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## MEDIA KIT

### About Eczema

Eczema is a common, non-contagious group of dermatologic conditions that cause the skin to become red, irritated, itchy and/or inflamed. There are several types of eczema: atopic dermatitis, contact dermatitis, dyshidrotic eczema, neurodermatitis, nummular eczema, seborrheic dermatitis and stasis dermatitis.

### Eczema Facts at a glance

- 31.6 million Americans have some form of eczema
- 18 million people in the US have atopic dermatitis (AD), the most chronic, common, and severe form of eczema.
- 9.6 million (13%) of children in the U.S. are diagnosed with eczema or AD.
- Eczema symptoms are different for everyone but may include:
  - Dry, sensitive skin
  - Red, inflamed skin
  - Very bad itching
  - Dark colored patches of skin
  - Rough, leathery, or scaly patches of skin
  - Oozing or crusting
  - Areas of swelling
- Nearly 5.9M workdays annually are lost due to eczema.
- 70% of adults with moderate to severe AD reported an unbearable itch in the past two weeks.
- Children and adolescents with AD have higher rates of depression, anxiety and conduct disorder than children without AD.
- More than one-third of people with AD say they “often” or “always” feel angry or embarrassed by their appearance due to the condition.
- 1 in 4 children and teens with AD have experienced bullying because of their disease.
- There is no cure for eczema but there are many different types of treatments.

[Get more eczema facts.](#)

## Would you like to speak to an ecz-pert?

National Eczema Association's [Speakers Bureau](#) includes ecz-perts who stand ready to speak to members of the media about eczema.

The NEA Speakers Bureau includes leading dermatologic experts who specialize in the treatment of eczema as well as patients and patient advocates. To connect with one of the ecz-perts, contact [media@nationaleczema.org](mailto:media@nationaleczema.org).

## About National Eczema Association (NEA):

- NEA's mission is to improve the health and quality of life for individuals with eczema through research, support, and education.
- NEA is a nonprofit organization founded in 1988.
- NEA's 3-year strategic plan, the Roadmap to Advocacy, is based on five transformational keys:
  - Raise awareness about the burden eczema has on individuals and families and erase the stigma of eczema
  - Equip medical practices with the most effective patient-centered models of eczema care
  - Advance community-based models of eczema care
  - Drive innovative research focused on improving patient quality of life and treatments
  - Advocate to ensure treatment access and affordability
- NEA is governed by a Board of Directors and guided by a Scientific Advisory Committee.
- NEA is a registered 501(c)(3) organization and is funded through individual donations, fee for service programs, and corporate contributions.

## Eczema Awareness Month

October is Eczema Awareness Month. [Learn more at eczemamonth.org](http://eczemamonth.org).

Follow us on Facebook, Twitter and Instagram: @nationaleczema

Join the Eczema Awareness Month conversation using hashtags:  
#TheRealEczema #UnhideEczema #EczemaMonth #EAM2019

## Media inquiries

Direct all inquiries to [media@nationaleczema.org](mailto:media@nationaleczema.org).

For journalists under deadline, contact 415-499-3474 ext. 1025.