



PRESS RELEASE

How do YOU care for atopic eczema? World Atopic Eczema Day challenges patients, healthcare professionals and policy makers around the world to unite for care.

September 14, marks World Atopic Eczema Day - a day where the patient community comes together to raise awareness, understanding and the standards of care for atopic eczema.

Atopic eczema is incredibly difficult on patients and their families, seriously impacting daily life. An individual's health and the overall wellbeing of families can be severely impaired by the disease. With World Atopic Eczema Day, the International Alliance of Dermatology Patient Organizations (GlobalSkin), the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) and the global atopic eczema community reach out to change the way atopic eczema patients are perceived and how care is delivered.

Patients and families are at the core of this year's World Atopic Eczema Day. They endure chronic pain, social isolation and a considerable financial burden to take care of their atopic eczema. On September 14th we come together and unite for action on the disease.

EFA President Mikaela Odemyr: "World Atopic Eczema Day is a day for patients, families and healthcare professionals to come together. We stand today with the patients and families that live with atopic eczema in Europe to show them that they are not alone, that we care, and that united we are claiming better standards of care for this serious disease that affects us physically, mentally and financially."

Atopic dermatitis or atopic eczema is the most common form of eczema. It is currently an incurable, chronic immune-mediated systemic disease with a debilitating effect on 2-10% of adults and 20% of children worldwide. Caring for children affected by atopic eczema can be all-encompassing; it can affect personal relationships, decrease psychosocial functioning, bring sleep loss for family members and engender grief and a feeling of helplessness in dealing with the child's daily suffering. Atopic eczema may also result in work absence or decreased work productivity for parents. When atopic eczema affects children, it affects the whole family.

On World Atopic Eczema Day we want to remind people affected by atopic eczema that they are not alone. Patients and families are encouraged to mark the day by connecting and helping others gain understanding of the disease impact by sharing their stories. Healthcare professionals and policymakers are also invited to show how they care for patients and families who live with this disease. When individuals living with atopic eczema receive timely and appropriate care, a better quality of life is possible.

We kindly invite you to join GlobalSkin, EFA and the global community to be part of the conversation on Twitter and Facebook by using the hashtag: #AtopicEczemaDay.

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About the European Federation of Allergy and Airways Diseases Patients Associations (EFA)

The European Federation of Allergy and Airways Diseases Patients' Associations (EFA) is the voice of the 200 million people living with allergy, asthma and chronic obstructive pulmonary disease (COPD) in Europe. We bring together 43 national associations from 25 countries and channel their knowledge and demands to the European institutions. We connect European stakeholders to ignite change and bridge the policy gaps on allergy and airways diseases so that patients live uncompromised lives, have the right and access to the best quality care and a safe environment. www.efanet.org.

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