

Key Communication Messages

Psoriasis/psoriatic arthritis have a huge impact on people's life and these devastating conditions need to be taken more seriously by national and international authorities. The voice of the psoriasis community must be heard and we must approach politicians, health care- and decision makers to improve access to effective treatments. To be the most effective advocate for the psoriasis community we need to present facts and relevant information.

We also need to encourage healthcare decision makers, for example governments, physicians and all those responsible for psoriasis care/ medicines, to allow psoriasis sufferers access to the most appropriate therapies. As a result the steering committee have developed the following key communication messages for World Psoriasis Day 2013:

World Psoriasis Day theme 2013:

Global access to treatment

Core communication message:

- Psoriasis knows no borders - access to treatment for all!

Supporting messages:

- More than 125 million people with psoriasis need and deserve access to treatment
- Psoriasis treatments are available – but not to all
- Treating psoriasis early and effectively lessens the burden of disease for the person, the family and the community
- Treat the patient – save the person

World Psoriasis Day 2013 testimonial campaign

"Treat the patient - save the person"

Read more about the special World Psoriasis Day photo testimonial campaign [here](#).

Put psoriasis on the
agenda now!



29 October
World Psoriasis Day

"Put psoriasis on the agenda now!"

The speech bubble will be kept as a symbol for the campaign to the global and national health authorities to put psoriasis, and World Psoriasis Day, on the political agenda.