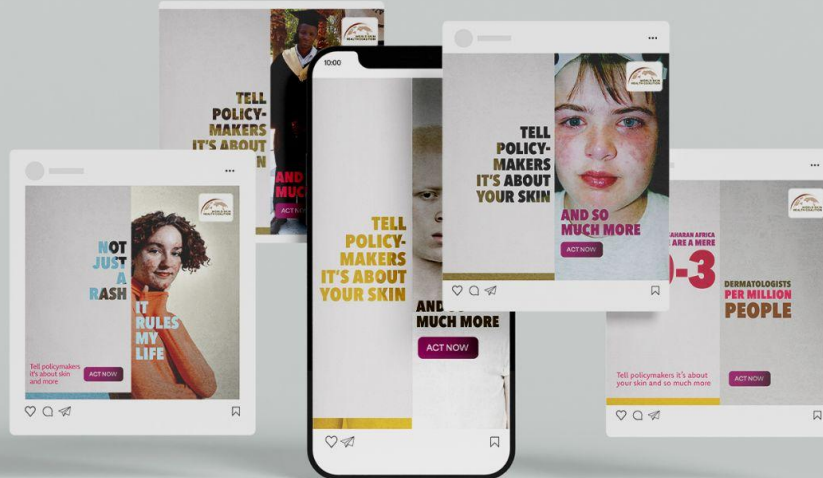


# NOT JUST MY SKIN CAMPAIGN 2024 IMPACT REPORT



The campaign launched in March 2024, raising global awareness of key problems facing people with skin conditions and diseases:

1. Without timely diagnosis, people can't receive the right care and treatment
2. Treatments are unaffordable and inaccessible for many people
3. People with skin conditions experience poor mental health outcomes

The **#NotJustMySkin** campaign, led by the World Skin Health Coalition, made one thing clear: people around the world demand action for those impacted by skin conditions and diseases.

Together, we are building a future where skin conditions and diseases are no longer minimized.

## 5,119,476

Our campaign message reached 5,119,476 people across 6 WHO regions

## 17,804,730

Campaign materials featuring data and powerful stories of real people impacted by skin diseases were viewed 17,804,730 times

## 6,870

The open letter (on the next page) was signed by 6,870 people in 130 countries

## 2,778,199

An astounding 2,778,199 people engaged with this campaign on social media (e.g. likes, video plays, comments, shares, etc.)

**Policymakers: Are you ready to champion this call to action? We're here to help. The World Skin Health Coalition, comprised of 33 partner organizations, advocates to improve the lives of people living with skin diseases around the world. We encourage you to address this crucial issue in your home country and globally.**

[info@skinhealthcoalition.org](mailto:info@skinhealthcoalition.org)

[skinhealthcoalition.org](https://skinhealthcoalition.org)

## Open Letter:

Your help is needed.

We urge you to address a crucial health issue that touches billions of lives more deeply than is often recognized – the significant burden of skin conditions and diseases on impacted individuals and their families.

Our skin is the largest organ and is critical to our overall health, but it does not receive the attention it deserves in global healthcare policy. Every day, individuals around the globe living with highly prevalent as well as rare skin diseases endure the physical, psychological, and economic toll of their conditions, often in silence. We need your help to bridge the gap between suffering and support. Will you help us raise awareness around this pressing matter that significantly impacts the daily life of a significant proportion of your citizens?

### WHY THIS MATTERS

Skin conditions are among the most common health challenges, yet they are overlooked. They cause profound disability and hardship for billions of people. In 2019 alone, there were approximately 4.86 billion new cases diagnosed globally, contributing to 42.9 million disability-adjusted life years. Beyond the direct symptoms, individuals with skin diseases face social stigmatization, mental health challenges, and financial burdens exacerbated by a lack of adequate healthcare expertise and resources as well as limited access to specialists and treatment options.

However, there is an opportunity for better health outcomes when health policy leaders like you unite in action. Today, we invite you to join this movement of transformation, to improve the lives of those affected by skin conditions.

### ACTIONS TO ENSURE YOUR CITIZENS HAVE BETTER HEALTH OUTCOMES

**Public Recognition:** We urge a public declaration by policy makers through a World Health Assembly resolution acknowledging the significant impact and burden of skin conditions on individuals' lives, thereby placing it as a priority on the global and national health agendas.

**Strategic Action Plan:** We seek a comprehensive, transparent strategy to address the burden of skin diseases within healthcare systems. Informed by the dermatology community (including doctors, patients, and researchers), this plan would detail tangible steps toward increasing funding for research on prevention, which is also critical to reducing costs, improving diagnosis and treatment of skin diseases and strengthening the health workforce worldwide by providing more training to front line healthcare workers ensuring universal health coverage.

**Collaboration with Experts:** We recommend meeting and involving specialized groups, like the World Skin Health Coalition, and/or national societies that represent skin patients and dermatologists in your country in discussions to ensure that policies and healthcare solutions are informed by a wealth of expertise and the lived experiences of patients.

Focusing on this area of the highest unmet need – skin diseases – provides a clear pathway for the delivery of Universal Health Coverage where investing more and investing wisely will improve outcomes and reduce overall costs to health care systems – and indeed society.

Stand with us in commitment and action. Your leadership as advocates can be the catalyst for a global movement that acknowledges, supports, and uplifts billions of people living with the burden of a skin disease or condition. Let us create a more equal world for patients of rare and common skin diseases.

Sincerely,

6,870 people who signed online in 130 countries across all 6 WHO regions