**PSORIASIS DAY**

**Dr.Shashikumar BM**

WHEN TO OBSERVE PSORIASIS DAY:

Observed on Oct 29th Every year.

HOW TO OBSERVE PSORIASIS DAY: Following are the options to observe. Association/Branch may choose suitable media and should create awareness among public and same should be known to local population.

1. PRINT MEDIA
* Insertions in newspapers (both English and vernacular)
* Press release
* Interviews
* Articles
* News items about how PSORIASIS day was observed
1. ELECTRONIC MEDIA
* Interviews
* Discussions
* News Items
* Advertisements
* Panel discussion
* The subject may be discussed in a program on DD or other private national and local channels.
1. PSORIASIS patient education seminars in medical colleges and schools and junior colleges
2. PSORIASIS camps
3. PSORIASIS Walk, Jathas.
4. Scientific seminars
5. PSORIASIS badges to be worn by members
6. Involvement of leaders, religious heads, sports and film personalities to endorse fight against PSORIASIS prejudices
7. Programmes where patients can talk about how they overcame the stigma and prejudices and patients who have shown excellent results with medical and surgical intervention
8. Street Plays, play in kannada on PSORIASIS awareness: in schools, colleges, community centers, Hospital premises etc.
9. Documentaries and Poster competitions in schools.
10. Lectures can be organized with the help and involvement of different clubs; Rotary club, Lions club, City clubs etc
11. Persons who are closely related to/ spouses of people with PSORIASIS may be interviewed to show how they lead perfectly normal family life.
12. Involvement of voluntary organization, pharma companies and Charitable trust in conducting camps.

Who should take the responsibilities?

All the branches of IADVL KN should actively involve in making this event a grand success. One ec member of the rank of joint Secretary will be designated for the purpose
He will in turn coordinate with City and zonal branches. Joint Secretary should send the report to Secretary, IADVK-KN within one week of the event.