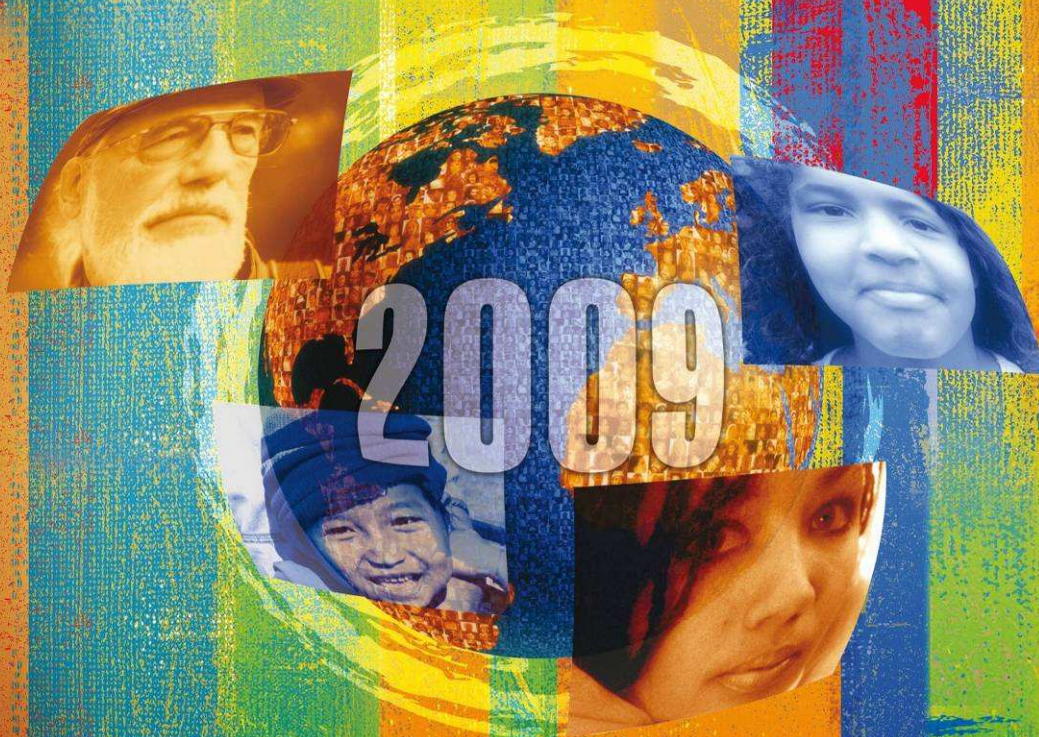


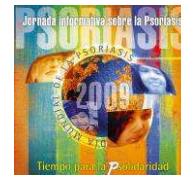
# Día Mundial de la Psoriasis



Tiempo para la *P*solidaridad

**WPD Activities report**  
Summary - English version





## INTRODUCTION

Once more Acció Psoriasi has been involved in the activities regarding the International **World Psoriasis Day**, held on October the 29th. Our association, as a member of the International Federation of Psoriasis Associations (IFPA), has been in charge again of the organization of this event in Spain, as it has been occurring during the last 6 years.

The activities performed in this context had been: the **organization of 7 informative conferences, 7 press conferences and the update of the institutional Web**.

The association has organized **7 informative conferences** with public access in several Spanish cities with a common message ***Time for Psolidarity***. The cities of arrangement of these events were: Madrid, Ciudad Real, Tarragona, León, Bilbao, Valencia and Jaén. The celebration was opened in Madrid on 26<sup>th</sup> October and continued during November through in the rest of cities.

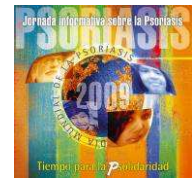
**Pharmacist Association** of several regions of Spain have co-organized the events and a collaborative network has been arranged between them and Acció Psoriasi.

With the celebration of the World Psoriasis Day a major dissemination and coverage of the pathology has been performed, expanding the target audience among the population and reporting about new outcomes and current solutions about it. For achieving this purpose, a dissemination campaign has been carried out by means of the communication media, thanks to the performance of up to 7 press conferences.

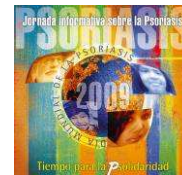
Besides, the new update of the web of Acció Psoriasi was deployed and provided to the attendees in order to disseminate as much information as possible during the events, managing all the subscriptions and registering of the attendees by internet.

We would like to outline as well the participation of our representatives and regional collaborators of Acció Psoriasi during the organization of the different events. Thanks to their interventions and presentations during the events, the history of our association since its foundation and our future plans were shown as well.

The aim of this memorandum is to show the results of all the events, as well as to thank the participation to all the people and institutions that have contributed to the success of all the activities carried out. To all the people involved: Thanks a lot for your participation and commitment.



Poster Room 1



**JORNADAS INFORMATIVAS**  
**Día Mundial de la Psoriasis**

2009

Organiza:

**ACCIÓN PSORIASIS**

COLEGIO OFICIAL DE FARMACEUTICOS DE BIZKAIA  
BIZKAIKO FARMAZILARIEN ELKARGO OFIZIALA

cofcr  
Colegio Oficial de Farmacéuticos de Ciudad Real

COLEGIO OFICIAL DE FARMACEUTICOS DE MADRID

COLEGIO OFICIAL DE FARMACEUTICOS DE VALENCIA

Col·legi Oficial de Farmacèutics de Tarragona

Con la colaboración de:

Ministerio de Sanidad y Consumo

AEF

EAU THERMALE Avene

Gebro Pharma  
El laboratorio de los Alpes

jatarco

Patrocinadores de Acción Psoriasis:

Abbott  
A Promise for Life

GALDERMA  
Committed to the future of dermatology

JANSSEN-CILAG  
El valor de innovar

LEO

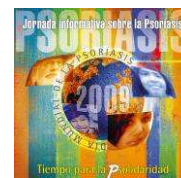
Schering-Plough

Wyeth

**Tiempo para la Psolidaridad**

Poster Room 2





## EVENTS SUMMARY

### MADRID

The event held in **Madrid** took place the **26<sup>th</sup> October** in the expositions room of the National Ministry of Health and Social Policies, located at Paseo del Prado 18-20. This opening meeting held the introduction and beginning of the rest of events planned for celebrating the World Psoriasis Day 2009 in Spain. The event counted with the **presence of 225 attendees**.

A **press conference** was arranged just before at the headquarters of Pharmacist Association of Madrid, introducing the World Day of Psoriasis 2009 to the media and letting know all the events planned during the period of celebration, outlining the opening event planned for this day.

#### Conferences

**Dr. José Luis López-Estebarranz**, In charge of Dermatology Department of Alcorcón Hospital Foundation, shown the *Last outcomes about etiopatogeny and Psoriasis treatments*.

**Dr. José Carlos Moreno**, elected president of Spanish Academy of Dermatology and Venereal Pathologies and responsible for Dermatology Department of Hospital Reina Sofía of Córdoba, who did a speech about *Psoriasis in child and young people*.

**Dra. Ana Esteban** and **Dr. Javier Muñoz**, Psychologists in the Clinic of Diagnostic and Psychotherapy Center, shown the importance of *Psychological support in this pathology*.

This year, the discussion was proposed under the title *I have a question for you*, being moderated by **Dr. Bernabé Tierno**, Psychologist and collaborator in several Communication Media.

The event ended with a cocktail.

The opening event held in Madrid represented the introduction and inauguration of the World Day of Psoriasis 2009 in Spain, being the first of a number of 7 successive events programmed for the whole period of celebration.

### CIUDAD REAL

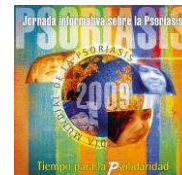
The event in **Ciudad Real** took place on **27<sup>th</sup> October** at the headquarters Pharmacist Association of Ciudad Real. The event counted with the **assistance of 42 attendees**.

A **press conference** was arranged just before at the headquarters of the Official College of Pharmaceutics of Ciudad Real to introduce and disseminate the event.

#### Conferences

**Dr. Guillermo Romero**, In charge of Dermatology Department at Hospital General of Ciudad Real, presented *Psoriasis: therapeutic update*.

**Javier Garrido Novoa**, Vice-president of Acció Psoriasis, presented the issue: *Getting informed means improving*.



**Dña. Nácar Jiménez**, pharmaceutical and teacher at Laboratories Avène, with a workshop for *Corrective makeup of psoriatic lesions*.

Finally, a discussion was arranged, where attendees were able to ask all their doubts and questions to the speakers.

## **TARRAGONA**

The event held in **Tarragona** took place on **5<sup>th</sup> November** at the headquarters Pharmacist Association of Tarragona. The event counted with a number of **78 attendees**.

A **press conference** was arranged just before at the headquarters of Pharmacist Association of Tarragona to introduce and disseminate the event.

### **Conferences**

**Amàlia Oliete**, **Dermopharmaceutical representant** at Pharmacist Association of Tarragona, presented the issue: *Direct support to psoriatic patients at Drugstores*.

**Dr. Josep . Vives**, Dermatologist at Hospital de San Pablo y Santa Tecla, presented the issue: *Psoriasis and its treatment in difficult locations for lesions*.

**Laura Fougère**, pharmaceutical and teacher at Laboratories Avène, did a *Workshop for corrective makeup of psoriatic lesions*, where several practical advices were given to the assistants in order to hide the lesions provoked by psoriasis.

Finally, a discussion was arranged, where attendees were able to ask all their doubts and questions to the speakers.

A coffee-break was served during the event.

## **LEÓN**

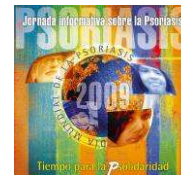
The event held in **León** took place on **12<sup>th</sup> November** at the headquarters of Pharmacist Association of León. The event counted with the **presence of 87 attendees**.

A **press conference** was arranged just before at the headquarters of the Pharmacist Association of León to introduce and disseminate the event and inform about the new collaboration agreement between the college and the association.

### **Conferences**

**Dra. Beatriz González**, Dermatologist at Hospital de León presented the issue: *Psoriasis and its treatments*. **Javier Garrido Novoa**, Vice-president of Acció Psoriasis, presented the issue: *Getting informed means improving*, which tries to justify the convenience for formation of patients.

**Soledad Reparaz**, pharmaceutical and teacher at Laboratories Avène, did a *Workshop for corrective makeup of psoriatic lesions*.



After the conferences, a discussion was arranged, where attendees were able to ask all their doubts and questions to the speakers.

Finally a coffee-break was served to the assistants.

### **BILBAO**

**Bilbao** Day took place on **November 18<sup>th</sup>** at Meliá Hotel (before Sheraton Hotel) with the **attendance of 180 people**.

Before this act, a **press conference** was convoked at the Pharmacist Association of Bizkaia. The World Psoriasis Day was introduced and was reported the signing of collaboration agreement.

### **Conferences**

**Dr. Pilar Manrique**, Chief of Dermatology of Galdakao Hospital, took charge of the paper *Psoriasis: Current therapy*.

**Ms. Cristina López**, Pharmaceutical and Trainer of Avène Laboratories, conducted the *Psoriatic lesions corrective makeup workout*.

The day concluded with a conference involving all the participants and where assistants could express their doubts and questions.

At the end a coffee-break was served.

### **VALENCIA**

**Valencia** Day took place on **November 25<sup>th</sup>** in the seat of the Most Illustrious Pharmacists Association of Valencia and **was attended by 85 people**.

Prior to this act a **press conference** was held at the headquarters of the College in which the World Psoriasis Day was presented.

### **Conferences**

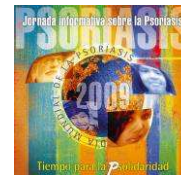
**Dr. Amparo Pérez**, Dermatologist of Universitary General Hospital of Valencia, provided a general introduction with her presentation *Overview of psoriasis*.

**Dr. Juan Antonio Castellano**, Rheumatologist Arnau de Vilanova Hospital explained to the audience the presentation *Psoriatic arthritis: Current and future*.

**Dr. Isabel Febrer**, Clinical Chief of Pediatric Dermatology Universitary General Hospital of Valencia, with the presentation *Psoriasis in children and adolescents*, tried to explain the different aspects of psoriasis in two stages.

**Ms. Susana Fernández**, Pharmaceutical and trainer of Avène Laboratories, conducted the *Psoriatic lesions corrective makeup workout*.

The day finished with a symposium with all the participants and where assistants could express their doubts and questions



At the end there was a coffee-break.

## JAÉN

The **Jaén** working day was on **November 26<sup>th</sup>** at the headquarters of the Pharmacists Association of Jaen and **there were about 65 persons**.

Prior to this event, a press conference was organised at the headquarters of the College in which the World Psoriasis Day was presented to the media and was reported the signing of cooperation agreement between the college and the association.

## **Conferences**

**Dr. Ricardo Ruiz**, Dermatologist of the Jaen Hospital, presented *Psoriasis and its treatments*.

**Ms. Raquel Fernández**, Pharmaceutical and trainer of Avène Laboratories, conducted the *Psoriatic lesions corrective makeup workout*.

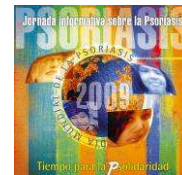
The day concluded with a conference involving all the participants and where attendants could express their doubts and questions.

At the end there was a coffee-break.



Madrid Day





## NEW WEB SITE

This year the Association has developed a new website coinciding with World Psoriasis Day, which will replace the previous website which had over 12 years of life and more than 150,000 visitors a year.

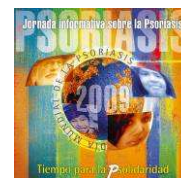
The new Web 2.0 will enable us to provide more information about the different activities of the association and have more direct contact with those who need us.

The new website [www.accionpsoriasis.org](http://www.accionpsoriasis.org) consists of five sections: *Home, About Us, Psoriasis and Treatments, Association and Contact us.*

*Home* has news on psoriasis concerning to the association, as well as updating the various events which it performs. A direct link to facilitate the registration to the symposium for the World Psoriasis Day 2009 was included, in addition to the detailed program of each conference.



Main Gate [www.accionpsoriasis.org](http://www.accionpsoriasis.org)



## ADVERTISING CAMPAIGN

**Communication efforts** developed by Psoriasis Action for the campaign of World Psoriasis Day 2009:

- 7 Press Conferences
- Informative sessions in seven Spanish cities (Madrid, Ciudad Real, Tarragona, León, Bilbao, Valencia, Jaén)
- Promotion of these events
- Artwork edition

## Media Impact

Media	Impact Number	Estimated audience(*)	Economic valuation
Newspapers	24	3.997.918	61.982 €
Digital press	71	53.623.278	268.964 €
Radio	15	9.410.990	220.966 €
T.V.	7	14.240.000	142.390 €
<b>Total</b>	<b>117</b>	<b>81.272.186</b>	<b>694.032 €</b>

(\*) Data estimated according to the 2009 General Media Guide

The presence of the World Psoriasis Day 2009 actions in the media leads to the appearance of 117 impacts. The audience of the event's campaign, that was conducted by the College of Pharmacists, promoting the events at their head offices network throughout the country as well as other health institutions, must be added

Moreover, the estimated economic value of the campaign is approximately EUR 694,032, which supposes an increase of 108%, referenced to 2008.

This document is an abstract of the report: *Activities for World Psoriasis Day 2009* and the *Press Dossier World Psoriasis Day 2009*. Full papers can be found at: [www.accionpsoriasis.org](http://www.accionpsoriasis.org)