

Eczema Awareness Month Engagement Toolkit

LEARN • SHARE • CONNECT

eczemamonth.org



October is Eczema Awareness Month. This year in addition to our #unhideeczema campaign we are focusing on #therealeczema. The goal of this campaign is to raise awareness, reduce stigma, and illuminate eczema's true impacts. The purpose of the EAM Toolkit is to provide assets and guide activation throughout the month of October.

Get Real #TheRealEczema



31.6 MILLION people in the US have some form of eczema



70% of adults with moderate to severe AD reported unbearable itch in the past two weeks.



MORE THAN 1/3 of people with AD say they "often" or "always" feel angry or embarrassed by their appearance due to the condition.



NEARLY 5.9M workdays annually are lost due to eczema.



1 IN 4 children and teens with AD have experienced bullying because of their disease.



CHILDREN and adolescents with AD have higher rates of depression, anxiety and conduct disorder than children without AD.

Tips for Awareness Month Engagement

MAP THE MONTH



Each week will have specific areas of focus, hashtags, and calls to action — plan ahead with relevant content.

SPREAD THE WORD



Share NEA and stakeholder content that is relevant to your community. Publish relevant content you'd like to be shared, as well.

USE APPROPRIATE HASHTAGS



Use and follow EAM hashtags listed below.

MAKE IT PERSONAL



Ask questions. Listen to answers. Encourage sharing of stories online and in person.

Learn

CARE CONSIDERATIONS

- ▶ Considerations in the Primary Care Setting
- ▶ Various Perspectives in Atopic Dermatitis
- ▶ Atopic Dermatitis Treatment Guidelines
- ▶ Guide to Managing Eczema in Children

ACCESS CHALLENGES

- ▶ Understanding Step Therapy
- ▶ Step Therapy: A policy panel discussion
- ▶ Understanding Prior Authorization

Connect

Learn more about what key players are doing and share each other's messages.

- ▶ [National Eczema Association](#)
- ▶ [American Academy of Dermatology](#)
- ▶ [American College of Allergy, Asthma, and Immunology](#)
- ▶ [Derma Care Access Network](#)
- ▶ [Dermatology Nurses' Association](#)
- ▶ [LearnSkin](#)
- ▶ [National Association of School Nurses](#)
- ▶ [National Jewish Health](#)
- ▶ [Pediatric Dermatology Research Alliance](#)
- ▶ [Skin of Color Society](#)
- ▶ [Women's Dermatologic Society](#)

Share

Use the official 2019 Eczema Awareness Month hashtags to engage with your constituents and the broader eczema community.



#eczemamonth #EAM2019 #unhideECZEMA
#theREALeczema #eczemawarrior

These resources are intended to ease the burden of patients living with atopic dermatitis/eczema, and the broader health care provider community committed to caring for them.

Click to access and share



WEBINAR — OCTOBER 16

The Concept of "Cure" in the AD space. What does it mean, what do we know, and what will it take?



PATIENT FACT SHEETS

These fact sheets are designed to be quick reference sheets, downloadable and printable at the doctor's office, or at home.



ECZEMA PROVIDER FINDER

Patients deserve a health care provider with experience and compassion. Join the Eczema Provider Finder as an HCP or refer a patient in need to the directory to get the local care they need.



SEAL OF ACCEPTANCE™ DIRECTORY

It is a challenge to navigate the eczema OTC landscape, and trial and error is expensive for patients and families. Let the SOA Directory help guide this process.



PEOPLE ENGAGED IN ECZEMA RESEARCH

If you and your patients are out of options, clinical trials for eczema/atopic dermatitis may be a reasonable next step.



ECZEMA MATTERS

The latest information on eczema research and treatment, expert advice for living well with eczema, plus crowdsourced tips and patient stories.