

under the
spotlight



INTERNATIONAL FEDERATION
OF PSORIASIS ASSOCIATIONS

125 million reasons to fight Psoriasis: Documentary turns the spotlight on some of them

125 million people worldwide suffer from a life changing disease that goes beyond what meets the eye and most people's knowledge and imagination. We are talking about psoriasis. Today marks the world-wide day to speak out about the disease and the launch of the 2nd Under the Spotlight documentary.

Stockholm, Sweden, October 29th, 2010

Today, on World Psoriasis Day 2010, the International Federation of Psoriasis Association (IFPA), as a call to action, releases the 2nd Under the Spotlight documentary – an initiative that provides world-wide examples on why psoriasis is 'a world health challenge' – and encourages you to take two simple actions today:

- Go to www.underthespotlight.com and then
- Cast your vote on the story that changed your perception of psoriasis the most

By doing so, you actively contribute to raising awareness about psoriasis – a central weapon in the fight against the disease.

'A world health challenge' refers also to the title of a recent symposium organized by IFPA and attended by a representative of the World Health Organization (WHO) leading physicians and other providers of health care.

The key conclusions from the symposium points to the fact that psoriasis is not 'just' a skin disease that afflicts the single individual; it is a complex, progressive disease that can have several direct and indirect consequences for the individual, the family, the employer and society as a whole, if not managed optimally:

"Dr Shanthi Mendis, WHO, states in her eminent key note presentation at the IFPA Satellite Symposium that the non communicable diseases, as causes of deaths in the world, have dramatically increased and are actually overtaking the infectious and communicable diseases. The global health challenge is moving focus towards the chronic-diseases and their often mortal comorbidities. The IFPA Satellite Symposium proved once more several important reasons to have psoriasis recognized as a serious chronic disease that needs to be taken more seriously. IFPA has, together with all our stakeholders, including WHO, an important challenge to make this a reality", Lars Ettarp, President of IFPA says.

In order to raise awareness on this fact, IFPA in 2009 launched 'Under the Spotlight' – a program supported by the health care provider Abbott, and designed to portray the true nature of psoriasis via documentaries featuring people with psoriasis from all over the World. The mission: To communicate the 'black box' of psoriasis via, for the first time, documenting on film the face and the nature of psoriasis. None of the featured "spotlighters" ever imagined what one day would strike them. Now they know. The disease changed their lives.

"Decisions and choices that most people have - and take for granted -, such as having children, a social life, an education or a job, are not easy when you have psoriasis. Sometimes we don't even have these options. And all of this can and needs to change. We have to fight the ignorance, nature and consequences of psoriasis with any means we have. IFPA, representing millions of people over the World, is committed to win this fight. But we can not win it alone. Hence, we are happy to fight side by side with everyone, who, like in this case Abbott, shares the commitment in more than one way, and understands and respects what our individual roles and responsibilities are in this fight", Lars Ettarp continues.

IFPA encourages everyone to visit www.underthespotlight.com. All the Under the Spotlight documentaries are provided by individual patients and members of IFPA, and the documentary that receives most votes will be honored with the Under the Spotlight Award. This award is given by IFPA and announced in November 16 – the International Day of World tolerance, and will be announced in an International press release and on www.ifpa-pso.org

International Federation of Psoriasis Associations (IFPA)

The International Federation of Psoriasis Associations (IFPA) is a non profit umbrella organization made up of psoriasis associations from around the world. Today IFPA has 40 member associations. IFPA unites psoriasis associations so that their global campaign for improved medical care, greater public understanding and increased research will improve the lives of more than 125 million people who live with psoriasis and/or psoriatic arthritis and explore the challenges psoriasis presents to the international psoriasis community.

World Psoriasis Day

October 29 is World Psoriasis Day, an annual day dedicated to people with psoriasis and/or psoriatic arthritis. Conceived by patient for patients, World Psoriasis Day is a global event to raise awareness about psoriasis and gives an international voice to more than 125 million people around the world who suffers from psoriasis.

World Psoriasis Day is an awareness concept owned and managed by IFPA, to help them achieve the vision of a world without human suffering from psoriasis, and the mission, to be the unifying global voice of all psoriasis associations, supporting, strengthening and promoting their cause at an international level. www.worldpsoriasisday.com

The World Psoriasis and Psoriatic Arthritis Conferences

Every third year IFPA arranges an international scientific conference focused on the latest findings about psoriasis and psoriatic arthritis and related co morbid conditions. The uniqueness of these conferences is that throughout the scientific program the true patients' perspective is reflected. The 3rd World Psoriasis and Psoriatic Arthritis Conference will be held in Stockholm, Sweden, June 27-July 1, 2012. www.ifpa-pso.org

Interviews available with: IFPA, healthcare professionals involved in the development of the project, patient associations in participating countries, and contributors to the programme.

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