



# SUPPORTERS PACK

How you can get involved

**PSORIASIS  
AWARENESS  
WEEK**

**2023**



**psoriasis**  
association



# CONTENTS

- 1 About us
- 2 About psoriasis
- 3 What is Psoriasis Awareness Week?
- 4 This year's theme
- 5 - 11 How to get involved



@PsoriasisUK



@Psoriasisuk






@PsoriasisUK

## About Us...

We are the UK's leading national charity and membership organisation for people affected by psoriasis.

## OUR AIMS...

Since our founding back in 1968, we have been driven by three main objectives.

1. To provide **information, advice and support** to those whose lives are affected by psoriasis 
2. To **raise awareness of psoriasis** 
3. To **promote and fund research** into the causes, nature and care of psoriasis, and to publish and disseminate the results of that research 

# ABOUT PSORIASIS...

Psoriasis is an immune condition which causes symptoms on the skin and sometimes the joints. When a person has psoriasis, their skin replacement process speeds up, taking just a few days to replace skin cells that usually take 21-28 days.

This accumulation of skin cells builds up to form raised 'plaques' on the skin, which can also be flaky, scaly, red on caucasian skin, darker patches on darker skin tones, and itchy.

Psoriasis can occur on any area of the body, including the scalp, hands, feet and genitals, although different types tend to occur on different areas. It is more than just a skin condition and it can affect people physically and psychologically.

**Which is why for one week each October, we campaign around a specific theme for Psoriasis Awareness Week**

**Psoriasis affects between 2% and 3% of the UK population - up to 1.8 million people.**



**Psoriasis Awareness Week** takes place every year at the end of October.

# WHAT IS PSORIASIS AWARENESS WEEK?

It aims to...

Raise awareness of the **Psoriasis Association** and the services we offer to support people with psoriasis and psoriatic arthritis.

Raise awareness of **psoriasis and psoriatic arthritis** among those with the conditions and the general public.

Schools, businesses and communities have come together to start conversations about psoriasis that can help change people's lives for the better.

**Why not add your voice to this year's campaign to help us reach more people than ever? Read on to find out how you can get involved.**



# THIS YEAR'S THEME

**This Psoriasis Awareness Week** our theme is **Talk About Treatments.**

How to treat psoriasis and psoriatic arthritis is understandably one of the primary questions asked via our helplines. During the week, we will be looking at ways to access the correct treatment pathways and how people can achieve the best in psoriasis care. We will be hearing from those who self-manage their condition as well as those under the care of a GP or a dermatologist.



This pack contains all the information you need to get involved in this year's campaign and other ways you, your family and friends can spread the message of Psoriasis Awareness Week 2023!

**[Head to our website for updates in the approach to Psoriasis Awareness Week!](#)**

# 1. REGISTER FOR OUR WEBINAR

## Achieving the best in psoriasis care

Thursday 26th November 2023

### Patient & public involvement evening (via Zoom)

The Psoriasis Association and St John's DermAcademy are pleased to collaborate again to bring you a FREE webinar of informative talks from experts at the forefront of psoriasis research and practice.

ST JOHN'S  
DERM  
ACADEMY



psoriasis  
association

[Click here to register or scan the QR code with your smart phone](#)



6.00pm - Welcome and overview of evening (Prof. Jonathan Barker)



6.05pm - Treatment Pathways (Prof Catherine Smith)



6.20pm - How to be prepared for your appointment (Karina Jackson, Nurse Consultant)



6.30pm - mySkin: insights so far and how to get involved (Dr Satveer Mahil)



6.40pm - Ask us anything! Q&A chaired by Jonathan Barker, includes Psoriasis Association Trustee Russ Cowper and pharmacist Arlene McGuire



7.00pm - Close

# 2. ATTEND AN AWARENESS DAY

We're holding awareness days in the community this Psoriasis Awareness Week. Come and see us on the road!

**Thursday 26th October**

ASDA Superstore, Derby Road, Spondon, Derby

DE21 7LW

9.30am- 4pm

**Monday 30th October and Friday 3rd**

**November**

Dermatology Department at Northampton

General Hospital

9am - 4pm





# 4. SEND US YOUR VIDEOS!

This year Psoriasis Awareness Week, we're Talking About Treatments and would like to hear your experience with treatments that have worked for you! Or perhaps you manage your psoriasis in a different way? We'd like to hear about that too.

Please send us a video of you talking about your experience with treatments or advice to share with others! To help you, we've thought of some prompts.

What treatment has worked the best for you?

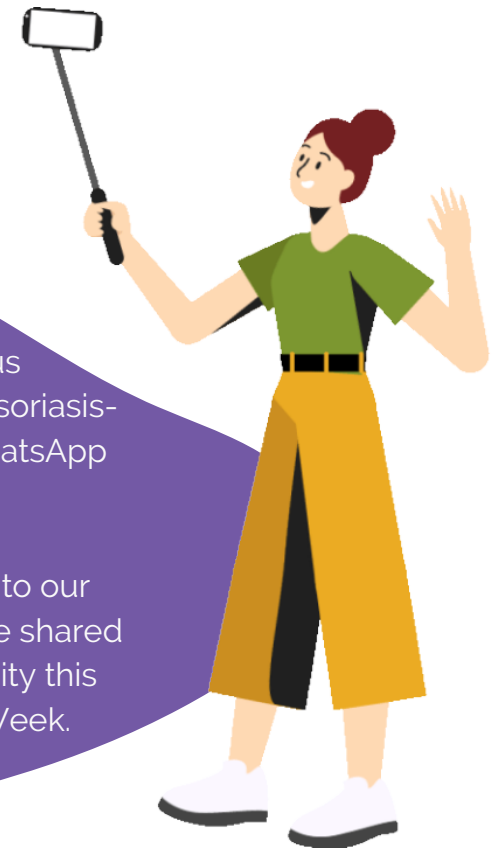
How do you fit your treatments around your everyday life? When do you find it best to apply/take your treatment?

How do you combat the itch?

What advice would you give to someone who is about to attend their first GP or dermatologist appointment?

Send the video to us either by email at [mail@psoriasis-association.org.uk](mailto:mail@psoriasis-association.org.uk), or WhatsApp on 07387716439.

This will then be added to our video montage that will be shared with the whole community this Psoriasis Awareness Week.



# **S. FOLLOW US ON SOCIAL MEDIA AND SHARE YOUR MESSAGES ONLINE**

We want to get people talking about psoriasis. Help us to spread the word by sharing your experiences, whether you have psoriasis yourself, have a loved one with the condition or work with people with psoriasis.

Make sure you use our hashtags **#PAW23** and **#TalkTreatments** so we can find and share your messages on the Psoriasis Association social media channels.

Don't forget to tag us in your posts on social media. You can find us at **@PsoriasisUK**.

Follow us at

 @PsoriasisUK

 @Psoriasisuk

 @PsoriasisUK





## DOWNLOAD OUR DIGITAL TOOLKIT



We have created downloadable graphics for you to use on your social media channels to show your support for Psoriasis Awareness Week 2023. [Click here](#) to see the full toolkit or use the links below to be taken to the relevant page on our website,



Twitter Post  
(individuals)



Facebook  
Cover Image



Facebook  
Post  
(individuals)



Instagram  
Post  
(individuals)



LinkedIn  
Banner



Twitter Post  
(organisations)



Twitter  
Header



Facebook Post  
(organisations)



Instagram Post  
(organisations)

Post using the hashtag  
**#TalkTreatments**  
**#PAW23**

# 7. DONATE

We only exist because of the ongoing support of our members and individual donors.

With your help, we offer good quality, reliable and independent information and advice. We raise awareness of psoriasis and work with key health officials on strategic issues. Your donation is vital in helping us to continue this work.

## Donate from your mobile

Scan the QR code using your smart phone to be directed to JustGiving, where 100% of your donation will go to the Psoriasis Association

scan me with your mobile phone!



## Donate through our website

Head to our [website](#) and click on the 'donate' button, you may even like to choose the option to become a member!



## Donate by cheque

Send a cheque payable to the Psoriasis Association to:

The Psoriasis Association,  
Dick Coles House,  
2 Queensbridge,  
Northampton,  
NN4 7BF



@PsoriasisUK



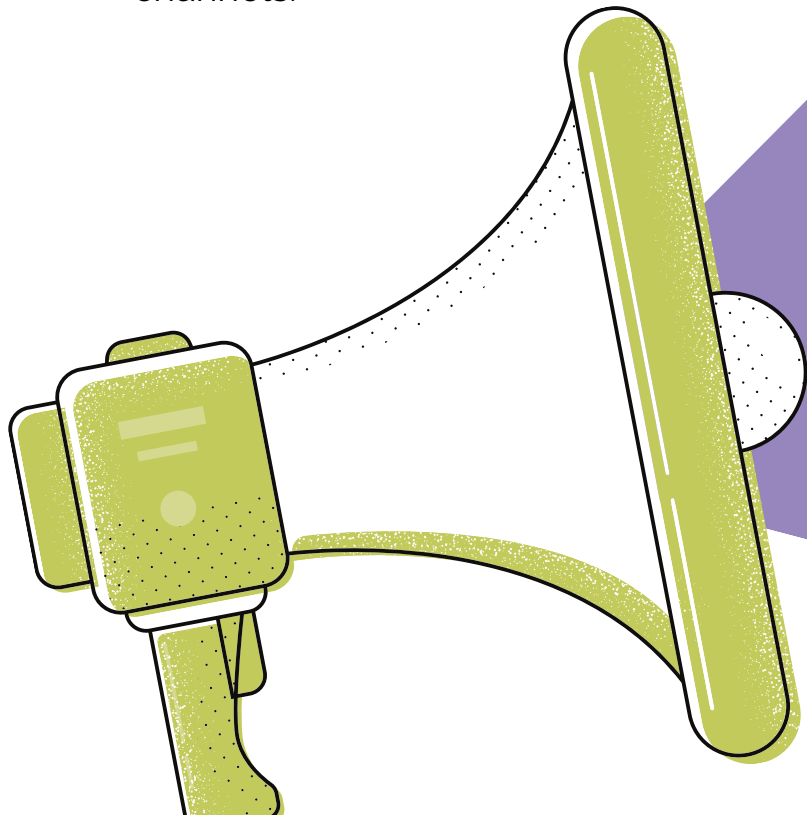
@Psoriasisuk



@PsoriasisUK

# 8. KEEP UP TO DATE...

We'll be sharing lots of new content every day during Psoriasis Awareness Week. Keep up to date by visiting our website and digital channels:



Twitter



Facebook



Instagram



Website



YouTube



LinkedIn