

Psoriasis Awareness Week 2025 Supporters Pack



How you can get involved



#PsoComorbidities
#PAW25



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@PsoriasisUK



@Psoriasisuk

X@PsoriasisUK

About Us

We have been providing help and hope for people with psoriasis for over 55 years. In a perfect world, there would be no need for The Psoriasis Association to exist, but while there is still a significant need and the search for a cure is on-going, we are determined to ensure that people can live and do live well with psoriasis and psoriatic arthritis.

Our Aims...

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

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 Awareness Week
takes place every year at
the end of October.

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.

What is Psoriasis Awareness Week?

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
initiative to help us reach more
people than ever?**

**Read on to find out how
you can get involved.**

This years theme

This Psoriasis Awareness Week our theme is **Comorbidities of Psoriasis**.

What does this mean?

Comorbidities are the presence of one or more additional diseases or disorders that occur in someone, alongside already living with psoriasis. In a nutshell, it relates to conditions that you are more likely to have due to psoriasis.

This includes conditions such as Psoriatic Arthritis, Cardiovascular Disease, Diabetes and of course, the mental health impact that living with psoriasis may have, such as low self esteem, feelings of isolation and loneliness and anxiety and depression.



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 2024.

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

1. Share your story

We're looking for people to share their stories about their experience of living with psoriasis and other related conditions, either in written form or as a video so that we can share them throughout the week.

Get in touch with us on **mail@psoriasis-association.org.uk** to share your story.



4. Visit us in Birmingham

On **Wednesday 29th October (World Psoriasis Day)**, we will be at ASDA in **Birmingham** between **9am-4pm** and we'd love to see you there.

ASDA
859 Coventry Rd,
Small Heath,
Birmingham B10
0HH



Wear Purple on

2. World Psoriasis Day



World Psoriasis Day will take place on **Wednesday 29th October** and we're encouraging you to put on some purple to show your support.

We'd love to see your pics of your wearing our favourite colour, so feel free to tag us or send the pictures into us at mail@psoriasis-association.org.uk. Don't forget to use the hashtag **#OhSoPurple** on social media so we can see them all.

Why not get your friends, family and co-workers involved and raise awareness together?

You can also set up a fundraiser on the day! Get started by emailing us at **mail@psoriasis-association.org.uk**.



3. Attend our Virtual Meet Up Session

Following on from the success of our Coffee Morning last year, we will be hosting a virtual coffee morning via zoom on **Friday 31st October at 11am.**

This will be a relaxed, informal chance for anyone to be able to hop on the call and connect and chat to others who are also living with psoriasis or psoriatic arthritis.

Grab a drink and some snacks and join us.
Register for the zoom call [here](#)



Join our Instagram Live with Rheumatologist, 6. Professor Laura Coates



We're delighted to be joined by Rheumatologist, **Professor Laura Coates** for an **Instagram Live** where she will be answering your questions around **Psoriatic Arthritis**.

Professor Coates, an Honorary Consultant Rheumatologist at Oxford University Hospitals and is one of the researchers of the **HPOS Study**, looking into who is more likely to get psoriatic arthritis.

Join us for an Instagram Live Q&A on **Monday 3rd November at 6.30pm.**

Follow us on Instagram **@psoriasisuk** to make sure you don't miss it!

Attend our webinar with

5. St John's DermAcademy

6.00pm

Welcome and overview of the evening

Dr Satveer Mahil



6.10pm

How does our DNA influence the relationship between weight and psoriasis

Professor Michael Simpson



6.25pm

Beyond the Scale: Lifestyle, Medicines & the Future of Weight Management

Abhiti Gulati



6.40pm

Panel Discussion with all the speakers

6.55pm

Close



The webinar is **free to join**.

Email mail@psoriasis-association.org.uk to get your link or scan the QR code with your smartphone to register.

Follow us on social media 8. and get involved

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 someone with psoriasis.

Make sure you use our hashtags **#PAW25** and **#PsoComorbidities** 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**.

 @PsoriasisUK

 @Psoriasisuk

 @PsoriasisUK



9. 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 2024. **Click here** to see the full toolkit.

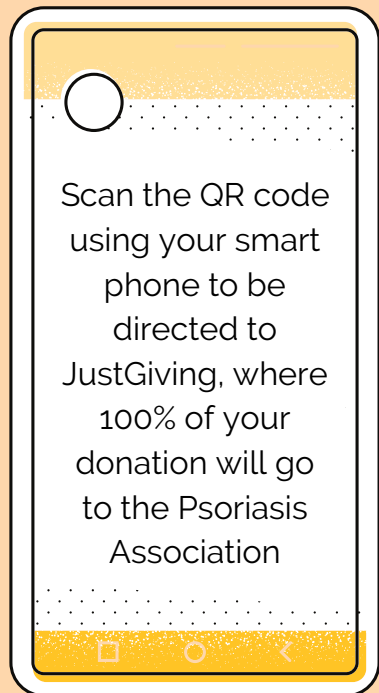
Post using the hashtag
#PsoComorbidities
#PAW25

10. 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

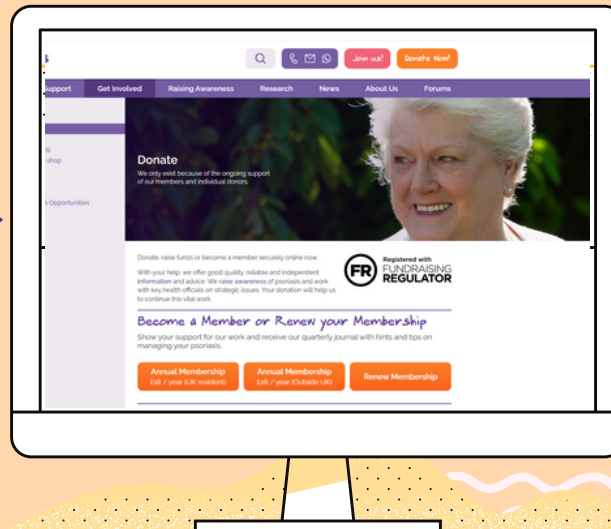


scan me with
your mobile
phone!



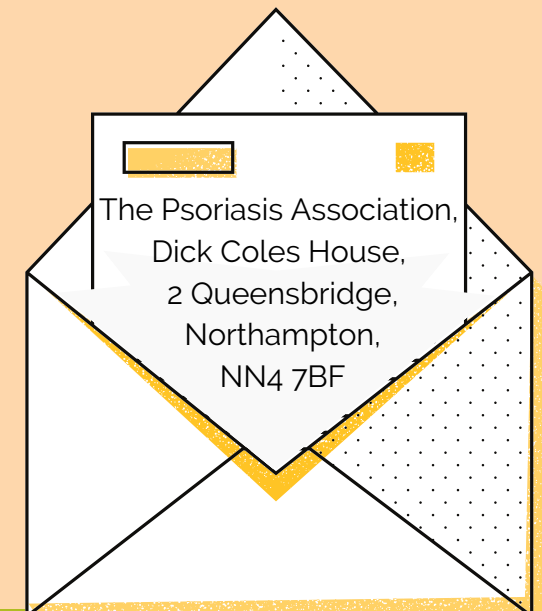
Donate through our website

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

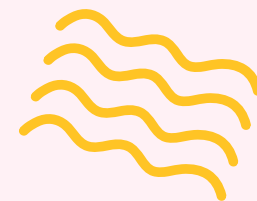
Send a cheque payable to the Psoriasis Association to:



11. 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:



X
(Twitter)



Facebook



Instagram



Website



YouTube



LinkedIn

