



Summary World Psoriasis Day Activities 2007

Argentina

Media activities were arranged during World Psoriasis Day 2007.

Australia

World Psoriasis Day was held in conjunction with Psoriasis Awareness Week, which we hold each year. Special functions were held in Melbourne, Victoria and Adelaide, South Australia. We held free sausage sizzles in public parks and handed out World Psoriasis Day postcards.

Austria

World Psoriasis Day 2007 was in Austria celebrated with a public lecture on Psoriasis and a Psoriasis Awareness Campaign.

Belgium

Tuesday 23 October: Press conference in Brussels in the building of the Belgian Olympic Committee. Several parents with a psoriatic child have on multiple occasions sat down to talk about and catalogue their problems and questions.

- Monday 29 October: Swim-event in a swimming pool called "Sportoase" in Brasschaat. A big swim-party. Stefaan Maene - a Belgian swimmer who have participated in the Olympic Games, has psoriasis and is godfather to our association - was there to have a swim with the children.
- A TV feature of a 10-year-old girl and her mother who explain what Psoriasis means for them was broadcasted at noon and again in the evening on VRT, the state station, and VTM, a commercial station.
- Belgium has worked around two themes that we consider essential in our work:
 - Children/youth and sports.
- Several parents with a psoriatic child have on multiple occasions sat down together to talk about and catalogue their problems and questions. Building on the content and results of these talks, our new leaflet on 'Children and Psoriasis' was developed.
- For the children a comic "Maya heeft kopzorgen" has been produced.
- Beside information and leaflets, the association wants children, youngsters, adults and the elderly with psoriasis to be more active. Hence, we are very happy to get the full support of the Belgian Olympic Committee and the Flemish Swimmers Associations in this task. The sports-project started in 2007, and will continue over the coming years.
- Also, we have organised a big swim-party. Stefaan Maene - a Belgian swimmer who participated in the Olympic Games, has psoriasis and is godfather to our association - was there to have a swim with the children.

- Brazil** Brazil organized country wide speeches, patient workshops and Public Relations Events during World Psoriasis Day 2007.
- Canada** During the celebration of World Psoriasis Day 2007 in Canada several activities were organized:
- Media projects.
 - Meetings to celebrate WPD.
 - Letters to members informing them of WPD.
 - Hosted a National Psoriasis Walk for October - Psoriasis Month.
 - Advertised in national newspapers.
- China** In conjunction with World Psoriasis Day 2007, more than 20 dermatologists from BeiJing, GuiYang, HangZhou, ShangHai, NanJing, XuZhou, JiNan and ShiJiaZhun joined 60 psoriasis patients in Beijing for a discussion forum and to celebrate the 10th anniversary of China Psoriasis Foundation (C.P.F) in the Air Force General Hospital. After the opening ceremony, Prof. Cao Yuan-Hua presented "Reason and Result of Overtreatment on Psoriasis", and Prof. Yu Meng-Sun presented "Prevention Research on Psoriasis Recurrence". Subsequently, doctors and psoriasis patients discussed some issues.
In the afternoon, the chairman Prof. Yang Xue-Qin held the forth committee meeting of C.P.F. Participants included many professors and medical doctors from different parts of China.
- Czech Republic** During World Psoriasis Day in the Czech Republic a press conference and other media activities were organized.
- Denmark** During the 2007 celebration of World Psoriasis Day in Denmark local activities were arranged. There was about ten local activities throughout the country - in shopping centers, information in local TV-stations and meetings for patients with medical doctors.
- Ecuador** In Quito a bus where delivering information about psoriasis, World Psoriasis Day and free medical attention that was given to psoriasis patients from the whole country at the FEPSO:s offices.
- A medical form was filled for each patient, and in some cases the patients received the first doses of their treatments, besides getting all requested information and the psychological support required. A conference, "Reality of psoriasis in Ecuador", was arranged with participation of all doctors and patients from FEPSO. All the community was invited, as well as the pharmaceutical industry and press, to the Rio Amazona Hotel. Psoriasis patients were also invited to a hostel where they share sports, activities in the swimming pool, games, dance, breakfast and lunch.
- Finland** During the 2007 celebration of World Psoriasis Day in Finland, several activities were organized:
- A survey among the members of the Finnish parliament to chart out their awareness of Psoriasis and its treatment, with a press conference to publish the survey results.
 - A campaign in swimming halls around the country to raise awareness about Psoriasis among the general public and to promote more tolerant attitudes towards people with Psoriasis. The campaign included lectures, information meetings or other happenings, as well as distribution of material. A poster and postcard was printed for this purpose. Local associations played a central role in these activities.

France

During the celebration of World Psoriasis Day 2007 in France several activities were organised to increase knowledge about psoriasis.

- During a roller skate race in Paris t-shirts with the slogan: "Le psoriasis n aura pas ma peau" (We are stronger than the psoriasis is) were sold.
- A press conference with feminine press.
- The eighth national APLCP congress in La Roche Posay (the first European spa resort for dermatology) was held, with the participation of dermatologists, rheumatologists and psychologists.
- A symposium was held in Toulouse with the chairwoman of APLCP explaining what the efficient relationship between patient and doctor should be, as well as presenting school of psoriasis beginning in January 2008 in six hospitals in France.
- An open day was organised in hospitals and museums all around France.
- TV and radio coverage for example in EUROPE 1, France info, RFI and health programmes on TV. Because of the APLCP press conference several magazines have written about psoriasis.

Germany

For World Psoriasis Day 2007 in Germany several activities were organized:

- A four hour information meeting was held in Leipzig, in the dermatological department of the university.
- In Erlangen/Nürnberg the university department dedicated a day to patients information.
- The central press conference was held in Hamburg together with the Association of the German Dermatologists and the German Society of Dermatologists. During this press conference the best paper of the year published in German newspapers about psoriasis was awarded. With this action we had a broad resonance in all our daily newspapers.

Iceland

To celebrate World Psoriasis Day 2007 in Iceland several activities were organised:

- Awareness Walk.
- Interviews with the chairperson of SPOEX published in the largest newspaper in Iceland as well as in "Apotek", a pharmacy magasin.
- Open house at SPOEX premises.
- Conference with dermatologists.
- Pharmacies offered a 15 percent discount on skin products.
- The Blue Lagoon had a full program and open house.
- Beauty parlor offered a 20 percent discount on manicures.

Indonesia

During the celebration of World Psoriasis Day 2007 in Indonesia, psoriasis information flyers were distributed to all people passing by the golden triangle CBD in front of Grand Hyatt Hotel, Nikko Hotel, Mandarin Hotel and the oldest first high risk building in Indonesia, Hotel Indonesia.

There was also a Breakfast gathering at Jade Room, Nikko Hotel, with special guests: Prof. Saut S Pohan PhD dermatologist, and Prof. Theresia L Toruan, dermatologist. Three medical doctors from the Military Hospital also participated.

The aim of World Psoriasis Day 2007 in Indonesia was to share information and experiences of psoriasis and psoriatic arthritis patients.

Israel

- During World Psoriasis Day in Israel a meeting was held with official authorities and psoriasis patients.
- A press conference was held at the office of the Israel Psoriasis Association. Three articles in electronic news papers followed the press conference.
- A "human presentation" where the Israel Psoriasis Association presented its problem to those who decide about next year's "Health Basket Committee" which decides which treatments will be offered in Israel for free or at a very small cost.
- The chairperson and another member of the Israel Psoriasis Association participated in a televised interview which was broadcasted several times on the Health channel.

- Members from the Israel Psoriasis Association were interviewed by various radio stations.
- Many letters from members of the Israel Psoriasis Association were sent to newspapers, parliament members etc.

A survey was also conducted and the answers obtained from several hundred people showed that:

- 72% of the public do not know that psoriasis patients face social rejection and depression.
- 64% of the public would not get romantically involved with a psoriasis patient.
- 54% of the public would not swim in the same pool with a psoriasis patient.

Italy

To celebrate World Psoriasis Day 2007 in Italy several activities were organised:

- Media Activities.
- Country wide ADIPSO information booths.
- Psoriasis Awareness Campaign.

Kenya

During World Psoriasis Day 2007 PAK worked with a team of individuals including patient members, dermatologists, nurses/physiotherapists, psychologist and journalists.

Through dermatologists/patients press interaction, patient's life experiences (Psoriasis treatment success and failure) and WPD features media coverage was achieved in two TV stations, a national newspaper, a national radio station and four FM radio stations. Also a team of Psoriasis Association members participated in Nairobi Marathon.

Malta

During the celebration of World Psoriasis Day in Malta several activities were organised:

- Press conference for the local media and journalists.
- Two page insert in The Times of Malta.
- Patient conference.

The Netherlands

The celebration of the National//World Psoriasis Day was held on October 27. There was a big Patients Meeting in Papendal, a famous sport- and congress centre in Arnhem.

- There were three workshops to join: "Ergotherapy" by Ergo Therapist Tamara Mesman, "To Move" by Physiotherapist Marianne Nooitgedacht, and "Light treatment" by Product specialist of Farmadomo, Jeroen Bus.
- Prof. Dr. Peter van de Kerkhof, professor dermatology at the Radboud University of Nijmegen and Prof. Dr. Mieke Hazes, professor reumatology at the Erasmus University of Rotterdam discussed with Mrs. Margreet van Bladeren, a patient, teamwork between the two different specialists. The discussion concluded that the cooperation between reumatologists and dermatologists needs to improve. On behalf of the PVN an appeal will be sent to the two Profession Unions, signed by both speakers.
- Chairman of the PVN Mr. Jo Drossaert rewarded Mrs. Astrid Sibbes, volunteer of the PVN for many years, with the Professor Dr. E. van Dijk reward of the PVN.
- Dr. Dick de Hoop presented the Foundation Dermatology Project Mozambique, which he is one of the initiators of. 1500 Euros was collected for the project during World Psoriasis Day 2007.
- There was also an information market, where all kinds of industry and organisations were able to present their information and products, which can help people with Psoriasis and Psoriatic arthritis.

Norway

During World Psoriasis Day 2007 in Denmark 16 local activities were arranged around the country. Information stands and open meetings were held to raise awareness about psoriasis.

The Philippines

This year's staging of the World Psoriasis Day in the Phillipines is the most successful so far in terms of attendance and impact.

- The World Psoriasis Day celebrations in the Philippines was bigger this year than ever before as it was celebrated not only in the Philippines but in different key cities in the country like: Baguio City, Iloilo, Davao and Cebu.
- The WPD in the capital city was ushered in by a 3-day walk of our Psoriasis veteran Eddie (a 70-year-old stroke patient with psoriasis). He walked the busy streets of Metro Manila, hopping from hospital to hospital visiting different Derma Clinics. He was joined by members, friends and volunteers from a local running club handing out fliers and brochures about psoriasis to the public. The walk slowed down the Sunday traffic at the bay area as the motorists and curious pedestrians lined the streets to witness the festivities. Several doctors from the Philippine Dermatological Society led by their current president were present, including a number of past presidents.
- On October 28, the Funwalk@Baywalk2007 was held at the Rajah Solaiman where a funwalk started and ended at the famous park.
- Doctors from The Philippine Dermatological Society held a Free Psoriasis Screening and clinic on site.
- Awards were given for recognition of groups and individuals who have been very supportive of the Psoriasis Cause in the Philippines.

Various Key Cities also had their own celebrations, for example:

- Parade
- Psoriasis Symposium.

Poland During World Psoriasis Day in Poland media activities were organised.

Singapore A regional library was the venue for the WPD event in Singapore.

- A press conference was held, in English and in Mandarin, highlighting the recent data showing the significance of co-morbidities in Psoriasis.
- Two public talks were held entitled "Psoriasis - More Than Meets the Eye", one in English by Dr Colin Theng (President) and one in Mandarin by Dr. Chong Wei Sheng.
- A booth sharing information on Psoriasis.
- Free health checks was provided for members of the PAS and members of the public to highlight the association of Psoriasis with co-morbidities.

Slovakia During World Psoriasis Day 2007 media activities were arranged, a meeting of Association of Slovenian Dermatologists was held as well as a Patient Association Lecture.

South Africa During World Psoriasis Day 2007 in South Africa several activities were organised:

- Information packs handed out to all Light facility patients and Government hospital clinics.
- Article in Financial Mail National Newspaper about Psoriasis and World Psoriasis Day.
- Radio interview on two local radio stations.
- Two half hour radio interviews on National Radio station.
- A 20 minute radio interview on SAFM; A national radio station.
- Health page article about Psoriasis in a National publication.

Spain

- A press conference launching the IV World Psoriasis Day in Spain was held in the Academia Española de Dermatología y Venerología (AEDV), the Spanish Academy of Dermatologists.
- The main Conference was held at the Health Ministry. Highly recognized dermatologists took part in the event as well as a popular TV presenter who acted as guest and moderator.
- A press conference launching PSORIAFARM, a national study of psoriatic patients' quality of life and how to improve the patient's attention in pharmacies. The event took place at the head office of the Col·legi de Farmacèutics de Barcelona (Official Association of Pharmacists in Barcelona).

- An informative conference for patients was held in Santa Cruz de Tenerife with highly recognized dermatologists and patients discussing their own experiences and points of view.

Sweden The celebration of the World Psoriasis Day in Sweden was successful. Local activities took part in several parts of the country and posters and information about World Psoriasis Day was sent to politicians, health/medical services, skin clinics etc. 46 local psoriasis associations participated in the celebrations.

- Psoriasis-supplement in one of the major newspapers, Oct 28.
- Press release.
- Information/posters to media.
- Information on the Swedish Psoriasis Associations website.
- Adds and articles in our magazine "Psoriasistidningen".
- 46 regional psoriasis associations arranged local activities: Open House, media contacts, local radio and TV program.
- Call on politicians.
- Distribution of psoriasis-supplement to the public.
- Distribution of WPD Posters and letters to media, politicians, treatment centres, university hospitals etc.

Switzerland During World Psoriasis Day 2007 information stands were arranged in six towns.

Tanzania It was a memorable World Psoriasis Day in Dar es Salaam. Our theme was "Understand psoriasis for improved quality of health". "Psoriasis is not contagious. Do not discriminate."

A strong delegation of PSORATA Executive council members stormed into the only National TV station in the country, live to present various issues regarding Psoriasis. This provided a good 'live platform' which enabled people from all corners of our country to air their questions, views and comments regarding the whole subject of Psoriasis mainly focusing on raising public awareness and education. Many gave feedback commending the way we marked the WPD here in Dar es Salaam.

Thailand During World Psoriasis Day 2007 media activities were arranged in Thailand.

U.S.A. To celebrate World Psoriasis Day 2007, a seminar for medical professionals was held titled "Current Updates in Psoriasis". Three very locally connected and influential doctors presented - a dermatologist, a rheumatologist and psychiatrist - and Ninfa Cintu, the Leader of the San Antonio Support Group, and three other members were on a patient panel.

It was so successful that doctors agreed to make it an annual event and they want to put together a regional event for South Texas medical professionals and do a presentation for primary care physicians. Additionally, there are discussion about opening a Psoriasis center at the University Medical Center.

United Kingdom

During World Psoriasis Day 2007 press activities were arranged to raise awareness of Psoriasis.