World Psoriasis Day 2009

Summary of national activities 2009
Summary of national WPD activities 2009

ARGENTINA

Asociación Civil para el Enfermo de Psoriasis (AEPSO)

AEPSO arranged a number of activities all around Argentina

- World Psoriasis Day was declared of Public Interest by Local Congress
- Open meeting for patients
- Meeting with medical authorities for patients
- Meeting for patients and families at Hospital Ramos Mejía, Buenos Aires
- Campaign “Doná un abrazo” (Give a hug) at the city center, gathering people for giving hugs, ending with tango dancing.
- Urban action together with school “Manuel Belgrano” including a walk for awareness
- Stand at Plaza San Martín with information about Psoriasis and hug giving activity
- Interactive meeting about Psoriasis and psoriatic arthritis
- 24 shows on TV, 22 shows on radio, 16 publications in national newspapers, 11 publications in local newspapers, 2 articles in magazines, 18 articles on internet websites.
- An extensive awareness raising campaign for World Psoriasis Day and AEPSO including decoration of public buses, street advertisement on walls and subway stations in Buenos Aires. The message: Psoriasis is not contagious and Psoriasis treatments are improving.

BELGIUM

Psoriasis Liga Vlaanderen

- Press conference with psoriasis patient and the ex Prime Minister of Belgium. The message communicated: “psoriasis is a severe disease, but with better medication our life quality can improve drastically”
- Parliamentary debate about psoriasis with politicians from all parties participating
- In the evening of 28 October, a new website for children, PSOKIDS www.psokids.be was launched
- The newspaper “De Morgen” published, Oct 29, a supplement “MY SKIN” containing 16 pages about psoriasis.

Gipso

- Officially opening of the exhibition “The Naked Truth” – more than 300 visitors
BRAZIL

Associacao de apoio aos Portadores de Psoriase Brasil (A.A.P.P)

in cooperation with

Brazilian Society of Dermatology (SBD)

- Informative meetings at almost 50 hospitals and Medical centers
  Patients were assisted by doctors and medical students and were given informative material about psoriasis and psoriatic arthritis
- Videos about the disease were shown
- The psoriasis associations were assisting and participating in the activities
- More than 50 000 persons participated in the activities

CANADA

Psoriasis Society of Canada

- The Psoriasis Society of Canada held a Psoriasis Meeting on World Psoriasis Day
- 8 psoriasis meetings across Canada were hosted
- 10 psoriasis advertisements placed for World Psoriasis Day
- Newspaper and Radio advertisements
- Hosted National Psoriasis walks in cities across Canada

Alliance Québécoise du Psoriasis

- Press release on newswire and interviews.

CHINA

China Psoriasis Foundation

The China Psoriasis Foundations celebrated World Psoriasis Day with meaningful and successful activities, which greatly enhanced patients’ confidence and determination to overcome psoriasis.

- On the occasion of World Psoriasis Day 2009, China Psoriasis Foundation organized a one-day conference with more than 100 patients and dermatologists participating
CHILE

*Corporación de Psoriasis de Chile*

- Booths at well visited shopping malls with information about psoriasis and the national psoriasis association
- Live interviews with the president of the association in CNN Chile
- Press conference with patient association, dermatologists and patients
- Press articles in most important newspapers and radio channels
- Activities on web site [www.psoriasischile.cl](http://www.psoriasischile.cl)
- Recruitment of 441 new members of the patient association

CZECH REPUBLIC

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

- Press conference about World Psoriasis Day in Prague. About patients living with psoriasis
- On October 23 to 25 a meeting was held, with 50 members of leading medical experts and pharmaceutical and cosmetic companies.
- Participation in national Radio Show.
- Organizing of workshops - information about psoriasis for patient support together with rheumatic diseases and Bechterew’s disease
- Representatives of SPAE clubs in major cities put up posters with information about psoriasis

DENMARK

*Danmarks Psoriasis Forening*

- Doctors, politicians and patients met at the parliament for discussions regarding Psoriasis and how it affects the relatives as well. Professor Finlay form the University of Cardiff presented his findings of “The Great Patient”
- Politicians and doctors had makeup made up by a makeup artist so that they looked like psoriasis patients. They then walked around ordinary people to see and experience their reactions.
FINLAND

Psoriasisliitto ry, The Finnish Psoriasis Association

The Finnish Psoriasis Association made a campaign to make people know that “you are not alone with Psoriasis”, with the idea to reach as many people as possible to make them aware of Psoriasis.

- Event at the Helsinki railway station.
- Local member associations outside Helsinki also arranged smaller events and lectures around the theme, and managed to get some media coverage in local papers.
- One of the popular evening papers (Iltalehti), wrote in advance an extensive story about B. Virtanen (a well known and popular cartoon character suffering from psoriasis), psoriasis and World Psoriasis Day. Mr Virtanen was also feature in other press releases.

FRANCE

Assoc. Pour La Lutte Contre Le Psoriasis - APLCP

- Conference and debate in Lyon with physicians and patients. 150 attendants
- Race Competition with children. 100 attendants
- Exhibition in a shopping mall.
- From October 10 to November 16, Conferences and open hospital events in 13 hospitals all over France.
- First Exhibition on Psoriasis in Aix en Provence. 13 booths.
- During October 450 National radios stations talked about Psoriasis with physicians and advocate patients

GERMANY

Deutscher Psoriasis Bund e.V.

- Press conference joint by the German Dermatological Society. In the press conference they had competition – Best patient – doctor interactions. 3 patients – doctor’s couples were elected in the countywide competition. The winning couple reported on there consultations to serve as an example for patients-doctor interactions.
HUNGARY

The Psoriasis Club of Szeged, Patient associations in Hungary

- National Psoriasis Convention and Open Day were organized in Harkány with 5 active patient associations from all over Hungary.
- On the occasion of the World Day of Psoriasis, the Psoriasis Club of Szeged organized a meeting at the Clinic of Dermatology and Allergology, University of Szeged: World Day of Psoriasis. Scientific lectures about psoriasis and the role of patient organizations, patients reports, music entertainment was mixed with free communication sessions between patients and specialists.

ICELAND

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

- Advertisement in national TV on World Psoriasis day.
- President of SPOEX participated in 3 talk shows on national TV
- National Radio stations
- Information campaign about living with psoriasis in schools all over Iceland
- Event at public swimming pools at World Psoriasis Day

IRAN

Dermatological society of Iran - the Tehran University of Medical Sciences Razi Hospital

- 2-days Scientific Conference at Tehran University of Medical Sciences Razi Hospital on World Psoriasis day including lectures in treatment, News about Psoriasis, Clinical manifestations of Psoriasis, Child Psoriasis, Differential Diagnosis of Psoriasis and Environmental factors of Psoriasis.
INDIA

Psoriasis Society of India

- Press release
- Information about psoriasis and the Psoriasis association in newspapers and magazines
- World Psoriasis Day awareness meetings with interactive sessions, support groups and free psoriasis counseling were held in Sri Ramachandra medical Collage and hospitals, Chennai and SIPS hospital 258 attendants.

Department of Dermatology, Sree Balaji Medical College and Hospital, Chennai

- Scientific sessions about psoriasis and the new facts on the disease
- CME program on psoriasis

INDONESIAN

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

- Conference meeting with patients and representatives from the medical profession by Physiologists, Nutritionists and Sociologists, who held sessions about Psoriasis in relation to their expert areas.
- Articles about World Psoriasis Day on websites and in newspapers.

ISRAEL

Israeli Psoriasis Association

- Various events, exhibitions and scientific lectures on psoriasis were arranged like "Psoriasis-stepping out", "The Naked Truth" and "The Art of Psoriasis Therapy". All well visited by hundreds of people and covered by the local and national press.
- A clinic was opened specializing in Psoriasis treatment, including dermatologist and rheumatologist treatment, dietetic advice and psychological therapy.
- The annual Israeli Psoriasis Organization conference took place October 29. Members and their families participated in the conference which was covered by the press and emphasized the motto that "Psoriasis isn't only a skin disease!"
KENYA

Psoriasis Association of Kenya, PAK

In Kenya World Psoriasis Day was celebrated in many different ways - to raise awareness and educate the general public to avoid confusion about psoriasis.

- Members of the Psoriasis Association of Kenya, PAK, participated in the Standard Chartered Nairobi International Marathon, advertising PAK and WPD.
- Breakfast show on K24 TV station talking about Psoriasis and World Psoriasis Day activities.
- CME to the division of Medicine at the Nairobi Hospital on “Changing paradigms in Psoriasis care”.
- PAK hosted health professionals to a sumptuous dinner at Serena Hotel, Nairobi.
- A symposium about psoriasis for members and dermatologists will be held in December.

MEXICO

AMCPSO, the Mexican Association against Psoriasis

- Start of the Psoriasis Group for patients and their families on The State of Veracruz.
- Psoriasis National Congress for World Psoriasis Day
- The first step of a national survey was introduced; the Survey is about life quality for psoriasis patients and their family.
- Photography Contest “A Flor de Piel”
- Press conference for national media, 20 radio stations, press and internet health news
- TV interviews
NETHERLANDS

Psoriasis Vereniging Nederland

- A large Patients Congress with over 500 visitors was arranged on the theme “Sick of your skin” or “Psoriasis and Co morbidity”
- Workshops – Manage your medication, Side effects, Vitamin and Supplements and Mindfullness.
- Info-market about all kinds of skincare products
- Introduction of the campaign “I am what I am” www.iamwhatiam.nl
- Intervjues on the national and local radio.
- Television broadcast with one of the most famous singers in the country, Gordon, announcing that he has psoriasis and acted as a spokes person for the organisation. Created a lot of media attention.
- All national newspapers had interviews about the World Psoriasis Day.

NEW ZEALAND

Southland Psoriasis Association Inc

- For World Psoriasis Day the Southland Psoriasis Association had displays and information in a local pharmacy.

NORWAY

Norwegian Psoriasis Association

- Open meeting for members and the general public was held in Oslo with information about Psoriasis and a research project about psoriasis and the risk of getting cardiovascular disease as a co morbidity
- The leader of a health committee in the Norwegian government informed about the plans, the progress and the challenges in a new health reform.
- Local organizations arranged open information meetings all over Norway.
- Volunteers had stands in public places all over the country to inform about World Psoriasis Day, Psoriasis and the Norwegian Psoriasis Association.
**PANAMA**

*Patient association in Panama*

- A gala concert was held on World Psoriasis day which gave the national Psoriasis association a lot of attention and articles in media, radio, magazines and national newspapers.
- A successful Walk for Psoriasis was arranged

**PHILIPPINES**

*Psorphil, Psoriasis Philippine Online Community Inc*

- For the 5th year "The Fun Walk" was arranged in Manila at World Psoriasis Day- turning the street into a big party with music. The City major of Manila welcomed all psoriasis patients, their families and the doctors.
- Media attention in radio and newspapers
- A successful "Hug-me" campaign was arranged October 29.

**POLAND**

*Patient association in Poland*

- Press conference at World Psoriasis Day, in the PAP head office in Warsaw, main topics were "Future of psoriasis patients in Poland", "Life quality and skin problems", "Necessity of creating Psoriasis NGO's Union"
- A petition was signed about the importance to increase the expenses for psoriasis treatment to make the right treatment available and accessible to patients. The petition with request for easier access to psoriasis treatment was sent to the Ministry of Health.
- Charity concert for psoriasis patients were held in Gdansk and in Poznan
- The photo exhibition "The naked truth" was launched.
- New series of Psoriasis Patients guide was published.
PORTUGAL

Patient association in Portugal

- A “Lunch with psoriasis” was arranged - in order to raise funds to a Phone line for support and information, advice and support to patients living with psoriasis.
- The PSOPortugal gave interviews in TV, radio, newspaper.
- The Patient association participated in a program on the national TV with discussions about the physical an psychological impact of psoriasis and the need for the government of Portugal to recognize psoriasis as a chronic serious disease.
- Information meeting were dermatologists and rheumatologists gave speeches on the theme – “Living with Psoriasis and psoriatic arthritis” was arranged by the association.

PUERTO RICO

Asociacion Puertorriquena de Ayuda al Paciente de Psoriasis

- Radio and TV interviews about psoriasis and World Psoriasis Day.
- Conference about Psoriasis with patients and doctors. Lectures about the history of Psoriasis and available treatments of psoriasis.
- Workshops about empowerment and self esteem for psoriasis patients.

SCOTLAND

Psoriasis Scotland, PSALV

- PSALV was working in a multidisciplinary group, SIGN, Scottish intercollegiate guidelines network, on a new evidence based Scottish clinical guideline for skin psoriasis and psoriatic arthritis.
- Psoriasis Scotland e-petitioned the Scottish parliaments petitions committee for this guideline two years ago – the result will be a Scottish clinical guideline for psoriasis and psoriatic arthritis.
SINGAPORE

*The Psoriasis Association of Singapore*

- Walk of awareness was arranged for the first time with huge success
- Distributing of balloons – with the message that psoriasis is not contagious
- Information were spread to raise awareness of psoriasis
- Press release – with the message: Psoriasis is a real disability that deserves attention!

SLOVAKIA

*Slovak Psoriatics and Atopics Association,*

- Meeting with patients with information about psoriasis and World Psoriasis Day
- A new information booklet about Psoriasis was released
- Press conference in Bratislava
- Dermatology lectures for patients

SOUTH AFRICA

*South African Psoriasis Association*

- Awareness walk at the Waterfront in Cape Town
- Arranging of Media interviews in TV and radio to raise awareness about the walk and World Psoriasis Day
- Online coverage on Health24.com
- 6 broadcast interviews in national radio stations
**SPAIN**

**ACCIÓ Psoriasis**

- Arrangements of conferences with informative sessions about psoriasis and World Psoriasis Day in seven cities of Spain with the common message “Time for Psolidarity”.
- Press conference about World Psoriasis day and to promote the planned national activities.
- Events and meeting at the Ministry of Health and Social Policies.
- Media attention and articles in newspaper, digital press, radio and TV
- A new version of the website Acció Psoriasisi was launched. It is designed to improve the interaction with the visitors and enhance mutual communication.

**SWEDEN**

*The Swedish Psoriasis Association*

- An awareness raising campaign about psoriasis and the many faces of the disease in the Stockholm Metro for two weeks. The campaign was promoting the Under the Spotlight project where Sweden was one of the pilot countries producing the first documentary films about people living with psoriasis.
- The campaign also used social medias, as Face book, YouTube etc.
- Treatment centres run by the Swedish Psoriasis Association advertised their unique possibility to provide psoriasis treatment without waiting list or having to book appointments.
- Open lectures about the latest facts in psoriasis and psoriatic arthritis were arranged several regions of Sweden, in cooperation with the medical profession. The lectures were directed to health officials, regional health politicians and health care personnel and also to the general public.
- Local activities in 40 cities: Open House-activities, fairs and feel good activities were arranged
- Press releases and local media contacts.
- Distribution of WPD Posters and letters to media, politicians, treatment centres, hospitals etc.
SWITZERLAND

Schweizerische Psoriasis & Vitiligo Gesellschaft (SPVG)

- Press release
- Information about World Psoriasis Day on the SPVG website and in the magazine
- October 29 a Internet chat session about psoriasis was organised in cooperation with Austria and Germany
- Awareness raising activities in the centres of the seven largest cities in Switzerland
- Conference and workshops in the Hospital in Zürich

TANZANIA

Psoriasis Association of Tanzania, PSORATA

- Radio interview live with 40 minute question/answering session. Focus on the discussion was 'getting the right information on psoriasis in order to get the right access to care, treatment and support'. The Radio program broadcasted in three local stations and after the show PSORATA received many phone calls with questions about psoriasis.

UKRAINE

Ukrainian Psoriasis Association

- A satellite symposium about psoriasis was arranged by the Ukrainian Psoriasis Association at the conference of Ukrainian Association of Dermatologists, Venerologists and Cosmetologists
- Awareness raising activities and distribution of promotion materials with World Psoriasis Day logo (t-shirts, caps, pens etc.) performed by members in the patient organization
- TV show in the Ukrainian parliament channel with round table discussions about World Psoriasis Day
- Radio show with information about World Psoriasis Day on national channel
- Publications and interviews in magazines and newspapers
UNITED KINGDOM

IFPA activity on a central level

- In the national newspaper, The Guardian, a Psoriasis Supplement on 16 pages was published on World Psoriasis Day. The supplement was produced in cooperation between Media Planet and IFPA and it was distributed to 1,2 million readers in UK.
- This arrangement was successful awareness raising of psoriasis and World Psoriasis Day and IFPA hope to extend this activity to involve also other regions of the world where Media Planet is established.

UNITED STATES OF AMERICA

National Psoriasis Foundation/USA

- 2000 people signed a petition asking their members of Congress to co-sponsor the Psoriasis and Psoriatic Arthritis Research, Cure and Care Act of 2009.
- “Letter to the editor” about World Psoriasis day in local newspapers.
- Five advocates secured government-issued proclamations honoring World Psoriasis Day.
- World Psoriasis Day online gallery.

VENEZUELA

- Conference held at Gaiparo Hospital in San Felix. For psoriasis patients, families and friends with the aim of improving the quality of life. Sessions with lectures and question answering.
- Conference “Knowing Psoriasis”- for practitioners specialized in family medicine
- Educational articles about psoriasis and World Psoriasis Day in newspapers and magazines