

# Eczema Society of Canada **Programs & Services Report 2025**



# **Mission**

**Eczema Society of Canada (ESC) is dedicated to meeting the needs of those suffering with eczema through support, education, raising awareness, advocating for patients, and ongoing research activities.**

**As well, we have a strong commitment to the continuing support of the medical community.**

# ESC Numbers Over the Years



**Millions of website  
views and resource  
downloads**



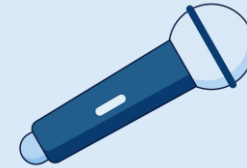
**55,000 +  
subscribers**



**20,500 +  
social media  
followers**



**600,000 +  
YouTube  
video views**



**Hosted 100 +  
in person and  
online events**



**Continuing Medical  
Education provided to  
24,000 + health care  
professionals**



**Team of 50 +  
multilingual volunteers  
from across the country**



**56 medical  
and expert  
contributors**



**70,000,000 +  
impressions of our  
recent awareness  
campaign**



**17 + research  
grants awarded**



**4 Canadian  
Dermatology  
Association Public  
Education Awards**



**1 Goal:  
Improving the lives of  
Canadians suffering  
with eczema**



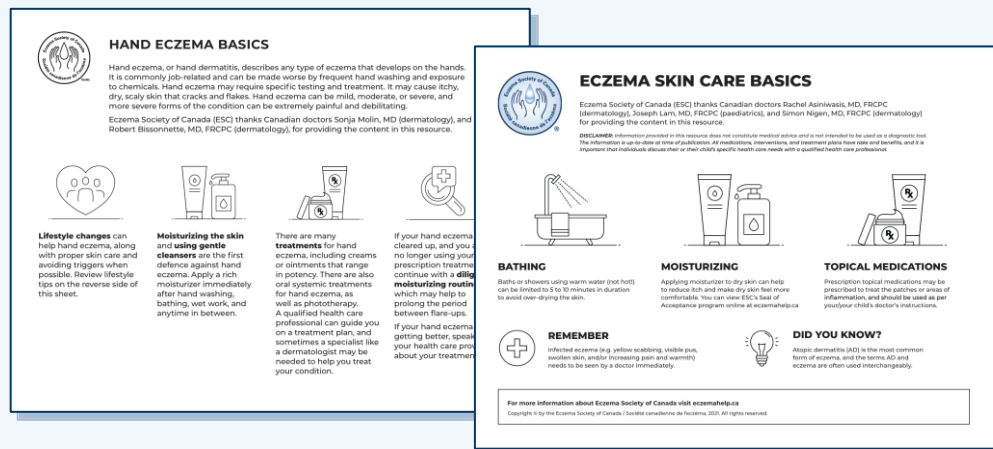
ESC has provided **support** and  
**hope** for our family. I never knew  
this was the care we **needed**.



# Programs & Services

## Education

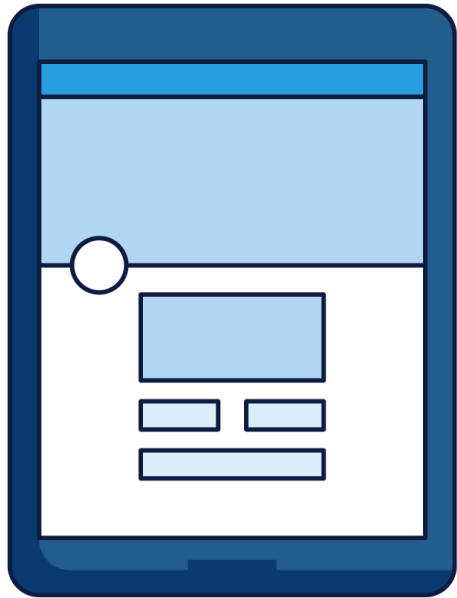
- Website at [eczemahelp.ca](https://eczemahelp.ca)
- Educational content and resources with content created by leading Canadian experts
- Distribution of electronic newsletters
- Life with Eczema webinar series
- Seal of Acceptance program
- Educational video content



## Support

- Multilingual volunteers from across the country
- Support resources for children, teens, and adults
- Caregiver support resources
- Support for eczema sufferers and caregivers via email
- Social media channels and communities, including Facebook, Instagram, YouTube, and LinkedIn
- Launch of enhanced Find a Doctor online listing to help Canadians with eczema find local specialists
- Promotion of ESC website and program offerings
- ESC proudly supports Camp Liberté, an organization providing a camp experience for Canadian children with chronic skin conditions, donating \$125,000+ over the past years to support atopic dermatitis campers

# Programs & Services



## We communicate with our community with:

- New content via updates to content on our website at [eczemahelp.ca](https://eczemahelp.ca)
- Regular electronic newsletters
- Social media channels
- Events and conferences

## Social media



EczemaSocietyofCanada



@EczemaSocietyofCanada



EczemaHelp



Eczema-Society-of-Canada

# Programs & Services



## Health care provider support

- Educational resources and content
- Promotion of ESC website, resources, and educational offerings to health care providers, including Allergists, Dermatologists, Paediatricians, Family Physicians, Nurses, and Pharmacists
- Dedicated Health Care Provider page at [eczemahelp.ca/HCP](https://eczemahelp.ca/HCP)
- Exhibition with ESC resources at Canadian Paediatric Society Annual Conference, Canadian Dermatologist Association Annual Conference, Canadian Dermatology Nurses Association Conference, and Family Medicine Forum

# Seal of Acceptance

## Look for the ESC Seal of Acceptance.

Products that are identified as 'Accepted' have earned the ESC Seal of Acceptance. Accepted products undergo thorough testing and review and are either free from known irritants or are formulated with ingredient concentrations that have been found to be generally suitable for use with sensitive skin.

For more information, please visit our website.



# Eczema Awareness & Advocacy

**We raise awareness among:**



## **Eczema sufferers**

- Website [eczemahelp.ca](https://eczemahelp.ca)
- Quarterly and special topic electronic newsletters and e-blasts
- Virtual webinar events
- Ongoing media campaigns



## **Physicians & health care providers**

- Exhibitions and presentations at key conferences
- Digital and mail awareness campaigns
- Curated website resources at [eczemahelp.ca/HCP](https://eczemahelp.ca/HCP)



# Eczema Awareness & Advocacy

**We are advocating for our community to improve care and access to treatments.**



## **Government & decision-makers**

- ESC is advocating for patients for better access to care and treatments, including equitable access across all provinces, territories and jurisdictions in Canada
- ESC continues meeting with decision-makers across the country to discuss patient needs, quality of life impact, gaps in care, and provide our input on treatments and care
- Each year, ESC shares our Eczema Awareness Month campaign with decision-makers to share our messaging and advocate for our community

**We are elevating the patient voice.**



## **Patient input & advocacy meetings**

- ESC provides patient input to the Canadian Drug Agency (CDA-AMC), The Institut national d'excellence en santé et en services sociaux (INESSS), and provincial drug programs, sharing data and patient testimonies to support reimbursement reviews of new therapies
- ESC engaged in consultation meetings with the Canadian Drug Agency (CDA-AMC) to have the patient voice heard in the review process
- ESC engages with provincial decision-makers to share the concerns of our community

# We are stronger together.



## Collaborations

ESC is a proud member of coalitions and organizations in Canada and around the world to continue to elevate our patient voice. We are members of:

- The **Best Medicines Coalition**, a national organization seeking timely access to treatments
- The **Medicines Access Coalition BC** (also known as MedAccess BC) advocates for access to treatments for patients in British Columbia
- **Canadian Skin Patient Alliance**, a national organization dedicated to improving the well-being of skin patients
- The **International Alliance of Dermatology Patient Organizations** (also known as Global Skin), a global alliance committed to improving the lives of dermatology patients worldwide
- The **Harmonizing Outcomes Measures in Eczema** (HOME), a global initiative aimed at standardizing and validating a core set of outcome measurements for atopic eczema
- Working with the **Skin Canada** research group, ESC helps priority-setting initiatives to improve care for eczema patients

# Eczema Awareness & Advocacy

**Each November, ESC leads Eczema Awareness Month, shining a light on the burden of the disease and advocating for improved care and treatments.**

This year, more than 30 landmarks across Canada were illuminated in blue, symbolizing hope and solidarity with those living with eczema.

The campaign focused on reducing stigma, raising awareness of the daily impact of eczema, and urging decision-makers to improve access to care and treatments. Through patient stories, data insights, and targeted media outreach, ESC amplified the voices of the eczema community nationwide.

**[Eczemahelp.ca/ShiningALight](https://eczemahelp.ca/ShiningALight)**



*Photo credit: Halifax City Hall: VON Canada, 2020 | CN Tower: Jonathan Gazze*

# Eczema Awareness & Education

## ESC has been featured in the following media outlets:

- Allergic Living Magazine
- Artic Radio
- Audio News Release
- Best Health Magazine
- Calgary Herald
- Calgary Metro
- Canadian Dermatology Nurses Association Newsletter
- Canadian Living
- Canadian Skin Magazine
- CBC News
- CBC Radio
- CDA Awareness Campaign
- Charles Adler Show
- Chatelaine Magazine
- Chatelaine Online
- Chronicle of Skin & Allergy
- Dermatology Times
- Edmonton's Child Magazine
- Edmonton Journal
- Edmonton Metro
- Flare Magazine
- Globe and Mail
- Global News
- MSN FR Actualités
- MSN Health & Fitness
- My Skin Magazine
- National Post
- Ottawa Citizen
- Pharmacy Practice Magazine
- Star Phoenix, Saskatoon
- Radio Beauséjour
- Radio Canada
- The Montréal Gazette
- The Province
- Today's Parent
- Today's Senior Magazine
- Vancouver Sun
- Video News Release
- Windsor Star
- Yahoo! Video News Article
- Yahoo! Health

# Research

ESC's competitive Research Grant Program has awarded more than **\$435,000+** to eczema researchers across Canada. The program supports programs aimed at improving the quality of life and a better understanding of this complex condition.

To learn more about the ESC Research Grant Program and how to apply, visit [eczemahelp.ca/research](https://eczemahelp.ca/research).



# ESC Funding & Expenditures

## Funding

Eczema Society of Canada relies on funding programs to carry out our charitable activities, and support Canadians living with eczema. We are grateful to our funders for their support.

## Donations

Private citizen donations help us put our mission into action. Donations are directed to our Research Grant Program to help fund research to advance eczema knowledge and care to improve the lives of Canadians impacted by eczema.

Secure credit card donations can be made online via Canada Helps. Visit: [eczemahelp.ca/donate](https://eczemahelp.ca/donate).



**To view our Financial Reports, visit [cra-arc.gc.ca](https://cra-arc.gc.ca).  
Charity Registration #872216098 RR0001**

# Corporate Funders

**ESC sincerely thanks our donors, granting organizations, and corporate sponsors for their funding, which helps ESC fulfill our charitable mission.**

Platinum	Gold	Silver	Bronze
Galderma Canada Inc. Sanofi	AbbVie Kenvue Canada Inc. LEO Pharma Inc. Arcutis Canada, Inc. Procter & Gamble Inc.	Pfizer Canada Eli Lilly Canada Inc. Incyte Biosciences Canada Beiersdorf Canada Inc. Sanofi Consumer Health Inc. Apogee Therapeutics	Wellspring Pharmaceutical Corporation Bausch Health Canada Inc. Blistex Inc. First Aid Beauty Gorilla Glue Company LLC Henkel Canada Corporation Naos Canada Inc. WaterWipes UC
\$100,000 +	\$50,000 - \$99,999	\$25,000 - \$49,999	\$10,000 - \$24,999

# Board of Directors



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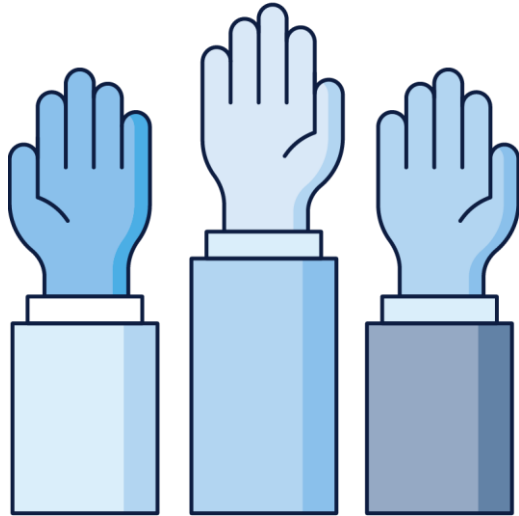
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**Our Board of Directors exemplifies ESC's continued commitment to improving the lives of eczema sufferers.**

# Eczema Community Volunteers



**ESC thanks our community volunteers – patients, caregivers, medical students, and concerned eczema community members who volunteer their time, lend their voices, and help us bring our mission to life.**

**We couldn't do it without you!**

# Medical Contributors

**With the help of dedicated physicians and experts, we are able to deliver information to Canadians living with eczema.**

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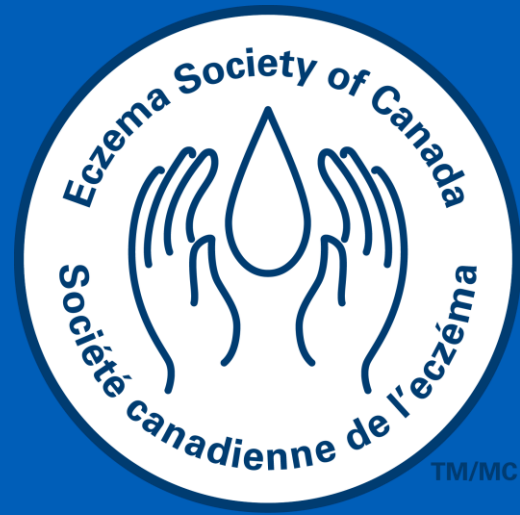
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# Eczema Society of Canada



**[eczemahelp.ca](https://eczemahelp.ca)**