

Painting a picture of my patients' psoriasis

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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).



“When we treat [our patients’] psoriasis, we see more than their skin. We see who they are and what they live through.” Dr. Julie Powell, President, Canadian Dermatology Association

“The bodypainting allows me to experience in a small way what people with psoriasis live though. When you have psoriasis, peoples’ eyes are drawn to you, whether you want the attention or not. This initiative will help raise awareness of the disease and of the social impact of psoriasis that weighs on my patients.” Dr. Jan Dutz



“Every day, I see the effect psoriasis has on my patients, their relationships and willingness to engage in everyday activities. With the bodypainting, I get to experience a slice of what my patients with psoriasis live through. The more I can understand their challenges, the more driven I am to turn compassion into action in working with them to control their psoriasis and limit their stigmatization.” Dr. Sam Hanna

“If we can help elevate the awareness of the disease, we can create better understanding of the emotions experienced by people living with psoriasis.” Dr. Bolu Oguneymi



“Psoriasis affects who a person is and how they interact in public and with friends and loved ones. This campaign casts a spotlight on psoriasis and raises awareness of the emotional side of this disease. Although the body paint is temporary, it helps bring to light what patients go through.” Dr. Aaron Wong

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