

World Psoriasis Day 2013 testimonial campaign

"Treat the patient - save the person"

If under treatment:

- What has being treated for psoriasis meant for you/your family/your community?

Without treatment:

- How has the lack of treatment impacted your life/your loved ones?
- How do you think access to treatment could change your situation?

Short campaign "how to":

- Testimonials should consist of a photo of a person with / affected by psoriasis (family member, friend, co-worker, etc.) holding a written statement
- Testimonials can be anonymous – but it is recommended that age and country is given
- Statement must concern either the impact of treatment or lack of treatment on the person's life
- Statement and photo may not include any names of pharmaceutical companies or products, or specific treatments
- Important that consent is given to publish testimonials both nationally and internationally in all forms of media (printed, digital and online)
- Each IFPA member organization shall choose a maximum of three photo-testimonials that best represent the situation in the country and send them to IFPA, with an English translation of the statements
- The chosen testimonials will be published by IFPA as a supporting document
- Testimonials will also be published on the World Psoriasis Day website

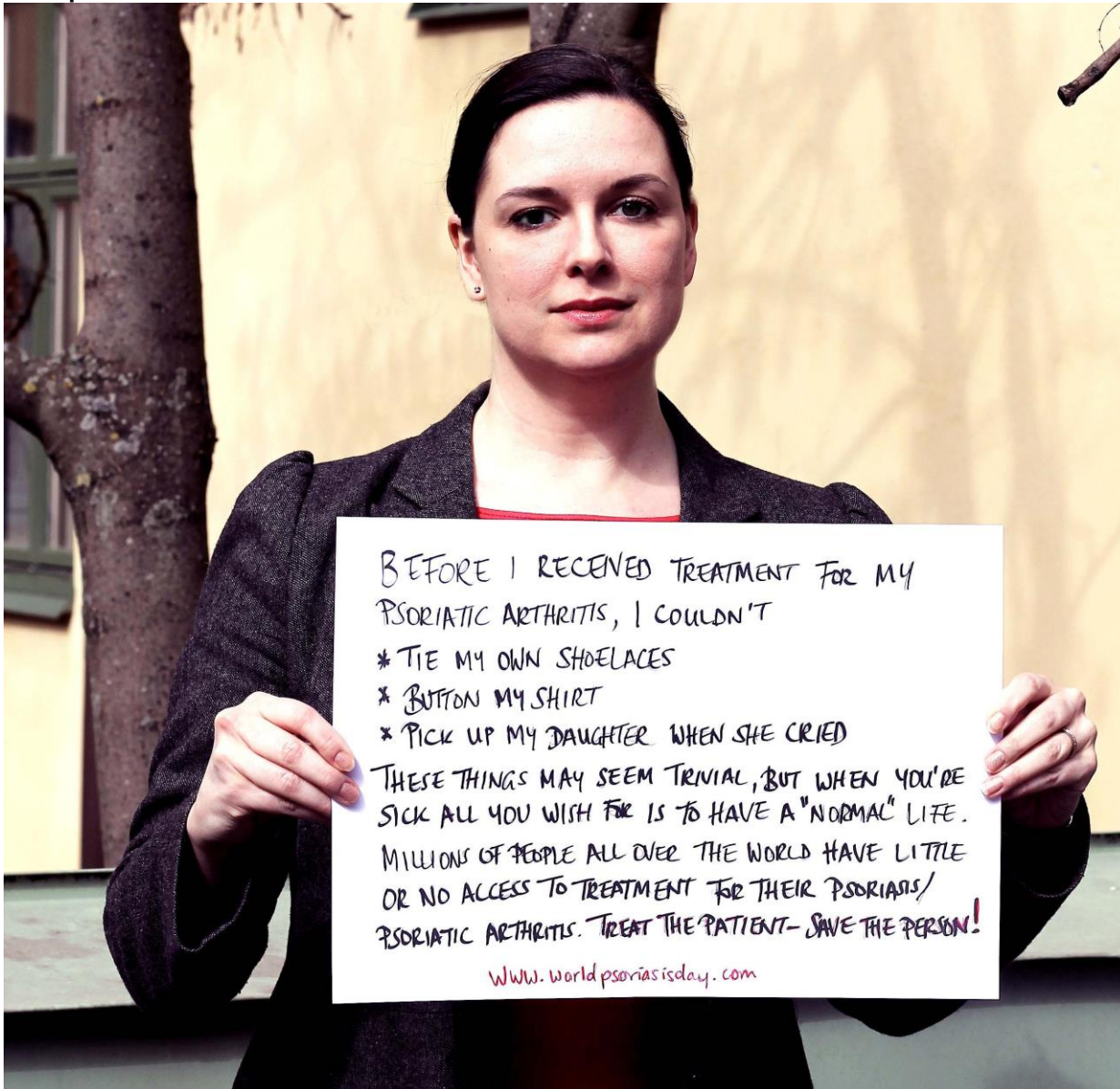
Channels

World Psoriasis Day is usually heavily featured in the media, and the photo testimonial campaign can be used to great advantage in this forum and on all social media platforms.

Make sure to share the testimonials with members of the press, on websites, blogs, social media forums and other channels well suited to maximize the outreach of the campaign.

And remember - your story matters and can make a real difference!

Examples:



BEFORE I RECEIVED TREATMENT FOR MY
PSORIATIC ARTHRITIS, I COULDN'T

* TIE MY OWN SHOELACES

* BUTTON MY SHIRT

* PICK UP MY DAUGHTER WHEN SHE CRIED

THESE THINGS MAY SEEM TRIVIAL, BUT WHEN YOU'RE
SICK ALL YOU WISH FOR IS TO HAVE A "NORMAL" LIFE.

MILLIONS OF PEOPLE ALL OVER THE WORLD HAVE LITTLE
OR NO ACCESS TO TREATMENT FOR THEIR PSORIASIS/
PSORIATIC ARTHRITIS. TREAT THE PATIENT - SAVE THE PERSON!

www.worldpsoriasisday.com



WITHOUT PROPER TREATMENT – MY
BODY DOES NOT FUNCTION. I CAN
NOT WALK, NOT WORK OR LIVE A
NORMAL LIFE. I AM AMONG THE FEW
LUCKY ONES WHO HAVE ACCESS TO
TREATMENT. GLOBAL ACCESS TO TREATMENT
SHOULD BE A HUMAN RIGHT!!!
NOT JUST FOR A FEW OF US WITH PSORIASIS.

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