

World Psoriasis Day 2015



29 • October
World Psoriasis Day

“Hope. Action. Change.”

World Psoriasis Day 2015



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Key messages:

- Have Hope.
- Take Action.
- Make a Change.

Supporting messages:

- Every year we understand more about psoriasis – research gives us hope
- Everyone can take action to raise awareness of psoriasis
- Every positive action can lead to positive change

World Psoriasis Day gives us hope!



A day conceived **by patients for patients** to:

- Raise **awareness**
- Give people with psoriasis a **collective voice**
- **Provide information** to educate the patient, the public, the medical community and policy makers
- **Eliminate ignorance, misconceptions** and thereby also **stigmatization** and **discrimination**



World Psoriasis Day 2015 campaign

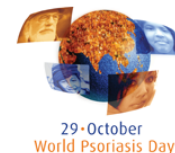


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World Psoriasis Day Wall of Hope



Giving a global voice to more than
125 million people with psoriasis.



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World Psoriasis Day 2015
World Psoriasis Day 2015
World Psoriasis Day 2014
Wall of Hope 2015

What gives you hope for a better future for people with psoriasis and psoriatic arthritis?

Share your story!



Luis Juli Aydillo • 3 hours ago

RT @LEOPharmaEs: It's time for

#ichangepso #psoriasis #HCB #Pharma

Your name

Your story

World Psoriasis Day 2015 campaign



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RT @LEOPharmaEs. It's time for
#ichangepso #psoriasis #HCP #Pharma
#Patients follow #WPPAC15 http://t.co
/Gdiddf7Hs8

 **Helene Genym** • 7 hours ago
RT @veronikapso: Let's make PSA &
psoriasis history! #ichangepso
#ihopepso http://t.comZuH06GPP1

Barbra • 3 days ago
The 4th World Psoriasis & Psoriatic Arthritis Conte
rence gives me hope for a healthier future!

 **Acción Psoriasis** • 8 hours ago
RT @PsoriasisIFPA. CP. Give people with
psoriasis a collective voice! Dont forget
#WPD15 #ihopepso #iactpso
#ichangepso #WPPAC15

World Psoriasis Day Wall of Hope

An online, digital “wall of hope” where people can answer the question:
“What gives you hope for a better future for people with psoriasis and psoriatic arthritis?”

Connectivity with social media using the
hashtags **#ihopepso**, **#iactpso**, **#ichangepso**

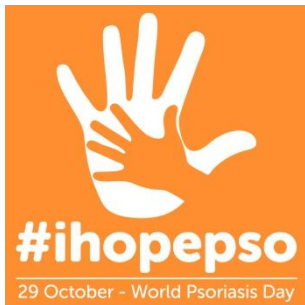
Social media

World Psoriasis Day 2015 campaign hashtag logos:



#ihopepso

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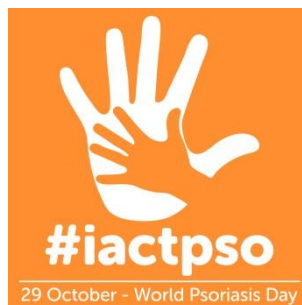
#ihopepso

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#iactpso

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#ichangepso

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#ichangepso

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World Psoriasis Day general hashtags:

#WPD15

#October29

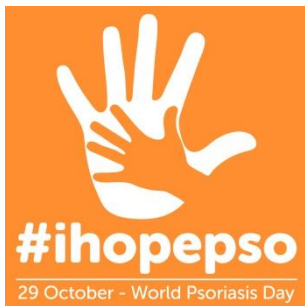
Guidelines for usage

Guidelines for usage of the WPD 2015 campaign hashtag logos:



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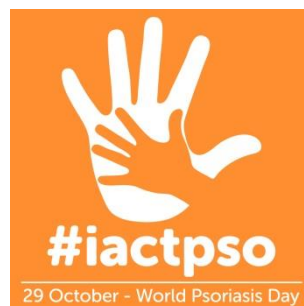
#ihopepso

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#iactpso

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#iactpso

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#ichangepso

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#ichangepso

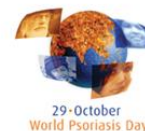
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- Logos are not to be used in any kind of commercial setting, promoting a brand of medical treatment, or the like
- Logos are not to be translated or changed – we need the uniform messaging to keep the connection to the digital wall of hope

Not on Twitter?



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Your name

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SEND

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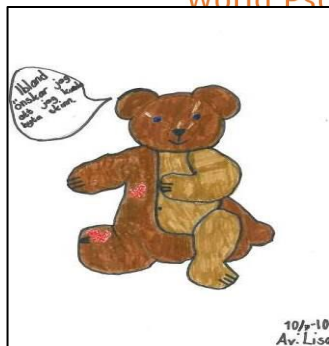
The 4th World Psoriasis & Psoriatic Arthritis Conference gives me hope for a healthier future!

More

WPD 2015 national campaign



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World Psoriasis Day Wall of Hope

Children can also join in the national and global campaign by drawing what gives them hope for a better future – these drawings can be scanned and shared in social media using the hashtag #ihopepso, or shown on national association's website/Facebook page

WPD 2015 national campaign



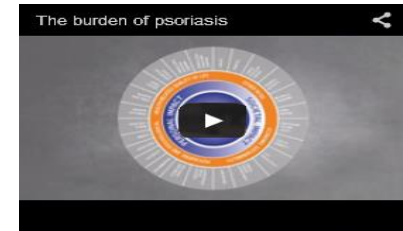
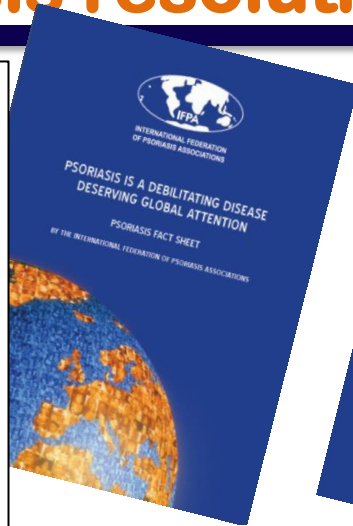
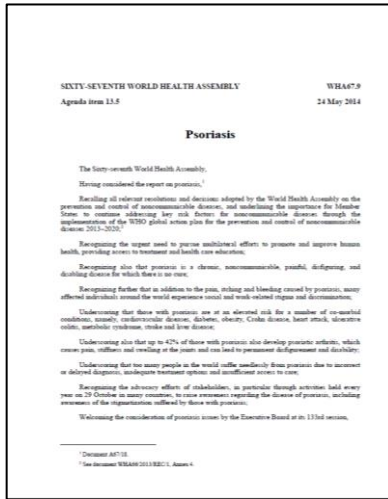
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The campaign doesn't have to be online – you can also set up a physical “wall of hope” during your World Psoriasis Day activities – in clinics, train stations, at meetings, in town squares...



The psoriasis resolution gives us hope



The psoriasis resolution encourages WHO member states to: “engage further in advocacy efforts to raise awareness regarding the disease of psoriasis, fighting stigma suffered by those with psoriasis, in particular through activities held every year on 29 October in Member States”

= Inform your government about the resolution and how they can take action to make a change for the better. **Help them give people with psoriasis hope!**

Good luck with the campaign!



#ihopepso

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