THERE IS HELP AND THERE IS HOPE
A MESSAGE FROM THE EXECUTIVE DIRECTOR

I am very pleased to share our Programs and Services Report with you, which encompasses our mission, vision, and strategic plans in motion.

Our core goal has always been to improve the lives of Canadians living with eczema, and we meet that goal in a variety of ways through programming directed at eczema sufferers, their caregivers, and their health care providers, including family physicians, paediatricians, dermatologists and pharmacists. We also work to raise awareness about eczema among the general public to destigmatise the condition and help others understand that eczema can be a debilitating and life-altering condition for sufferers and their families.

I encourage you to visit our website at eczemahelp.ca where you will find disease and treatment information, connect with support volunteers across the country, locate specialists, and find the products that have earned our Seal of Acceptance.

Sincerely,

Amanda Cresswell-Melville
Executive Director
Eczema Society of Canada
MISSION
Eczema Society of Canada is dedicated to meeting the needs of those suffering with eczema through support, education, raising awareness, advocating for patients, and supporting ongoing research activities. As well, we have a strong commitment to the continuing support of the medical community.

VISION
Eczema Society of Canada aspires to be recognized as the leading national organization supporting and representing Canadians of all ages impacted by eczema, including lifelong sufferers and the newly diagnosed.
OUR STRATEGIC GOALS

Provide evidence-based, comprehensive information and content on eczema management and the disease state.

Support Canadians of all ages living with all types of eczema, including lifelong sufferers and the newly diagnosed.

Promote access to timely and appropriate medical care.

Support health care providers with educational materials and support programs to help patients to access better care and outcomes.

Raise awareness among eczema sufferers, caregivers, health care providers and the general population about eczema management and the burden of the disease.

Support research to advance eczema management.
I’m not comfortable in my own skin. I live in constant itchiness and pain. As soon as my skin starts to get better, the cycle starts again.

Itchy skin becomes flared skin, and the cycle continues.
**1 Goal**: Improving the lives of Canadians suffering with eczema

- **Thousands** of daily views of eczemahelp.ca
- **Over 22,000** ESC subscribers
- **8,060** Facebook followers, and growing
- **17** Life with Eczema patient conferences held in the past five years
- **5,100,000** impressions of the print news media campaign
- **7,500,000** impressions of the video news release campaign
- **1** Canadian Dermatology Association Public Education Award
- **14** Support Volunteers across Canada
- **15** medical contributors
- **Board of 6 directors**
- **Team of 7** talented and dedicated professionals
- **1 Goal**: Improving the lives of Canadians suffering with eczema
PROGRAMS & SERVICES

SUPPORT

• ESC provides one-on-one telephone and e-mail support to eczema sufferers and caregivers.

• Support Volunteers from across the country offer e-mail and telephone support in five languages, as well as in-person support groups.

• Eczema Care Network, an online resource, helps patients and family physicians find specialists across Canada dedicated to helping those with eczema, atopic dermatitis, and hand eczema.

• Psychological support resources.

EDUCATION

• Distribution of educational materials to family physicians, paediatricians, dermatologists, pharmacists, and directly to eczema sufferers.

• Annual Life with Eczema patient events held across Canada, featuring dermatologist guest speakers, patient speakers, educational exhibits, and Q&A sessions.

• Distribution of electronic newsletters with eczema research articles, updates on treatment advancements, Ask a Doctor column, and patient stories.

• ESC connects with hospital programs, pharmacies, and public health nurses on eczema education programs.

facebook.com/EczemaSocietyofCanada

twitter.com/@EczemaSocietyCA
My child suffers with eczema; the whole family is suffering with eczema.

We feel helpless.
This kind of organization can change people’s lives—just knowing there is someone out there going through the same things you are going through.
EDUCATIONAL MATERIALS AVAILABLE:

- Managing Eczema Guide
- Hand Eczema Guide
- Topical Corticosteroids: Frequently Asked Questions
- Support for People Living with Eczema Guide
- Scratching the Surface: Eczema Care Information Sheet
- Eczema Assessment Sheet
- Easing up on Eczema: Eczema Education DVD
- Guide to Choosing Moisturizers and Cleansers
- Rub It In! Skin Care Charts
- Eczema School and Daycare Guide
- Children’s book Sometimes I am Itchy
- I Have Eczema cards

SEAL OF ACCEPTANCE PROGRAM

We offer our Seal of Acceptance to products that are created for and/or intended for use by people with eczema. These products must meet specific criteria, undergo rigorous clinical testing and undergo scientific review to earn the Seal of Acceptance.

RESEARCH

Support eczema research through our Eczema Research Grant Program.

To learn more about the ESC Research Grant Program and how to apply, visit www.eczemahelp.ca.
ECZEMA AWARENESS

WE RAISE AWARENESS AMONG:

ECZEMA SUFFERERS
- Quarterly and special topic electronic newsletters
- Direct mail campaigns
- Patient events across Canada
- Website eczemahelp.ca
- Ongoing media campaigns
- Social media

PHYSICIANS AND HEALTH CARE PROVIDERS
- Exhibitions and presentations at key conferences
- Providing educational resources
- Direct mail campaigns
- Hand eczema guidelines educational resource
- Chronic Hand Eczema Continuing Medical Education program

RECENT MEDIA
- Allergic Living Magazine
- Best Health Magazine
- Calgary Herald
- Calgary Metro
- Canadian Living
- Canadian Skin Magazine
- CDA Awareness Campaign
- Chatelaine Magazine
- Chatelaine Online
- Chronicle of Skin & Allergy
- Dermatology Nurses Newsletter
- Edmonton's Child Magazine
- Edmonton Journal
- Edmonton Metro
- Flare Magazine
- Globe and Mail
- Global News Story (Canada Wide)
- My Skin Magazine
- National Post
- Ottawa Citizen
- Pharmacy Practice Magazine
- The Montreal Gazette
- The Province
- Today’s Parent
- Star Phoenix, Saskatoon
- Vancouver Sun
- Video News Release
- Windsor Star
- Yahoo! Video News Article
- Yahoo! Health
ESC EXPENDITURES

88% Charitable Program
12% Management & Administration

* 2014: Source - Canada Revenue Agency

To view our Financial Reports visit cra-arc.gc.ca. Charity Registration # 872216098RR001

We fulfill our mission thanks to volunteers, private citizen donors, and corporate donors. Corporate funding comes as unrestricted grants.

DONATIONS

- Eczema Society of Canada relies on corporate grants and private citizen donations to put its mission into action. All donations $20 and greater are eligible for an official tax receipt.
- Donations are accepted by cheque and secure credit card donations can be made online via PayPal at eczemahelp.ca.

To view our Financial Reports visit cra-arc.gc.ca. Charity Registration # 872216098RR001
We attended your Life with Eczema event and learned so much. I’ve already followed the recommendations, and my eczema is already much improved. Thank you!
I live with eczema.

I live in misery. I need a treatment that works.
FINDING SUITABLE SKINCARE PRODUCTS

www.eczemahelp.ca
In furthering its mission, ESC has established a patient empowerment program where skin care products, including moisturizers and cleansers, are reviewed to earn recognition from the Eczema Society of Canada as an accepted choice for people with the sensitive skin related to eczema.

Products that are identified as ‘accepted’ by the Eczema Society of Canada are free of ingredients known to be irritating for sensitive skin, have undergone dermatologist formulation review, and have earned our Seal of Acceptance (SOA).

- Products that have earned the ESC Seal of Acceptance may use the Seal on products and in marketing materials
- The SOA review process includes rigorous dermatological review of products, formulation, and clinical data
- ESC identifies SOA products on its website, in educational print materials, in communications, and on social media
- Fees start at $7,500

If you would like more information on earning the Seal of Acceptance for your products, contact Executive Director Amanda Cresswell-Melville for more information.

E-mail: director@eczemahelp.ca
Phone: 1-855-ECZEMA-1
BOARD OF DIRECTORS & MEDICAL CONTRIBUTORS

BOARD OF DIRECTORS

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