



29 • October  
World Psoriasis Day

# World Psoriasis Day 2008

## Summary of national activities 2008

World Psoriasis Day is presented by  International Federation of Psoriasis Associations, and supported by  and 

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World Psoriasis Day  
IFPA Secretariat, Box 5173, SE-121 18 Johanneshov, Sweden  
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**ARGENTINA**

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*Asociación Civil para el Enfermo de Psoriasis (AEP SO)*

AEP SO had a great success with the campaign: HUG ME".

it was a joint action with a large numbers of members involved.

- Organized a waking campaign/drive "HUG ME" with large numbers of attendees.
- The purpose of the event was to create a debate and raise awareness of psoriasis/psoriatic arthritis.
- AEP SO had several lobbying and media activities.
- Interviews with, national and local radio and TV program/stations.
- Press release, advertisement, newspaper articles.

**AUSTRALIA**

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*Psoriasis Australia Inc*

- Contacted the Australian government with a letter to enlighten them about the concept of psoriasis/psoriatic arthritis and WPD.
- Psoriasis Australia Inc was interviewed on radio about living with psoriasis and the celebration of WPD.

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## BELGIUM

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### *Psoriasis Liga Vlaanderen*

- Arranged a "Congress of Hope" with presentations, workshops about mind, body and soul. 200 participants.
- Presentations were performed by Professor Dr Jo Lambert – Psoriasis and Comorbidities, Dr Kurt de Vlam- Psoriasis Arthritis and Dr Hugo Boonen contributed with presentations about Psoriasis therapies, old and new.

### *Gipso*

- Conference about psoriasis/psoriatic arthritis research findings, Professor Heenen, Professor De la Brassinne, contributed with a lecture about psoriasis/psoriatic arthritis. Dr Debouck Dr Necyporenco made a presentation about concerning esthetical problems.
- Marine Comas, Ines de Castro, gave a lecture about quality of life, environment and lifestyle.

## BRAZIL

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### *Associacao de apoio aos Portadores de Psoríase Brasil (A.A.P.P)*

A.A.P.P in Brazil celebrated WPD to raise awareness about psoriasis/psoriatic arthritis.

- The campaign included lectures, information meetings and other happenings, as well as distribution of information material.
- The purpose was to import attention to the media, the general public and members.
- 12 cities in Brazil had awareness activities

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## CANADA

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### *Psoriasis Society of Canada*

- Psoriasis Society of Canada arranged 8 psoriasis educational meetings.
- Across Canada several Psoriasis Walks were arranged to raise awareness.
- Articles in 10 different newspapers about WPD and psoriasis.
- Information sent to all members regarding WPD.
  
- The NEW Psoriasis Education Program (PEP) website [www.psoriasisinfo.ca](http://www.psoriasisinfo.ca) were launched

## CHINA

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### *China Psoriasis Foundation*

- Organized a conference including more than 100 local psoriasis patients.
- Prof. Yang Xue-Qin introduced the general situation and activities of IFPA
- Educational lectures were presented by Prof. Shao Chang-Geng, Zhang Fu-Ren, Yang Xue-Qin to increase knowledge of psoriasis among patients.
- Patients' questions about psoriasis were answered by Prof. Shao Chang-Geng, Zhang Fu-Ren, Yang Xue-Qin, Chang, Bao-Zhu, Gu Heng.

## CZECH REPUBLIC

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### *Psoriatic and Atopic Eczema Association Czech Republic (SPAE)*

- The association arranged lectures and presentations about different subjects concerning psoriasis/psoriatic arthritis.
- Sport games event were arranged
- One hour program in National radio with Professor Hercogova about the association, psoriasis and WPD.
- Meeting in 5 SPAE clubs.
- Across The Czech Republic press releases were made to local and national press, including Web publishing.

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## DENMARK

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*Danmarks Psoriasis Forening,*

- Activities to increase awareness, promote optimal treatment, access to free choice of treatment have been targeted toward audience including patients, families, general public, physicians, politicians and decision makers was performed.
- Endorsement by politicians
- Production of a psoriasis video with diaries, focused on young people with psoriasis
- Patients televisions interviews
- Denmark organized a conference that included lectures, information meetings and other happenings.

## FINLAND

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*The Finnish Psoriasis Association,*

- Information about WPD on websites and in magazine with edition ca 20 000
- Participated with interviews in national TV-morning show, taking about psoriasis and WPD
- Advertisement in one of the biggest newspaper
- Press release and articles in national and regional news papers and to 50 local associations.

## FRANCE

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*Assoc. Pour La Lutte Contre Le Psoriasis - APLCP*

French Association celebrated its 25th Anniversary and the same time as WPD 2008

- Roller blade race in Paris. 5400 attendants
- More than 15 conferences and debates were organized in hospital and public places to raise awareness about psoriasis among the general public and to promote more tolerant attitudes towards people with psoriasis.
- Interviews in TV and Radio about psoriasis and WPD.
- Information booths at shopping malls in Paris.
- Special event in La Roche Posay, a spa resort.

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## GERMANY

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*Deutscher Psoriasis Bund e.V.*

Deutscher Psoriasis Bund organized events for education, support and advice. They cooperated with university hospitals, German Resident Doctor's Associations and dermatological institutes.

- Ten different events took place in different cities in Germany. All attended by many journalists, resulting in articles in newspapers and TV-magazines.
- Dermatological experts presented new findings of their research at the congress "Fields of problems with psoriasis". The general public had free access to the congress.
- A free telephone hotline was installed during the WPD.
- 15 meetings between patients and local dermatologists where organised
- Public patient brochure directed to female psoriasis patients with recommendations on their daily life where launched

## GREECE

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*Patient association in Greece*

- Organisation of a press conference

## HUNGARY

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*Patient association in Hungary*

- Four University Centers in Hungary organized WPD events
- Press conferences
- Patient meetings was organized to increase knowledge of Psoriasis and raise awareness

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## ICELAND

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*Samtök Psoriasis og Exemsjúklinga (SPOEX), Psoriasis and Exema, Association*

- The president of SPOEX and a pop Star from Iceland visited 15 schools to educate children about psoriasis/psoriatic arthritis.
- SPOEX made a sponsor agreement with Blue Lagoon concerning hand lotion, meaning that all income from the sales will be dedicated for psoriasis research
- Agreement with a music band in Iceland that the incomes of the sales from a CD will be used to support the research fund of SPOEX.
- To raise awareness of skin diseases SPOEX sent a newsletter/brochure that was distributed to all households in the country.
- One way of breaking down barriers for people with psoriasis was the members walk to one of Reykjavik's public pools and went for a swim together.
- SPOEX arranged meeting with the Minister of health and the Minister of Education due to the WHO activity and the School project.
- National TV interviews about awareness and WPD activities
- Free treatment at Blue Lagoon for one day.

## INDONESIA

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*Yayasan Peduli Psoriasis Indonesia, YPPI (Indonesian Psoriasis Care Foundation)*

The aim of World Psoriasis Day 2008 in Indonesia was to share information of psoriasis/psoriatic arthritis to patients.

- YPPI had a meeting to educate the public and get the attention about psoriasis/psoriatic arthritis. 60 patients attended
- Free consultation by Dermatologist Dr Widyanto
- YPPI also had free ointment giveaways
- Interviews with YPPI published in 3 newspapers.

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## ISRAEL

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### *Israeli Psoriasis Association*

- Public event: "Week of Psoriasis". Annual member meeting with 300 participants.
- Patients/members meetings where held in Jerusalem with lectures by Dermatologists about availability to new treatments in Israel.
- Open telephone lines for patients where they could ask questions and receive answers from the association as well as from doctors.
- Article with testimony about the impact on life with treatment of biologics in the major national newspaper
- After long negotiations with the authorities, the Israeli Psoriasis Association succeed in having a well known brand of cream treatment registered for almost free of charge for psoriasis patients in Israel.

## ITALY

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### *ADIPSO, Patient association in Italy*

- ADIPSOs volunteers were present in booths with information to the general public about psoriasis and psoriatic arthritis and WPD in 50 squares across Italy.
- ADIPSO TV-spot was broadcasted during 2 weeks before WPD in National and local TV.
- National Press office for WPD in order to gain relevant coverage among the press and media
- Press Launch in Rome with the national press on October 22nd
- Local press office in every city involved
- WPD 2008 announcement in TV and radio programmes
- Interviews with dermatologists and patients in TV and radio programmes
- Activities on ADIPSO web site
- information material about psoriasis and psoriatic arthritis, ADIPSO and WPD were distributed at all events
- Patient information support by ADIPSO Call center

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## KENYA

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*Psoriasis Association of Kenya*

- Information meetings and other happenings, as well as distribution of material to the public and members.
- Swahili radio programme on Psoriasis by skin specialist
- TV show interview about the preparation for the members participation in Nairobi Marathon
- National TV show with a patients view on "Living with Psoriasis"
- A group of members participated in Nairobi Marathon
- TV interview on "What is World Psoriasis Day" with patient and dermatologist
- Dermatologist talked in Family TV about "Psoriasis – more than just a skin problem.
- Activities and information on the website

## MALTA

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*Psoriasis Association Malta*

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

- Press conference for the local media and journalists
- Patient conference.
- Information meetings and other happenings, as well as distribution of material.

## MEXICO

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*AMCPSO, the Mexican Patient association*

- Various press conferences organized with AMPPO and by the General hospital

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## NETHERLANDS

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*Psoriasis Vereniging Nederland*

- Advertisement from an airplane circulation in the sky showing a banner saying: "Wereld Psoriasis dag".
- 23 psoriasis centres had an open day. In all centres there were patients from the Psoriasis Association, nurses and dermatologists that was informing about psoriasis and PVN and led the visitors on guided tours.
- All visitors receive a special PVN psoriasis-pocket diary 2009.
- Interviews in national and local newspapers.
- Press release to all newspapers about WPD.

## NEW ZEALAND

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*Southland Psoriasis Association Inc.*

- Information meetings and other happenings, as well as distribution of material about psoriasis/psoriatic arthritis.

## NORWAY

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*Norwegian Psoriasis Association*

- Advertisement activity with information about WPD and membership in the association on the web site.
- Local activities were arranged around the country in 16 cities. Including lectures of Dermatologists and information about the regional activities of the association.
- Information stands and open meetings were held to raise awareness about psoriasis/psoriatic arthritis and to inform about WPD

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## PANAMA

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### *Patient association in Panama*

- A National "Hug Me Campaign" was performed with pamphlets/supplements distributed in two national newspapers
- 2 days of Scientific Conferences on psoriasis were arranged in the university of Panama. Speakers: Dr. Lucia Alleyne Psychiatrist and the international speakers from Argentina, Dr. Nora Kogan Dermatologist and Dr. Simón Gussi, Rheumatologist.
- Participation of the foundation in the National Lottery in the draw of October 29, with the logo and slogan, "Hug me, Psoriasis is not contagious" printed on the lottery tickets.

## POLAND

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### *Patient association in Poland*

- Marching the streets of Warsaw in form of a funeral procession with a coffin. To raise public opinion on the problem with psoriasis by shocking people on the street and to tell them that 10% of psoriasis patients think about committing suicide
- Collecting signatures for the Declaration against discrimination of people with psoriasis
- TV interviews and participation in a TV-morning show.
- Handing out leaflets, information material and stickers to the public
- To get even higher attention to the campaign, celebrities were used as supporters
- Press conferences with "Meet the Experts – sessions"
- A special campaign website was created

## PORTUGAL

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### *Patient association in Portugal*

- Created a national event on World Psoriasis Day
- Society of Dermatology created a special article on psoriasis that was published in the health supplement of Journal de Saúde Pública

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## PHILIPPINES

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*Psorphil, Psoriasis Philippine Online Community Inc*

- The 2008 National Psoriasis and Psoriatic Arthritis Conference, in Manila, was organised together with the Philippine Dermatological Society (PDS) with the theme: "Converging for Better Understanding"
- A HUG ME Campaign was organised with many attendants.
- A HUG ME film was produced and is available on the WPD website
- A fun walk and a sport festival for the psoriasis community was performed
- Information meetings and other happenings, as well as distribution of material

## SAUDIA ARABIA

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Saudi Arabia celebrated WPD for the first time. The WPD in Saudi Arabia was organized by *King Saud University through its Psoriasis Research Chair.*

- Media coverage of the WPD through TV channel interviews. Experts on psoriasis participated and answered questions.
- Articles for awareness in the main newspapers.
- Organized lectures, seminars and meetings for raising awareness
- Information materials and fact sheets about all aspects of psoriasis to increase awareness about this chronic disease was distributed.

## SCOTLAND

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*Psoriasis Scotland, PSALV,*

Psoriasis Scotland held a reception at Scottish Parliament and met Shona Robison, Health Minister in Scotland, to ask for support to addressing psoriasis, at the global level in the World Health Organization, WHO as a part of the global WPD campaign with the purpose to get WHO to recognize psoriasis as a severe chronic, non-communicable disease and include psoriasis in the WHO Strategy for prevention and control of non-communicable diseases.

- Petition to the Scottish Parliament.
- Article in Edinburgh News about a famous Comediennes mission to highlight the problem of stigmatisation by including stories about her mother, a psoriasis patient, in her show.
- Information meetings and other happenings, as well as distribution of material.

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## SINGAPORE

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*The Psoriasis Association of Singapore*

- The Psoriasis Association of Singapore, in collaboration with the National Skin Centre and the Dermatological Society of Singapore held a Public conference on the theme "Psoriasis – a holistic approach". At the meeting a dermatologist and a psychiatrist talked about the medical and psychological aspects of psoriasis.
- The conference was followed by a tea reception and a "HUG ME" campaign.

## SLOVAKIA

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*Slovak Psoriatics and Atopics Association,*

- Patient organization arranged a "Non-handicap day" with lectures on psoriasis for the general public.
- Chairman of the organisation and the main dermatologist of Slovakia participated in the National Radio broadcast in a 2,5 hour direct discussion about psoriasis
- Arrangement of a Public Call centre for psoriasis patients
- Public presentation in main cities with the local patient association.

## SOUTH AFRICA

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*South African Psoriasis Association*

- A "Hug-me walk" around the Waterfront mall in Cape Town was performed to raise awareness about psoriasis/psoriatic arthritis. The participants walked with HUG ME T-shirts and banners for the public to hug them and spread information material.
- WPD activities involved 5 Radio interviews about psoriasis. 3 local radio stations and 2 national radio interviews.
- An article about psoriasis and the association was published in the National store Click magazine

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### SPAIN

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#### *Accion Psoriasis*

The Spanish association of psoriasis patients celebrated its fifteenth anniversary at the same times as WPD.

- 11 patient conferences were organized across Spain to raise awareness about psoriasis and celebrate the anniversary of the organisation.
- Media activates like press conference and press release.

#### *Apsoriasis Bilbao*

- An event to create a link between psoriasis and the positive feelings of music was arranged. To bring good energy to the psoriasis patients that suffer enough during the rest of the year. They arranged, together with a local organization of choirs and musical events, a heterogeneous concert in one of local theatres of the outskirts of Bilbao (Las Arenas).

### SWEDEN

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#### *The Swedish Psoriasis Association*

The Swedish Psoriasis Association met Maria Larsson, Minister for Public Health, to ask her for support to addressing psoriasis at the global level in the World Health Organization, WHO. The meeting was a part of the global WPD campaign with the purpose to get WHO to recognize psoriasis as a severe chronic, non-communicable disease and include psoriasis in the WHO Strategy for prevention and control of non-communicable diseases.

- Press release.
- Local activities in 40 cities: Open House, media contacts, local radio and TV program.
- Distribution of WPD Posters and letters to media, politicians, treatment centres, university hospitals etc.
- WPD- advertisement in newspapers in 26 cities.

### SWITZERLAND

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*Schweizerische Psoriasis & Vitiligo Gesellschaft (SPVG)*

- SPVG arranged a conference and workshops at The Hospital in Geneva.
- During World Psoriasis Day information stands and patient workshops were arranged in seven cities.
- Information meetings and other happenings, as well as distribution of material.

### TANZANIA

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*Psoriasis Association of Tanzania, PSORATA*

- Celebrating meeting with members in Psorata governing council meeting.
- The Vice President of Psorata went to a local radio station for presentation of psoriasis in general.
- President of Psorata, together with the Secretary General Ms Dorothy and other members of the council went to the National TV station for a live TV presentation on all aspects of psoriasis. Questions from the audience was answered live.

### TURKEY

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*Psoriasis related association in Turkey*

- Morning news program on TV about Psoriasis.
- Publishing of a specific supplement on psoriasis with interviews with psoriasis experts.

### UNITED KINGDOM

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*The Psoriasis Association, The Psoriasis Help Organisation, Skin Care Campaign and IFPA in collaboration with companies in the pharmaceutical industry*

- Publication of an independent psoriasis Supplement in the UK Times. Out reach 2 million readers.
- A Petition campaign: "Take action Now", invitation for members and others to participate in the call for sign a petition to the Prime Minister to ensure that psoriasis sufferers have access to the most effective possible treatment via the NHS

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## UNITED STATES OF AMERICA

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### *National Psoriasis Foundation/USA*

- Petition sent to their Federal representatives asking them to support the Psoriasis and Psoriatic Arthritis Research. Call to action to the Psoriasis Action Network to send an e-mail to their Federal Representatives asking them to support the Psoriasis and Psoriatic Arthritis Research, Care and Cure Act (PPARCCA) on behalf of WPD
- Advocacy volunteers, The Psoriasis Action Network, sent a "letters to the editor", drafted by the Foundation, to the local newspapers and media.
- Information meetings and other happenings, as well as distribution of material.
- Across USA press releases were made to local and national levels, including Web publishing.
- Lobbying and public meetings. For example: a proclamation was secured from San Antonio's mayor in recognition of WPD.
- Advertising of WPD messages on the Foundation website

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