses Association.

#### **PsorAsia meeting with regional Key Opinion Leaders**

PsorAsia also held a meeting with regional KOLs in HongKong. President of PsorAsia, Josef de Guzman, presented the work that IFPA and PsorAsia are doing on and around World Psoriasis Day and also in regards to the draft WHO resolution on psoriasis. It was also an important opportunity to advise the KOLs on how to encourage the formation of new patient organizations and how to collaborate even closer with those already in place.



PsorAsia President Josef de Guzman with regional KOLs.

## **Europe - EUROPSO**

In May EUROPSO held its General Assembly in Trim, Ireland. At this assembly the new board was elected for the upcoming three years. The new board members elected were:

President: Ronan Farrelly, Ireland

Vice President: Rolf Dybwad, Norway

Treasurer: Viveca Lindahl, Sweden

Secretary: Inka Marinic, Croatia

Board member: André Cats, The Netherlands

1st substitute: Celia Marin Rancel, Spain

2nd substitute: Zuzana Capcikova, Slovakia

3rd substitute: Ottfrid Hillmann, Germany

## **Psoriasis 2013 congress**

EUROPSO was also present at the 4th Congress of the Psoriasis International Network (PIN) held July 2013 4-6 at the Palais des Congres in Paris, France. EUROPSO had a booth at the event where everyone could get more information about the organization and its projects.

## **EUROPSO Youth Round Table**

The weekend 11th October – 13th October 2013 was dedicated to the first EUROPSO Youth Round Table. 16 young people, aged 18 – 25, from nine European countries (Croatia, Czech Republic, Denmark, Finland, Germany, Slovakia, Slovenia, Spain and Sweden) three members of the EUROPSO Executive Board, two external speakers and two guests from the Croatian PSO Association experienced and enjoyed a weekend which was characterized by three highlights: useful medical information, active working group sessions and exciting evenings.

## **EUROPSO psoriasis event European Parliament**

On 6 November 2013, EUROPSO organized a roundtable event in the European Parliament in Brussels on “Tackling the chronic disease burden in Europe: the case of psoriasis”. Organized with the financial support of Janssen, the event was hosted by MEP Nessa Childers (Ireland) and gathered representatives of patients’ associations, healthcare professionals, industry and policy-makers to discuss solutions to the burden of chronic diseases in Europe, with a special focus on psoriasis.

## **Latin America – LATINAPSO**

### **Fifth meeting of Latinapso**

The Fifth Meeting of the Latinapso Network took place in Madrid, Spain from 17th to 19th of June 2013, as part of the IFPA General Assembly and The Training Meeting for the World Psoriasis Day.

During the meeting, each association had the opportunity to describe their actions and best practices and also to get involved about the WHO resolution about Psoriasis Day and the local and political actions to promote in their countries and strengthen their actions.

During the regional meeting, the leaders from ten countries (Argentina, Brazil, Chile, Colombia, Ecuador, El Salvador, México, Panamá, Puerto Rico, Venezuela) shared their experiences and received coaching about how to know better their stakeholders, strategic plans, and funding development. Also they could share a workshop with the pharmaceutical leaders to know each expectations about the patient’s association’s development.

### **World Psoriasis Day Campaign**

As every year, Latinapso coached and supported the WPD campaign within all the members associations recalling the global campaign “Access to treatment!” Due to each country commitment they spread the message through different actions as:

- 52 Conferences
- 70 mass media impacts
- 9 Urban Actions on 29th October

These numbers show the work from Argentina, Brazil, Panamá, Puerto Rico, Perú, Venezuela and Uruguay since during September 2013 Chile, Colombia, Ecuador, El Salvador and México decided to withdraw from the network.

The countries that remained working in Latinapso continue inviting new members in order to empower the region.



**INTERNATIONAL FEDERATION  
OF PSORIASIS ASSOCIATIONS**

The International Federation of Psoriasis Associations (IFPA) is a non profit organization made up of psoriasis associations from around the world.

IFPA unites psoriasis associations so that their global campaign for improved medical care, greater public understanding and increased research will improve the lives of people who live with psoriasis and psoriatic arthritis and explore the challenges psoriasis presents to the international psoriasis community.

**Worldwide unity for people living with psoriasis**

IFPA gives nonprofit psoriasis associations a global voice to campaign on behalf of people who have psoriasis and psoriatic arthritis. IFPA provides the unity that strengthens everyone's ability to support research that will someday find a cause and a cure for these diseases.

**IFPA Vision**

A world without human suffering from psoriasis

**IFPA Mission**

To be the unifying global voice of all psoriasis associations, supporting, strengthening and promoting their cause at an international level

For more information about IFPA and our activities, please visit  
[www.ifpa-pso.org](http://www.ifpa-pso.org) and [www.worldpsoriasisday.com](http://www.worldpsoriasisday.com).

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Like us on Facebook: [www.facebook.com/IFPA.GLOBAL](https://www.facebook.com/IFPA.GLOBAL)