Template Press Release – World Atopic Eczema Day 2021

## Patients and Doctors Unite for World Atopic Eczema Day!

September 14th marks World Atopic Eczema Day – a day where patient communities across the globe join forces to raise awareness for the disease, 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 multi-dimensional nature of the disease.

[Organisation name] is proud to join the International Alliance of Dermatology Patient Organisations (GlobalSkin), the European Federation of Allergy and Airways Diseases Patients’ Associations (EFA) and the global atopic eczema community on this day. We call on healthcare professionals, health policy decision makers and all stakeholders to unite with the patient community on this awareness day. Together, we #UniteForAtopicEczema.

[INSERT GLOBAL, EUROPEAN OR LOCAL QUOTE HERE]

[INSERT LOCAL STATISTICS]

Atopic Eczema is one of the most prevalent skin diseases in the world. It is an incurable, chronic immune-mediated systemic disease with a debilitating effect on over 230 million people worldwide. Despite its prevalence, it is often dismissed as “just a skin condition,” leaving patients without the multidisciplinary care they need.

We unite to highlight atopic eczema as more than just itchy skin. We raise awareness that it is a systemic, multidimensional disease that affects the minds and bodies of people around the world. Patients with this disease spend most of their lives requiring comprehensive care and management plans, yet 62% still name multidisciplinary treatment plan as their top care priority. Similarly, 46% of patients and 58% of caregivers have indicated that disagreements between care provider guidelines are among their top three issues resulting in poorly integrated primary and specialty care. Compounding this burden, nearly 50% of patients must pay out-of-pocket expenses for basic treatments recommended by their healthcare providers.

On World Atopic Eczema Day, [Organization Name] wants to remind people affected by atopic eczema that they are not alone by encouraging united action. Patient organisations are encouraged to share key messages to help raise awareness of the immense burden of the disease on patients and caregivers, as well as their need for treatment and care that is reflective of the nature of the disease. Healthcare professionals and policymakers are also invited to show support for patients and families who live with this disease by sharing patient messages and addressing the systemic barriers to care.

Given its immense and pervasive burden, it’s time we unite for patients with atopic eczema and their caregivers to deliver a better quality of life. Ultimately, this movement aims to improve the lives of millions around the world. Join [Organization Name], GlobalSkin, EFA and the growing global community to be part of the conversation on Twitter and Facebook by using the hashtags: #UniteForAtopicEczema and #AtopicEczemaDay.

Quotes:

[From GlobalSkin/Global Quote]

“As a global community, we mark September 14, 2021, as World Atopic Eczema Day. We unite to raise awareness for the disease and the impact it has on the millions of patients and caregivers worldwide. We recognize and validate the emotional toll and financial burden atopic eczema can have and how this multidimensional disease impacts mental health, restricts life, and often leads to increased risk for the development of other conditions. We call upon healthcare professionals and policy makers to join us in this awareness day and demonstrate how they support and care for atopic eczema patients all over the globe. Together we can make change happen.”

Jennifer Austin, Chief Executive Officer (interim), GlobalSkin

[From EFA Leadership/European Quote]

“This World Atopic Eczema Day, we stand united for Europeans living with the disease. Although it is generally regarded as just ‘itchy skin,’ patients and carers know the burden extends well beyond, affecting their physical and mental wellbeing throughout their lives. We must act to raise awareness of the disease, to advocate for better care and increase the quality of life for the millions of people affected by this disease across Europe.”

[Carla Jones, President, EFA]

About The Organisations:

**International Alliance of Dermatology Patient Organizations (GlobalSkin)**

GlobalSkin is a unique global alliance, committed to improving the lives of skin patients worldwide. With over 180+ Members organizations globally, they nurture relationships with their membership, partners and all involved in healthcare—building dialogue with decision-makers around the globe to promote patient-centric healthcare. In 2018, GlobalSkin launched AltogetherEczema.org, a central hub for people all over the world to identify common issues related to atopic eczema, share information and insights, and work together to find solutions.

Learn more at [GlobalSkin.org](https://globalskin.org/component/content/article/78-gs-2019-content/461-world-atopic-eczema-day-september-14-2021?Itemid=1710)

**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 42 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.

Learn more at [efanet.org](https://efanet.org/campaigns/world-atopic-eczema-day).