

Painting a picture of my patients' psoriasis ^[1]

Global Impact ^[2]

Psoriasis is so much more than a skin condition for the one million Canadians who live with it. That's the message Canadian dermatologists want to get across through the *Painting a picture of my patients' psoriasis* campaign.

Dermatologists and dermatology residents from across the country took part in body painting, using their skin as a canvas to help show support for their patients by putting themselves 'in their patients' shoes'.

The campaign is intended to highlight the profound physical, emotional, mental and social impact on the people who have it. Nine physicians from different provinces painted parts of their bodies to resemble psoriasis — with an artistic touch and messages like courage, compassion, hope, and empathy. They are very familiar with the extreme lengths some of their patients go to cover the raised red and scaly patches that are the classic symptoms of the disease.

According to the *Clear about Psoriasis* survey commissioned by Novartis which surveyed people with psoriasis in 31 countries around the world, nearly 85 percent of Canadians with psoriasis reported experiencing discrimination or humiliation due to their skin condition.

For the participating doctors, *Painting a picture of my patients' psoriasis* is a unique opportunity to spread awareness about the struggles of living with psoriasis and another way to support their patients. The striking images and emotional messages will have a lasting impact through a television public service announcement featuring the participating dermatologists and a making-of video which tells the emotional story of the campaign creation.

This campaign is a collaboration between Novartis Pharmaceuticals Canada, the Canadian Dermatology Association (CDA) and the Canadian Association of Psoriasis Patients (CAPP).



ows me “When we treat our patients] psoriasis, we see
live though. Where you have psoriasis, what they live th
awn to you. The President, Dr. [Name] of the American Academy of Dermatology Assoc
will help raise awareness of the disease and
of psoriasis that weighs on my patients.” Dr.



NPR/COSps/0130 E

Source URL: <https://www.novartis.ca/en/stories/global-impact/painting-picture-my-patients-psoriasis>

Links

[1] <https://www.novartis.ca/en/stories/global-impact/painting-picture-my-patients-psoriasis>

[2] <https://www.novartis.ca/en/stories/global-impact>