

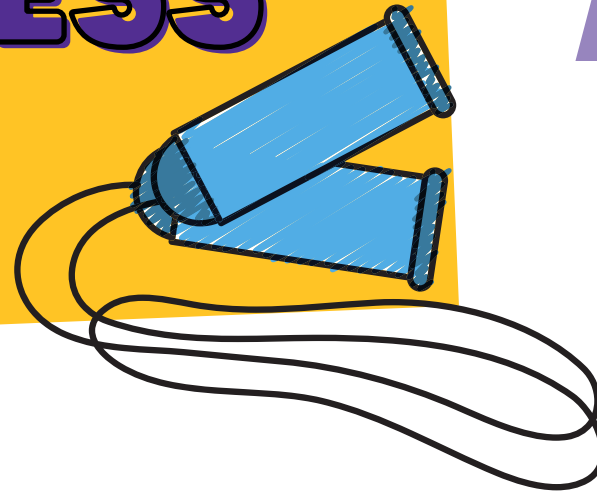
Supporters Pack

How you can get involved



2021

PSORIASIS AWARENESS WEEK



29th October -
4th November

#PAW2021



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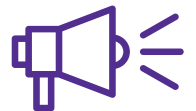
About Us...

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.

1. To provide **information, advice and support** to those whose lives are affected by psoriasis
2. To **raise awareness about psoriasis**
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 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



Psoriasis Awareness Week happens every year at the end of October.

WHAT IS PSORIASIS AWARENESS WEEK?

It aims to...

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

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:

Treating psoriasis & planning a family Psoriatic arthritis
Young people & psoriasis Types of psoriasis

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

Why not add your voice to this year's campaign to help us reach more people than ever? Read on to find out how you can get involved.



THIS YEAR'S THEME

This Psoriasis Awareness Week we will be exploring lifestyle factors that may be important to consider when living with psoriasis or psoriatic arthritis, including diet and exercise.

These topics are regularly asked about via our helpline and within our communities. Not only that, but lifestyle factors were identified as the number one psoriasis research priority as decided in the 2018 Psoriasis Priority Setting Partnership, and so we will be bringing you up to speed on what we know so far.

Throughout the week we will be asking psoriasis experts questions such as 'are lifestyle factors such as diet and exercise important in managing psoriasis or psoriatic arthritis?' and busting some myths in the process!



This pack contains all the information you need to get involved in this year's campaign, including details of our Facebook Live events, how to get involved in the #PsoActive29 fundraising challenge and other ways you, your family and friends can spread the message of Psoriasis Awareness Week 2021!

[Head to our website for updates in the approach to Psoriasis Awareness Week!](#)

HOW CAN I GET INVOLVED?

PSO: LET'S TALK FOOD

Monday 1st November 1pm

In the first of our Facebook Live sessions Psoriasis Association Chief Executive, Helen McAteer, will be joined by Consultant Dermatologist and nutrition expert, **Dr Thiviyan Maruthappu** and Professor of Health Psychology/Behavioural Medicine, **Professor Christine Bundy** to discuss all things psoriasis and diet.



1. TUNE IN FOR OUR FACEBOOK LIVE SESSIONS

In our Facebook Live sessions we will be talking with experts in nutrition and exercise. You'll also have the opportunity to ask your questions so make sure you tune in!

Dr Maruthappu and Professor Bundy will be examining the evidence for nutrition in psoriasis, looking at whether any specific diets or supplements are helpful in managing psoriasis, and explaining what practical changes you could make to your own diet.

Dr Maruthappu will also be introducing her Psoriasis Association funded research project, the APPLE study.

There will be an opportunity to put your questions to our experts via a Q&A at the end of the session.

PSO: LET'S TALK EXERCISE

Thursday 4th November 1pm

Our Patient Advocacy and Communications Manager, Dominic, will be chatting to Psoriasis Association Trustee and Dermatology Nurse Consultant, **Karina Jackson**, and Physiotherapist and Rheumatology Clinical Lead, **Jack March**.

Karina will be talking about psoriasis and exercise, including the benefits of exercise for people with psoriasis, common barriers to physical activity, and some tips for getting you moving.

Jack will be talking about psoriatic arthritis and exercise, including particular types of exercise that can be helpful for managing the condition, overcoming the challenges of physical activity when you have psoriatic arthritis, and the role of the physio in supporting people who are living with psoriatic arthritis.

As with the first session, there will be an opportunity to put your questions to our experts via a Q&A at the end.



To watch these sessions live, simply head to our Facebook Page at the dates and times outlined.

2. REGISTER FOR OUR WEBINAR

[Click here to register or scan the QR code with your smart phone](#)



PSO: LET'S TALK RESEARCH

Wednesday 3rd November 2021

Patient & public involvement evening

The Psoriasis Association and St John's Derm Academy are pleased to collaborate for a second time to bring you 'Pso: Let's Talk Research', a free webinar of informative talks from experts at the forefront of psoriasis research and practice.

**ST JOHN'S
DERM
ACADEMY**



6.00pm – Welcome and overview of evening
Prof Jonathan Barker (chair)



6.05pm – Our research on psoriasis during the pandemic; updates from PsoProtectMe
Dr Satveer Mahil



6.15pm – Itching to TALK
Ms Lucy Moorhead



6.25pm – Updates from the B-STOP study
Prof Catherine Smith



6.35pm – Ask us anything! Q&A to all panel including Psoriasis Association Chief Executive, Helen McAteer



7.00pm – Close

3. FOLLOW US ON SOCIAL MEDIA AND SHARE YOUR MESSAGES ONLINE

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

Make sure you use our hashtag **#PAW2021** so we can find and share your messages on the Psoriasis Association social media channels.

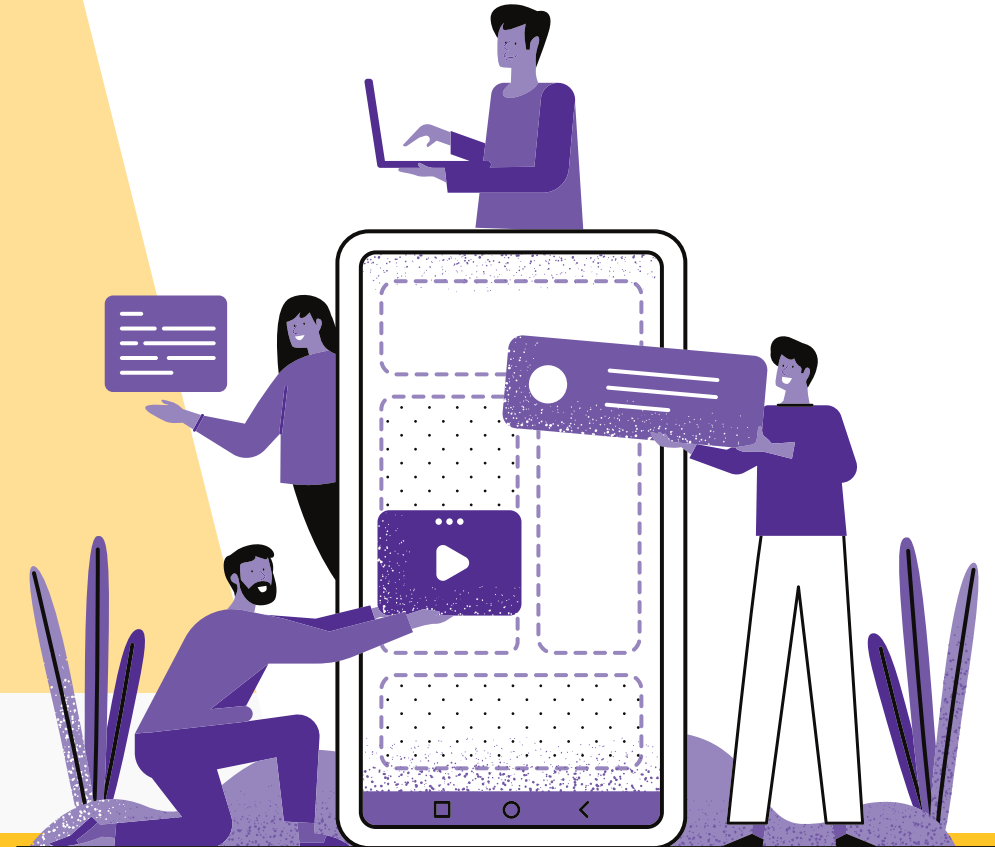
Don't forget to tag us in your posts on social media. You can find us at @PsoriasisUK

Follow us at

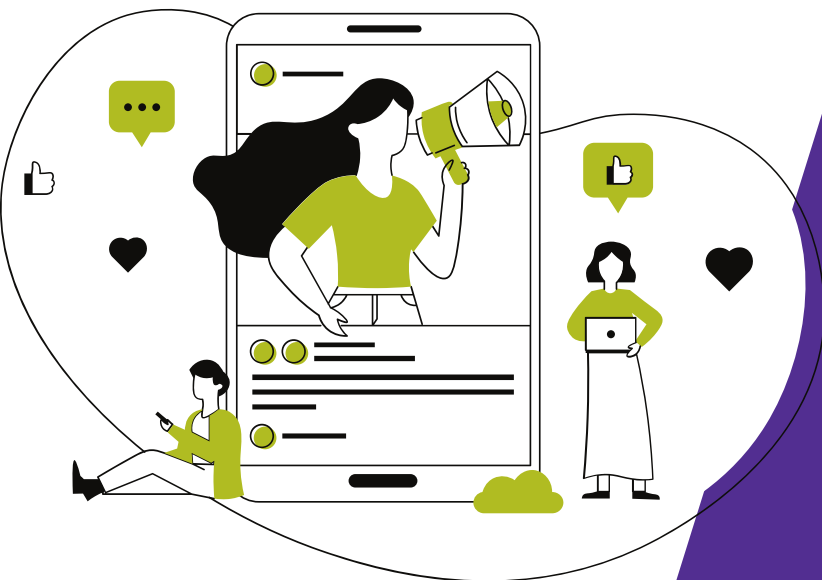
 @PsoriasisUK

 @Psoriasisuk

 @Psoriasisuk



4. DOWNLOAD OUR DIGITAL TOOLKIT



We have created downloadable assets for you to use on your social media channels to show your support for Psoriasis Awareness Week 2021. [Click here](#) to see the full toolkit or select the relevant links below to be taken to the relevant page on our website,



[Twitter Post \(individuals\)](#)



[Facebook Cover Image](#)



[Facebook Post \(individuals\)](#)



[Instagram Post \(individuals\)](#)



[LinkedIn Banner \(personal profile\)](#)



[Twitter Post \(organisations\)](#)



[Twitter Header](#)



[Facebook Post \(organisations\)](#)



[Instagram Post \(organisations\)](#)



[LinkedIn Banner \(organisations\)](#)

Post using the hashtag #PAW2021

5. JOIN THE #PSOACTIVE29 FUNDRAISING CHALLENGE

Get moving & raise awareness of psoriasis!

#PSOACTIVE29

Take part between 29th October - 29th November



In aid of our 29th Psoriasis Awareness Week we're inviting you to take on a new fundraising challenge: The #PsoActive29.

Help us raise vital funds and awareness whilst improving your health and wellbeing too!

What, when and where?

The #PsoActive29 will launch on World Psoriasis Day (29th October) and the challenge is simple. To get involved all you have to do is **pick any activity around the number 29 and complete your challenge between the 29th October and 29th November.**

Remember, an activity can be anything that gets you moving and picking something you enjoy will make you more likely to stick to the challenge – **it could be gardening an hour a day for 29 days, dancing to your favourite song for 29 minutes, or even doing 29 hula hoops!**

[Click here to register for the #PsoActive29](#)

We will then be in touch to help you set up your fundraising page and send you your very own Psoriasis Association top!

Looking for inspiration? Check out some of our ideas below or visit our [website](#)



6. 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 from your mobile

Scan the QR code using your smart phone to be directed to JustGiving, where 100% of your donation will go to the Psoriasis Association



scan me with your mobile phone!

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!



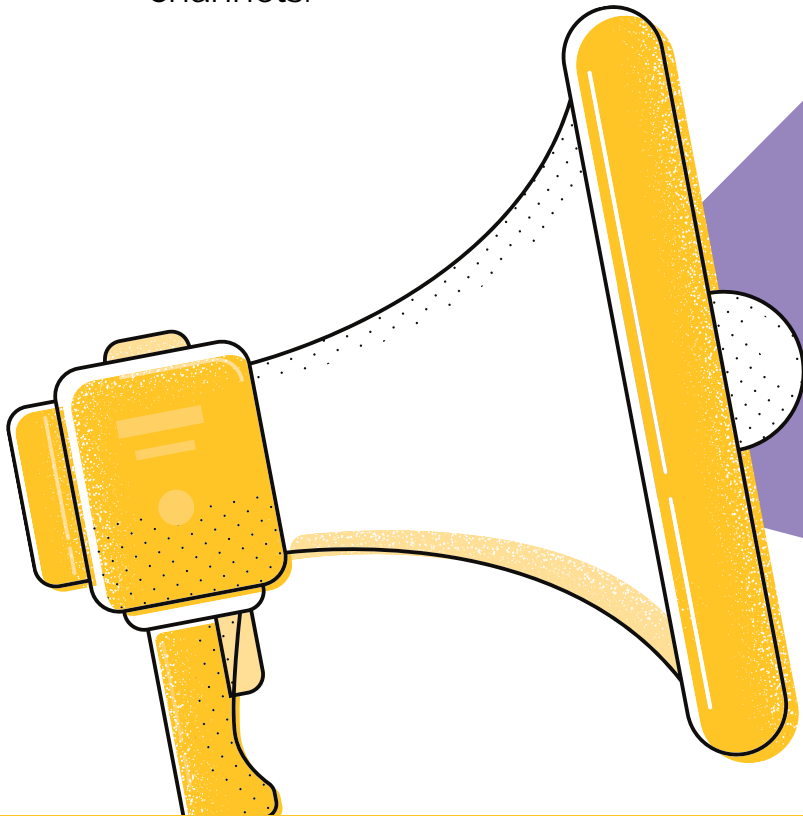
Donate by cheque

Send a cheque payable to the Psoriasis Association to:

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

7. KEEP UP TO DATE..

We'll be sharing lots of new content every day during Psoriasis Awareness Week. Keep up to date by visiting our website and digital channels:



Twitter



Facebook



Instagram



Website



YouTube



LinkedIn