



WORLD
ATOPIC ECZEMA
DAY

PATIENT ORGANIZATION

World Atopic Eczema Day

TOOLKIT 2023

#IfYouOnlyKnew



International Alliance of
Dermatology Patient
Organizations

GLOBALSKIN.ORG



European Federation of Allergy and Airways
Diseases Patients' Associations



Intro

Atopic eczema is one of the most prevalent skin diseases in the world and one of the most under-recognized. Atopic eczema is often dismissed as “just a skin condition,” and patients’ needs are not addressed in a supportive and timely manner.

The Atopic Eczema Community comes together every year on September 14th to raise awareness for the disease, to speak up about the burden it has on patients and caregivers, and to recognize the need for care and treatment that is reflective of the multidimensional nature of the disease.

Annual Awareness Campaign

The World Atopic Eczema Day campaign is developed annually in partnership between the International Alliance of Dermatology Patient Organizations (GlobalSkin) and the European Federation of Allergy and Airways (EFA).

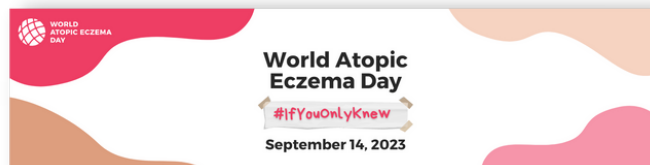
Every year offers a new focus, and new tools and graphics are developed to help organizations around the world unite with their own World Atopic Eczema Day campaigns.

Tools

All of the elements needed for World Atopic Eczema Day can be found both in this Toolkit, as well as on the [GlobalSkin website](#) and [EFA's website](#). Having ease-of-use in mind, we are offering easy-to-implement strategies and tools that can be downloaded and pulled from our website in seconds.

Here is a list of tools available in this toolkit, at your fingertips:

- Shareable social media graphics (Sized for Facebook, LinkedIn, Twitter and Instagram)
- Social platform banners (Sized for Facebook, Instagram, LinkedIn and Twitter)
- Template Press Release
- Template Support Letter
- Outreach scripting





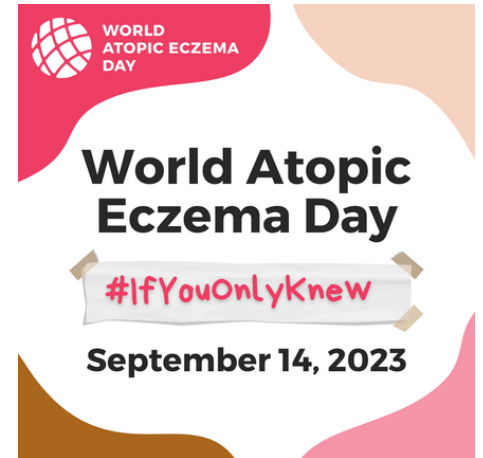
2023 Theme: #IfYouOnlyKnew

On World Atopic Eczema Day 2023, we will focus on the psychosocial burden on children and youth living with Atopic Eczema. This year's campaign will share the thoughts of children and youth living with atopic eczema through the hashtag #IfYouOnlyKnew.

The idea behind this year's campaign relies on the empathy that could be arisen showing evidence of actual effects of this chronic condition and the psychological effects it can cause on children and adolescents. This is an important change in the way the burdens of AE are addressed, bringing to the centre patients' feelings and appealing to the audience's sensitivity, with an actual ask to be heard and understood through active dialogue.

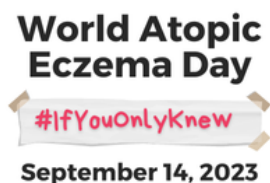
The campaign will therefore pivot on the hashtag #IfYouOnlyKnew paired with #AtopicEczemaDay. The aim is showing the invisible struggles happening in a patients' life, with an emphasis on the emotional burden on children and teens living with the condition.

Shareable Social Media Graphics



[Download all images here](#)

Social Platform Banners



[Download all banners here](#)



Customizing Your Tools

The graphics we have developed are branded with our logos which can be shared as they are, but if you wish to customize them with your own logo or messaging, you can do so as well, as we offer blank versions.

Steps to customize your graphics:

Option 1: Canva Template Design

For this option, you will need a Canva account (it's free, you can [sign up here](#)).

Using one of these links below to our template designs in Canva, you can customize your design with your own messaging and logo inside of Canva.

[SQUARE DESIGNS](#) [RECTANGLE DESIGNS](#)

* The latest Twitter update has allowed the use of larger images, square images and even vertical images.

Please note: the date, tagline, hashtag and World Atopic Eczema Day logo will not change.

Download your designs and off you go!

Option 2: Use Your Program of Choice

Go to our website and download the blank cards, of the size of your choice. (Sizes available for [Twitter*/Facebook/LinkedIn, and Instagram](#)).

* The latest Twitter update has allowed the use of larger images, square images and even vertical images.

Import the images into your favorite editor program or even a program like PowerPoint to add your own edits.

Please note: the date, tagline, hashtag and World Atopic Eczema Day logo will not change.

Re-export your designs as images (or screenshot them) and off you go!





Press Release



World Atopic Eczema Day 2023: #IfYouOnlyKnew the burdens on children living with AE.

Patient communities join forces to empower their youngest members and their carers.

On September 14th, World Atopic Eczema Day, patient communities across the globe join forces to raise awareness on the psychosocial burden of children and youth living with Atopic Eczema. Atopic eczema (also known as atopic dermatitis (AD)) is one of the most prevalent skin diseases in the world. It is a non-communicable and chronic skin disease that usually develops during childhood. It affects body and mind of over 230 million people worldwide, whereby approximately 43 million are aged 1-4, which shows the startlingly high incidence in young children.

[Download the Tool Here](#)



Support Letter

The action: show your support and encourage your community to participate.

For this years' campaign, we encourage your organisation to send this letter to other like-minded organizations to join the campaign in raising awareness and to support young patients and carers through social media messages, using the campaign hashtags on their own accounts,

With this letter we can also encourage policymakers and celebrities to show their support during the day by posting messages or videos demonstrating empathy to children with atopic eczema.



[Download the Tool Here](#)





Outreach

Outreach to Atopic Eczema Influencers

Let's reach a bigger audience! There are many atopic eczema advocates that feel the pain and burden of the disease and have dedicated their time and energy to advocating for it.

Why not reach out to these individuals to ask if they want to amplify the #InsideAtopicEczema campaign? Use the below script and fill in your own blanks.

Finding influencers

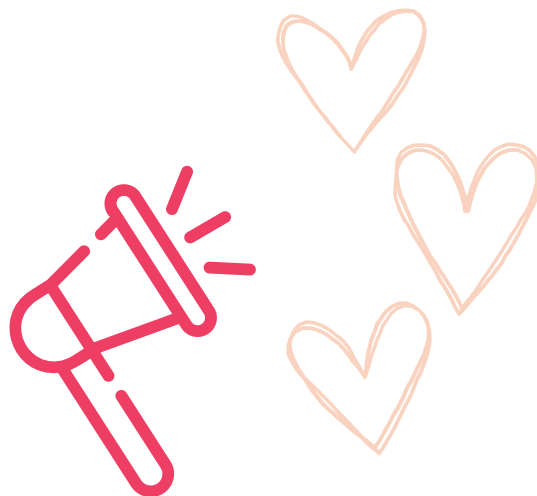
Instagram and Twitter have made it easy to search for any topic using hashtags. To start, try using the following hashtags to search out accounts with large followings: #AtopicEczema #Eczema #EczemaWarrior #EczemaAwareness

Once you have found and followed creators that you would like to reach out to, you can use the following script:

"Hi (name), I'm (name)! I'm with (organization) and I would like to invite you to participate in the upcoming "World Atopic Eczema Day" campaign called #_____. We are hoping to gain some traction and general awareness by posting (fill in the blanks based on your needs).

You can visit <https://bit.ly/World-Atopic-Eczema-Day-2023> for more information on the campaign. We would love to have you participate. Please let me know if you would be interested.

- (Sign off)"





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Thank you!

Your voice can help make a real difference to the atopic eczema community.

If you have any questions, please do not hesitate to contact the team at:

info@globalskin.org | info@efanet.org



[@GlobalSkin_IADPO](https://www.instagram.com/GlobalSkin_IADPO)



[@EFApatients](https://www.facebook.com/EFApatients)



[@IADPOforGlobalSkin](https://www.facebook.com/IADPOforGlobalSkin)



[@efanet](https://www.linkedin.com/company/efanet)



[@GlobalSkin](https://www.linkedin.com/company/global-skin)



[@EFA_Patients](https://twitter.com/EFA_Patients)



[@IADPO](https://twitter.com/IADPO)



[EFA YouTube Channel](https://www.youtube.com/channel/UC...)



[GlobalSkin YouTube Channel](https://www.youtube.com/channel/UC...)