





# SUPPORTERS PACK

How you can get involved



29th October - 4th November

# PSORIASIS AWARENESS WEEK 2022



#PsoLiveWell #PAW22

#PAW22  
#PsoLiveWell



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@PsoriasisUK



@Psoriasisuk



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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 of 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 is an immune condition which causes symptoms on the skin and sometimes the joints. When a person has psoriasis, their skin replacement process speeds up, taking just a few days to replace skin cells that usually take 21-28 days.

This accumulation of skin cells builds up to form raised 'plaques' on the skin, which can also be flaky, scaly, red on caucasian skin, darker patches on darker skin tones, and itchy.

Psoriasis can occur on any area of the body, including the scalp, hands, feet and genitals, although different types tend to occur on different areas. It is more than just a skin condition and it can affect people physically and psychologically.

**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 - up to 1.8 million people.**



Psoriasis Awareness Week takes place 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 conditions and the general public.

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** our theme is **living well with psoriasis and psoriatic arthritis.**

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

Over the course of the week we will be launching our brand new website and hearing from our supporters on how they use their hobbies and passions to manage their psoriasis and psoriatic arthritis, keep active and live well with both conditions, particularly during the cost of living crisis.



This pack contains all the information you need to get involved in this year's campaign and other ways you, your family and friends can spread the message of Psoriasis Awareness Week 2022!

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

# HOW CAN I GET INVOLVED?

Help us produce a 'top tips montage' to share with the community

## 1. SEND US YOUR TOP TIP VIDEO

We'd love to hear how you live well with psoriasis or psoriatic arthritis, whether it's a particular activity or hobby that you take part in to help manage your condition, or perhaps a stress-management technique that you practice to help you relax.

If you'd like to share your top tip with us, here's how:

1. **Record a short video** (preferably in landscape) beginning "I live well with psoriasis by..." and then telling us your top tip (it doesn't need to be long - just a few seconds).
2. **Send the video to us** either by **email** at [mail@psoriasis-association.org.uk](mailto:mail@psoriasis-association.org.uk), or **WhatsApp** on **07387716439**.



# 2 REGISTER FOR OUR WEBINAR

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



## FINDING YOUR FEET WITH PALMOPLANTAR PUSTULOSIS (PPP)

Thursday 3rd November 2022

### Patient & public involvement evening (via Zoom)

The Psoriasis Association and St John's DermAcademy are pleased to collaborate again to bring you 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 Catherine Smith - Chair)



6.05pm - APRICOT Trial findings (Dr David Gleeson)



6.15pm - What have we learnt from PPP research studies? (Prof Francesca Capon)



6.25pm - Practical management tips for PPP (Lucy Moorhead)



6.35pm - Ask us anything! Q&A to all panel including Psoriasis Association Chief Executive, Helen McAteer and Arlene McGuire, Specialist Pharmacist.



7.00pm - Close



# 3.

## ATTEND AN AWARENESS DAY

We're holding two awareness days in the community this Psoriasis Awareness Week. Come and see us on the road!

**Thursday 3rd November** - Waitrose, Crown Park, Rushden, NN10 6AR

**Friday 4th November** - ASDA Abbey Park Superstore, Abbey Park - North, London Road, Coventry, CV3 4AR





## 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 hashtags **#PAW22** and **#PsoLiveWell** 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



# 5.

## DOWNLOAD OUR DIGITAL TOOLKIT



We have created downloadable graphics for you to use on your social media channels to show your support for Psoriasis Awareness Week 2022. [Click here](#) to see the full toolkit or use the 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 #PAW22 or  
#PsoLiveWell

# 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 is vital in helping us to continue this 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!



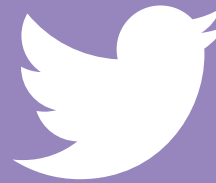
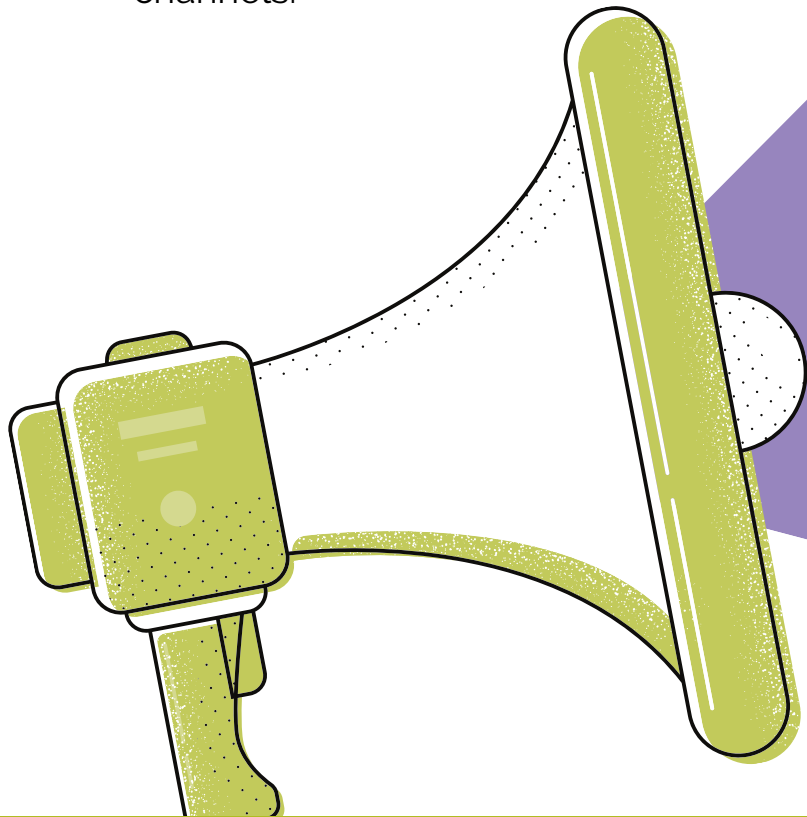
## Donate by cheque

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