

29th October- 4th November



Supporters Pack

How You Can Get Involved

#KnowYourPso #PAW2020

www.psoriasis-association.org.uk

www.psoteen.org.uk





CONTENTS

- About Us
- 3 What is Psoriasis Awareness Week?
- 5 This Year's Theme
- How You Can Get Involved





About Us ...

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

OUR AIMS...

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

To provide **information**, **advice** and **support** to those whose lives are affected by psoriasis and psoriatic arthritis



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



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



Psoriasis is more than just a skin condition and it can affect 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





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:

Living well with psoriasis

Young people & psoriasis

Treating psoriasis & planning a family

Psoriatic arthritis

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 raising awareness of different types of psoriasis, and with your support, we want to reach more people than ever.







WHY TYPES OF PSORIASIS?

This Psoriasis Awareness Week we are turning the spotlight onto different types of psoriasis and want to encourage you to #KnowYourPso.

Did you know that there are several different types of psoriasis and that it can occur on any part of the body? Some people may even experience multiple forms of the condition throughout their lifetime or have a number of different areas of their body affected. This means that each person's experience of living with psoriasis can vary greatly and these factors also influence what treatments may be appropriate for each person.











You may remember that in 2018, we provided funding for the Psoriasis Priority Setting Partnership, a research project determine the Top priorities for psoriasis research in the UK. In addition to the Top 10 list, researchers identified some common questions that had asked about people psoriasis which we do already know the answers to but which may not be widely known. One of these recurring themes was about the different types of psoriasis, which is why we have chosen 'Types of Psoriasis' as this year's theme for Awareness Week.

For this year's campaign, we will be focusing on some common and some lesser known types of psoriasis, including plaque psoriasis, guttate psoriasis, pustular psoriasis, scalp psoriasis, psoriasis in sensitive areas and nail psoriasis. We will also be dedicating a day to raising awareness of the signs, symptoms and impacts psoriatic arthritis.

We want to encourage as many people as possible to spread the message of Psoriasis

Awareness Week 2020 and we need your help to make this our most successful year yet! Take a look through this pack to find out some of the ways you can get involved in this year's campaign.

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









HOW CAN I GET INVOLVED?

Follow us...

- **♠ @PsoriasisUK**
- @ @Psoriasisuk
- @PsoriasisUK

Share your messages online

We want to get people talking about psoriasis. Help us to spread the word and demonstrate how different types of psoriasis impact people by sharing your experiences, whether you have psoriasis yourself, have a loved one with the condition or work with people with psoriasis.

Join the conversation by using our hashtags **#KnowYourPso** and **#PAW2020**



Host a virtual fundraising event

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





Download our digital toolkit

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

Get in touch with your local politicians

Write to ask them to support PAW20.

Tell them how psoriasis has affected you and what they can do about it.





If you are holding an event contact us for a Psoriasis Association running vest or t-shirt, we only ask that you make a donation to cover printing and postage costs. Make sure you send us a photo of you wearing it. Email us at mail@psoriasis-association.org.uk.





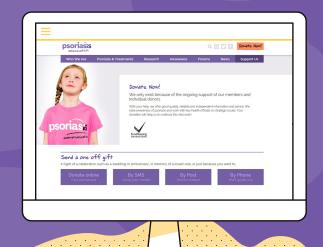
DONATE

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.

Donate through our website

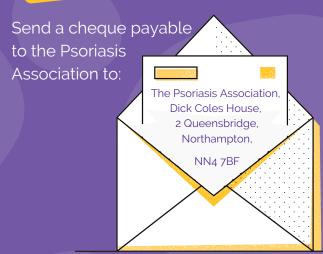
Head to our website and click on the 'donate' button, you may even like to choose the option to become a member!



Donate through Facebook



Donate by cheque











FUNDRAISE

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

We know this is a difficult time for many of you, with the spread of coronavirus impacting our lives in unprecedented ways. With multiple events being either cancelled or postponed, here are some virtual fundraising ideas that you can do close to home.

Take on a physical challenge

Get moving and take on a physical challenge! why not plan a route close to home and encourage people to donate to support you in achieving your goal

You could:

Run a 5K

Go on a bike ride

Walk everyday for a month

You could even livestream your challenge via Facebook Live and link to a Facebook fundraiser to encourage your supporters to tune in and make donations.

Arrange a virtual pub quiz

Host a virtual pub quiz using a free live streaming service, such as Zoom, Houseparty or Facebook Live and ask your friends to make a donation to take part.

Need some more inspiration? Head to our website for more fundraising ideas or email us on mail@psoriasis-association.org.uk to get your fundraising pack

Hold a Facebook Fundraiser

Why not raise money through Facebook Donate during Psoriasis Awareness Week? Visit facebook.com/fundraisers and raise money for us directly.











RESOURCES

We will be releasing a range of resources over the coming weeks to help you get involved with Psoriasis Awareness Week

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 electronic copies if you would like to share our information online.

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

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!

Stay up to date with our plans by visiting our website

