

Join us on 29 October and #BeInformed about psoriasis and psoriatic arthritis!

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World Psoriasis Day is an annual event held on 29 October aiming to raising awareness on the severity of psoriasis, a chronic and autoimmune noncommunicable disease (NCD) that affects [at least 60 million people around the world](#) [1] and causes psoriatic arthritis in around 30% of them.

Every year, we join forces on 29 October to spread information and refute misconceptions about psoriasis and psoriatic arthritis, advocate for improving access to treatment and integrated care given the intersections between psoriasis and other NCDs such as diabetes, cardiovascular disease or mental health, and unite the voices of the millions of people living with psoriasis and psoriatic arthritis around the world.

This year's theme is #BeInformed, to highlight the importance of information to improve the lives of people living with psoriasis and psoriatic arthritis. Informed people are empowered to take control over their decisions and actions affecting their health and to know how to manage their condition(s) in times such as with the COVID-19 pandemic. Informed patient associations, advocates, medical professionals, and scientists also improve the lives of people living with psoriasis and psoriatic arthritis by enhancing access to screening and diagnosis, effective treatment and self-care counselling. Informed societies can reduce the stigma and discrimination toward people living with psoriasis and psoriatic arthritis lessening the burden of the disease on their mental health.

On the [World Psoriasis Day 2020](#) [2] website you can access campaign resources, including social media messages and toolkits with ideas on how to participate in this year's campaign. We also encourage the NCD community to read and share the policy brief [Addressing NCDs: Psoriasis and its Co-morbidities](#) [3], to raise awareness about the common misconceptions about psoriasis and its intersections with other NCDs.

Join the [International Federation of Psoriasis Associations](#) [4] for this day on [Facebook](#) [5], [Twitter](#) [6] and [Instagram](#) [7] and support the digital campaign [#BeInformed](#) [8] about psoriasis and psoriatic arthritis!

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Links

- [1] <file:///C:/Users/Elisa/Documents/Partners%20and%20sponsors/NCD%20Alliance%20material/globalpsoriasisatlas.org>
 - [2] <https://ifpa-pso.com/our-actions/world-psoriasis-day/world-psoriasis-day-2020/>
 - [3] <https://ncdalliance.org/resources/addressing-ncds-psoriasis-and-its-co-morbidities>
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[7] <file:///C:/Users/liz/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/5F3P6EEU/instagram.com/psoriasisifpa>

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[11] <https://ncdalliance.org/taxonomy/term/1067>

[12] <https://ncdalliance.org/news-events/news/breaking-the-barriers-for-people-with-psoriasis>