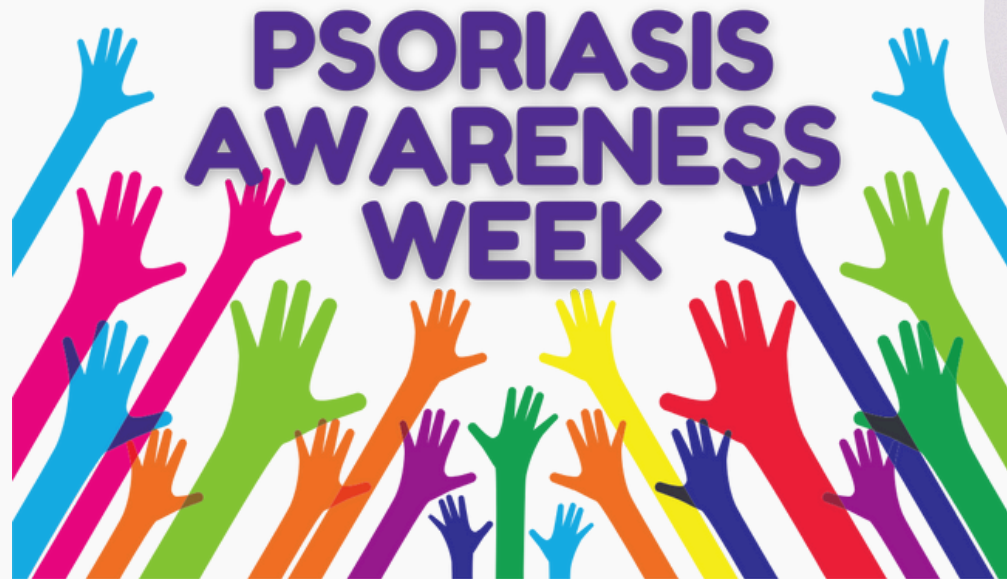


Psoriasis Awareness Week 2024 Supporters Pack

psoriasis
association

How you can get involved

28th October - 3rd November



#PsoCommunity #PAW24



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About psoriasis

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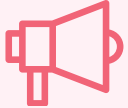

This year's theme

How to get involved

About Us

We have been providing help and hope for people with psoriasis for over 55 years. In a perfect world, there would be no need for The Psoriasis Association to exist, but while there is still a significant need and the search for a cure is on-going, we are determined to ensure that people can live and do live well with psoriasis and psoriatic arthritis.

Our Aims...

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 

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

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

 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.

What is Psoriasis Awareness Week?

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

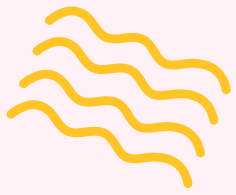
Why not add your voice to this year's initiative to help us reach more people than ever?



Read on to find out how you can get involved.



This years theme ✨



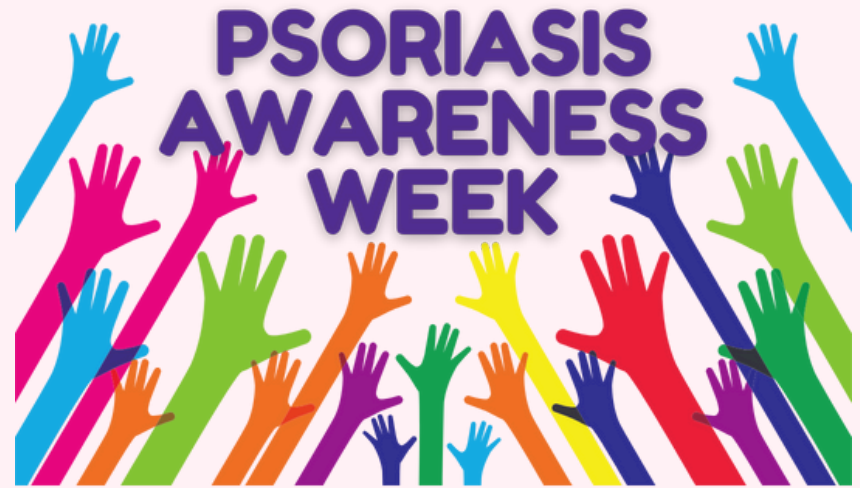
This Psoriasis Awareness Week our theme is **Community**.

We know that for many people living with psoriasis, community is very important. At times, living with psoriasis can be lonely and isolating, however, Awareness Week is here to remind you how supportive the psoriasis community truly is.

We're proud to be part of the psoriasis community which offers a safe space for people to share stories, advice, tips on managing psoriasis, as well as providing comfort to those are newly diagnosed.

❖ This Psoriasis Awareness Week, we're asking, what does community mean to you?

28th October - 3rd November



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 2024.

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



1. Share your story



This year our theme is Community and we want to hear about what being part of a Psoriasis Community means to you!

We're looking for people to share their stories, either in written form or as a video so that we can share them throughout the week.

Here's some prompts to help you write or record your story:

- What does Community mean to you and why do you think it's important?
- How has being part of this helped you whilst living with psoriasis or PsA?
- How do you stay connected to your community?
- Has being part of a community helped you achieve something? (For example - Attending an event, going to a meet up, starting a social media page, sharing your story, fundraising)
- What advice can you give to someone who doesn't know where they are able to find support with their Psoriasis or Psoriatic Arthritis?
- What change would you like to see in psoriasis community/how can it be improved?



**Send your story or video to us on
mail@psoriasis-association.org.uk**



Wear Purple on 2. World Psoriasis Day ✨



World Psoriasis Day will take place on **Tuesday 29th October** and we're encouraging you to put on some purple to show your support.

We'd love to see your pics of your wearing our favourite colour, so feel free to tag us or send the pictures into us at mail@psoriasis-association.org.uk. Don't forget to use the hashtag **#OhPsoPurple** on social media so we can see them all.

Why not get your friends, family and co-workers involved and raise awareness together?

You can also set up a fundraiser on the day! Get started by emailing us at [**mail@psoriasis-association.org.uk**](mailto:mail@psoriasis-association.org.uk).



Attend our Coffee

3. Morning Drop in Session

On **Friday 1st November**, join us in our office for a drop in session and meet other people living with psoriasis and psoriatic arthritis.

We'll have refreshments, including tea, coffee and snacks from **10am - 3pm**



**THE PSORIASIS ASSOCIATION
DICK COLES HOUSE
2 QUEENSBRIDGE
NORTHAMPTON
NN4 7BF**



**FRIDAY 1ST NOV
10.00AM - 3.00PM**



4. Visit us in Derby

On **Tuesday 29th October (World Psoriasis Day)**, we will be at ASDA in Derby and we'd love to chat to you.

**ASDA
Derby Road,
Spondon,
Derby
DE21 7LW**



Attend our webinar with

5. St John's DermAcademy

6.00pm

Welcome and overview of the evening
Dr Satveer Mahil

6.05pm

Psychological strategies to help
when psoriasis affects your sleep
Dr Catherine O'Leary

6.15pm

Getting the most out of your treatments
Arlene McGuire and Clare Szlumper

6.25pm

Psoriasis care in the future - How could it look?
Dr Manpreet Sagoo

6.35pm

Q&A
Ask the speakers your questions



The webinar is **free to join**.

Email mail@psoriasis-association.org.uk to get your link
or scan the QR code with your smartphone to register.

6. Get your little ones involved in our competition



Teach your little ones about psoriasis and get them involved in our children's writing or drawing competitions where there are prizes to be won!

Our **Kids Psoriasis Pack** will include fun activities for your children to complete as well as the full details on the competitions.

As our theme is Community, we want people of all ages to be involved. Keep your eyes peeled for full details on our website on **Monday 28th October.**



7. Psoriasis Informed Yoga Session

Unwind with a yoga session on **Immune and Emotional Health** to end Psoriasis Awareness Week.

Join Kookie (@[beyondskinyoga](#)) for a **free 45 minute virtual yoga session**, focusing on breathwork and gentle movement.

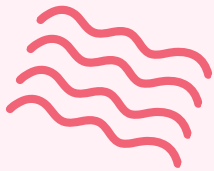
This session is designed to be accessible for people of all mobilities. Look out for more information on our social media platforms and website.



Sunday 3rd November



5pm - 6pm



8. Follow us on social media and get involved

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 someone with psoriasis.

Make sure you use our hashtags **#PAW24** and **#PsoCommunity** 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**.

 @PsoriasisUK

 @Psoriasisuk

 @PsoriasisUK



9. Download our digital toolkit



Post using the hashtag
#PsoCommunity
#PAW24

We have created downloadable graphics for you to use on your social media channels to show your support for Psoriasis Awareness Week 2024. [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)



Twitter Post
(organisations)



Twitter
Header



Instagram Post
(individuals)



Instagram Post
(organisations)



Facebook/
LinkedIn Post
(individuals)



Facebook/
LinkedIn Post
(organisations)



Facebook
Cover



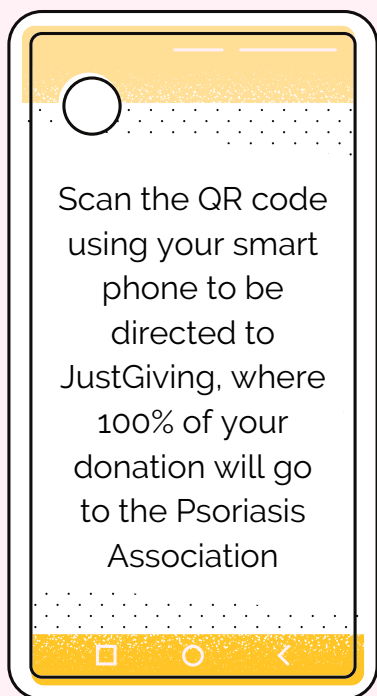
LinkedIn
Header

10. 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 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!



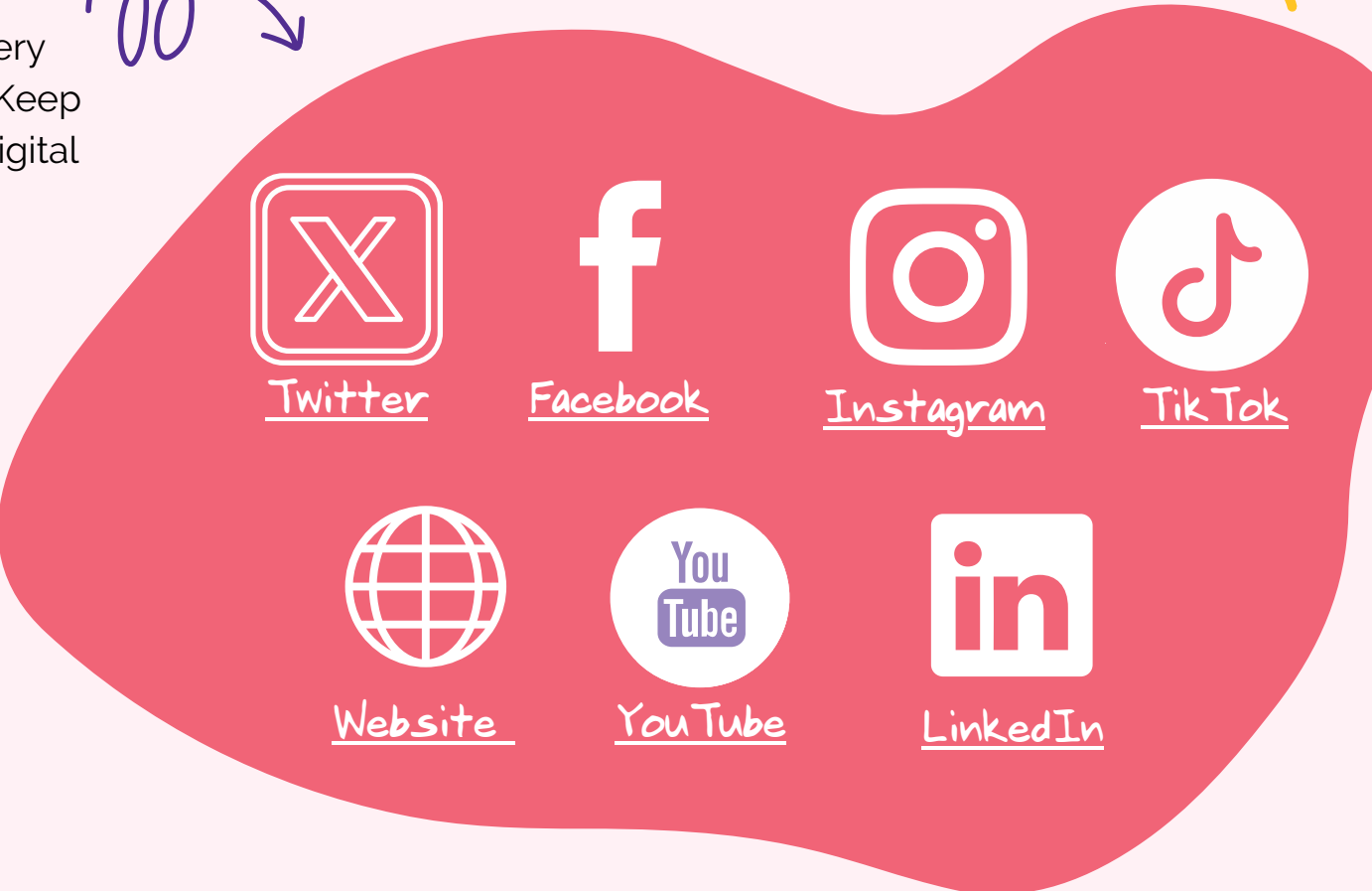
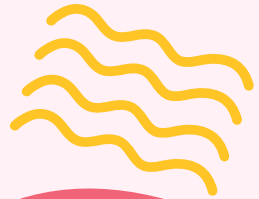
Donate by cheque

Send a cheque payable to the Psoriasis Association to:

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

11. 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



Tik Tok



Website



YouTube



LinkedIn

