

## October is Eczema Awareness Month

Sponsored by an educational grant from PharmaDerm, the makers of CUTIVATE Lotion.

### What Will You Do to Raise Eczema Awareness in your Community?

#### ON THE EVE OF AWARENESS MONTH

It's that time of year again—the time when we put our heads together and roll up our sleeves for a common cause. Since October is National Eczema Awareness Month and since that month will soon be here, no day is better than today to start making plans to participate. No event is too big and no idea too simple to *raise awareness* about the burden and the effects of eczema on the estimated 30 million people who suffer from it in the United States.

NEA has a wealth of information on how you can participate in National Eczema Awareness Month or promote awareness throughout the year. The following list of possible awareness and fundraising events is only a beginning; if you can think it, you can do it!

Contact Julie Block in the NEA office to receive a Special Event Application and support for your specific idea. At the end of October, let us know what you did to celebrate Eczema Awareness Month so we can include your activities in the next issue of *The Advocate*.

#### AWARENESS IDEAS

- School Assembly
- Classroom Conversation
- Workplace Posting
- Field Trip
- Email your contacts explaining to them what eczema is and how it affects your family. Ask them to go to the NEA website ([www.nationaleczema.org](http://www.nationaleczema.org)) to make a donation in honor of you or your child for National Eczema Awareness Month.

- School Presentation or Project
- Wristband Sale
- Ladies Shopping Night
- Gift Exchange
- Dollar-a-Day Campaign
- Service Organization Fundraiser
- Book Fair
- Off-road Event
- Student Spirit Week

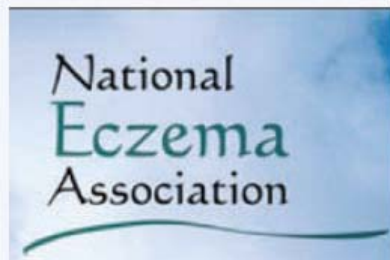


#### FUNDRAISING IDEAS

- Golf Tournament
- Swim/Walk/Run/Bowl/Non-a-Thon
- Bake Sale/Craft Sale/Garage Sale/Quilt Sale
- Letter to Friends & Family
- Birthday/Holiday/Theme Party or donation in lieu of gifts
- Car Wash
- Sales of Entertainment Books
- Dance
- Dinner
- Bike Ride
- Pocketbook Party

#### MEDIA VENUES

Contact your local newspapers and magazines, radio stations, and television stations. Tell them about National Eczema Awareness Month. Share your personal story or let them know you will be hosting a fundraising event. **E**



### E-Insights

#### SIGN-UP TODAY!

*E-Insights*, the National Eczema Association's electronic newsletter, provides information on the issues that matter to you.

Gain information, tips, and resources from this newsletter to help you live well with eczema. Get the latest news on eczema research, treatment advances, and scientific discoveries. The e-newsletter will also provide updates on the Association's advocacy efforts, and actions you can take.

To receive E-Insights, go to [www.nationaleczema.org](http://www.nationaleczema.org) and sign in. **E**