



29 • October
World Psoriasis Day

WPD Action Plan 2009
“Psoriasis is a real disability that deserves attention”

ROLES OF STAKEHOLDERS IN PSORIASIS

Role of IFPA Members / National Patient Associations:

- Arrange World Psoriasis Day awareness-raising activities in your country
- Distribute fact sheets and information to Health care professionals, politicians and the general public regarding the latest research about psoriasis and psoriatic arthritis
- Spread informational material to the psoriasis community e.g. “How to work with your doctor” to empower the patients
- Begin or continue to work with your own National Health Ministry
- Call/visit/mail a letter (see template) and enclose the WPD packet to National WHO Representative and your WHO regional office
- Look for a psoriasis “champion” in your WHO representative or ministry, that will introduce psoriasis to the World Health Assembly
- Contact the media with announcements of activities (both awareness-raising and political), as well as with compelling patient stories

Proposed Contents of YOUR National Health Ministry and WHO WPD Packet:

- letter from IFPA Executive Committee and IFPA Scientific Advisory Board – supporting the statement “Psoriasis is a real disability that deserves attention”
- letter from your National Patient Association President
- supporting evidence, if any, of the burden of psoriasis in your country
- educational documents about psoriasis and psoriatic arthritis, such as the documents given for WPD:

- Psoriasis Myths and Misconceptions
- About Psoriasis
- About Psoriatic Arthritis
- Psoriasis Treatments

- supporting letters from prominent doctors and health officials, politicians
- supporting letters/testimonials from psoriasis patients

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

World Psoriasis Day
IFPA Secretariat, Box 5173, SE-121 18 Johanneshov, Sweden
Phone: +46 8 556 109 14 • Fax: +46 8 556 109 19
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- “Asks” – what we want WHO and National Health Ministry’s or Parliament to do:

1. Recognize psoriasis as a severe chronic, noncommunicable disease, and
2. Include psoriasis in WHO Strategy for Prevention and Control of Noncommunicable Diseases
3. Realize that “Psoriasis is a real disability that deserve attention” + key WPD messaging for 2009

Role of National Associations that are NOT IFPA MEMBERS

- Join IFPA and lend your voice to our global community!
- Plan a World Psoriasis Day awareness-raising activity for your association in your country, and provide a report to IFPA (to be summarized and posted on the WPD website)
- Provide a letter (about the impact of psoriasis and psoriatic arthritis in your country, link with disability statement) to IFPA from the Association President (and the Scientific Advisory board, if possible) to be included in IFPA Executive Committee packet to WHO, and,
- Provide IFPA, if available, with country-specific information or examples (in English) of the physical, psychological and socioeconomic impact (to be included in the IFPA Executive Committee packet for WHO Chronic and Noncommunicable Disease Department)
- Contact the media with announcements of activities (both awareness-raising and political), as well as with compelling patient stories
- Work with your National Health Ministry for psoriasis recognition and support, using key WPD 2009 messaging
 1. Recognize psoriasis as a severe chronic, noncommunicable disease
 2. Realize that “Psoriasis is a real disability that deserve attention” + key WPD messaging for 2009

Role of PROFESSIONAL ORGANIZATIONS

ILDS, EADV, SOLAPSO, AAD, IPC, PIN, Dermatology Nurses Associations, and any Health Care Representatives

- provide an official letter from the organization for IFPA in support that “psoriasis is a real disability that deserves attention” and WPD 2009 key message points
- join IFPA as an Associate Member
- post supporting WPD messaging on organization website

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Role of MEDICAL PROFESSIONALS

- provide a letter of support for the statements that “psoriasis is a real disability that deserves attention” and WPD key message points - for IFPA and/or National Associations
- join in national activities to support WPD
- post information about psoriasis and a WPD flyer in medical practice office and hospitals

Role of SOCIAL NETWORKS

WPD Facebook and all online psoriasis patient associations

- ask online groups to post WPD messaging on their website/network
- encourage them to become members of their national association and take part in the association’s WPD activities
- encourage individuals to visit the WPD website
- encourage individuals to post their photo of a ‘hug me’ in their country on the “Hug Me” campaign website

Role of INDIVIDUALS

- encourage individuals to visit IFPA website, and join their national association and the association’s WPD activities
- if there no national psoriasis association exists:
 - create one! Asks for IFPA’s “Guide to Development a National Psoriasis Patient Association”
- encourage individuals to celebrate WPD by raising awareness about psoriasis in their community and post the event on the WPD Facebook website
- encourage individuals to join the WPD Facebook website and post a photo of a ‘hug me’ in their country on the ‘Hug Me’ campaign website

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