



# Psoriasis Awareness Week 2019

28th October : Treating psoriasis before,  
- 3rd November : during & after childbirth

## Supporters Pack

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About Us



What is Psoriasis Awareness Week?



This Year's Theme



How You Can Get Involved






# psoriasis association

## Our Aims...

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

## About Us...

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

- 1 To provide **information, advice and support** to those whose lives are affected by psoriasis.  

- 2 To raise awareness of **psoriasis and psoriatic arthritis** among the general public.  

- 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 more than just a skin condition and it can affect people people physically and psychologically.

Although there is no cure, it is important to remember that it can be managed. **With the right treatment and advice, many people live well with psoriasis.**

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 which can be up to 1.8 million people.**

# What is Psoriasis Awareness Week?

Psoriasis  
Awareness Week  
happens every  
year during the  
last week in  
October.

## Aims:

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

**To raise awareness of psoriasis and psoriatic arthritis** among those with the condition and the general public.

Since our first Psoriasis Awareness Week back in 1993, we've raised awareness of topics like:

Psoriatic  
Arthritis

Living well  
with psoriasis

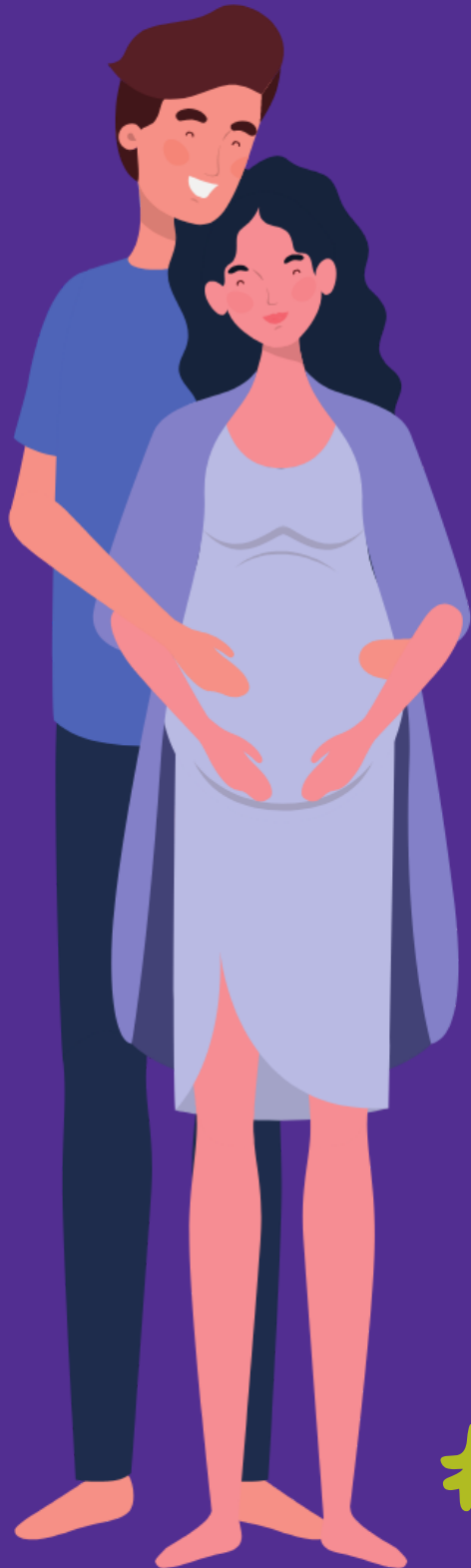
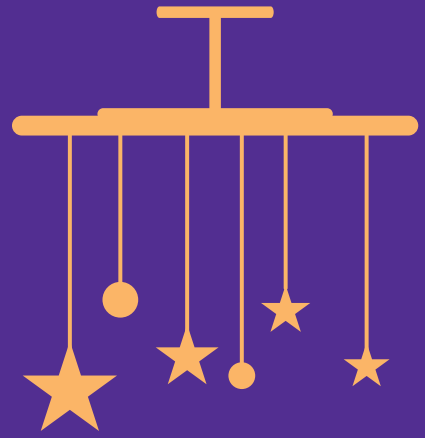
Young  
People &  
Psoriasis

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



This year we are looking at treating psoriasis before, during and after childbirth and with your support, **we want to reach more people than ever.**

# Treating psoriasis before, during and after childbirth



Planning a family is a very exciting time, but for many people with psoriasis this can mean worrying about what treatments they will be able to use, and what effect changing treatments may have on their psoriasis.

Whilst there are some treatments that are not safe to use when planning a family, there are also plenty that are!

We want to encourage parents-to-be to voice their concerns and treatment preferences with their healthcare team, to ensure the development of an effective plan for managing their psoriasis.

Head to our website for updates in the approach to Psoriasis Awareness Week!

## #TreatingForTwo



Keep your eyes peeled on our social media channels for **new content** which will be launching throughout the week!

@PsoriasisUK



Throughout the week our team will be heading out to raise awareness among the public.



Find us at:

Castle Quay Shopping Centre

Banbury 29th Oct



Weston Favell Shopping Centre

Northampton 1st Nov



Northampton General Hospital

30th Oct



Come say hello at one of our awareness day events

Our plans....



# To Get Involved You



## Can:

#TreatingforTwo  
#PAW19

### Use our hashtags

Spread the word on social media using our hastags #PAW19 and #TreatingforTwo

## 2 Download our digital tool kit

Available on our website the week before PAW so you can use our graphics and show your support across social media!



### Share your messages online

Take a selfie or make a video to join the conversation! Help us to share our posters!

## 3



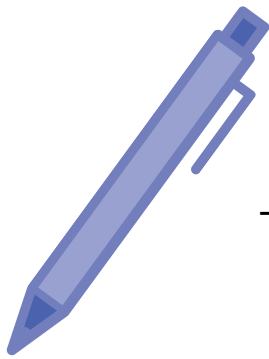
## Distribute our information

Order Psoriasis Association information to distribute in your local community, GP surgery, workplace or school!



## Hold an event

Hold an information stand or run an event in your workplace.



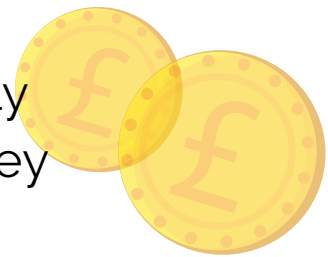
## Get in touch with your local politicians

Write to ask them to support PAW19. Tell them how psoriasis has affected you and what they can do about it.



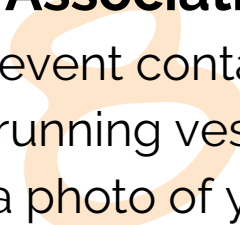
## Fundraise

Get involved in a fundraising event to not only raise awareness of psoriasis, but to raise money for the Psoriasis Association.



## Wear a Psoriasis Association t-shirt

If you are holding an event contact us for a Psoriasis Association running vest or t-shirt. Make sure you send us a photo of you wearing it!



# 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 will help us to continue this vital work.

Ways to donate:

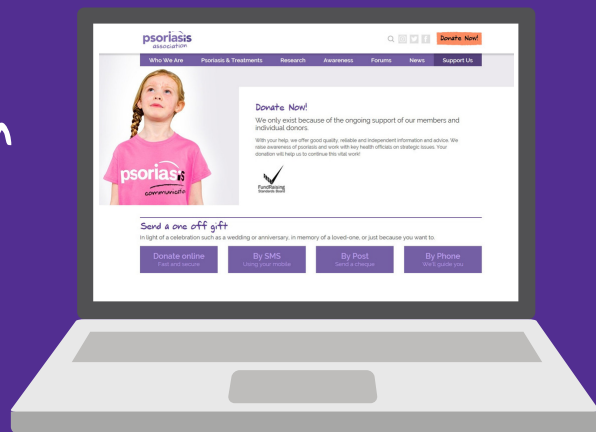
## Donate through Facebook



You can now donate through our Facebook page. Simply head to our Facebook page press 'donate', & follow the instructions.

## Donate through our website

Head to our website & click on the 'donate' button, you may even like to choose the option to become a member!



## By cheque

Send a cheque payable to the Psoriasis Association to:

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



Fundraising events like yours help us to reach more people and raise more money than we ever could alone.

For more fundraising ideas visit our website...

## A physical challenge

Take on a physical challenge such as taking part in a race, a Tough Mudder, or bike ride!



During #PAW19, why not try one of the following:



## Arrange an event

Why not arrange an event at your work, school, or college during PAW. You could organise a mufti day or bake sale to raise money!

If you would like to fundraise for us, get in touch on [mail@psoriasis-association.org.uk](mailto:mail@psoriasis-association.org.uk)

Add a donation sticker to your story on Instagram!



Show your support for PAW19 by setting up a Facebook fundraiser. Simply visit [facebook.com/fundraisers](https://facebook.com/fundraisers) and follow the steps below:

1. Click Raise Money
2. Select Nonprofit/Charity
3. Select Psoriasis Association, choose a cover photo and fill in the fundraiser details
4. Click create

Fundraise Through Facebook



# Fundraise

# Raising

# Awareness

Raising awareness is vital for changing the way people think about psoriasis.

## Park Run

Ask us to send you a Psoriasis Association T-shirt or running vest and wear it to your local Park run during PAW. It's free to take part and they take place all over the country.

[www.parkrun.org.uk](http://www.parkrun.org.uk)



## Host An Information Stand

What better way to raise awareness than going to your local library, pharmacy, hospital, supermarket or gym, and sharing information about psoriasis.

It could make a huge difference! Contact us and we'll deliver free resources to you to help you set up and promote your event.

Email [mail@psoriasis-association.org.uk](mailto:mail@psoriasis-association.org.uk) to order materials for your event!

Join the conversation online, using the hashtags #TreatingForTwo and #PAW19



Tell Us  
About Your  
Event

We want as many people as possible to take part in this year's Psoriasis Awareness Week.

So if you have an awareness or fundraising event lined up let us know so we can add you to our map of events.

Email [mail@psoriasis-association.org.uk](mailto:mail@psoriasis-association.org.uk)



# Resources

## Digital Toolkit

In the run up to Psoriasis Awareness Week **we will be releasing our digital toolkit on our website, full of graphics for you to use across your social media channels** to show your support for PAW!

## Social Media Pack

In addition to our digital toolkit we will be releasing our social media pack onto our website, **which will have tons of information on how you can join in the conversation online**

## Posters

We will be releasing our posters highlighting our services and how you can get in touch with us- **help us to spread our message by sharing them far and wide.**

## Leaflets & Information

We have lots of reliable, unbiased information for people with psoriasis and psoriatic arthritis on our website. **Get in touch with us to request materials if you would like to distribute them**

[www.psoriasis-association.org.uk](http://www.psoriasis-association.org.uk).