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**FOR IMMEDIATE RELEASE**

### **Eczema Awareness Month set to show young Australians eczema is a manageable lifestyle, not a life sentence**

Australia's only organisation for eczema awareness, information and support, Eczema Association of Australasia Inc (EAA), will officially launch Eczema Awareness Month 2017 on 1 May with this year's campaign focusing on young Australians living with the condition.

ABS data shows more than 1.06 million Australians have eczema with young Australians making up 17.4 per cent of sufferers. However the EAA suspects this number to be much higher with many more young Australians hiding their condition because of the social stigma common with eczema.

EAA President, Cheryl Talent, firmly believes many young people living with eczema are under the assumption there is no hope for them to receive successful treatment and therefore mismanaging the condition leading to further complications with the condition.

Ms Talent said eczema at any stage of life is manageable as long as the condition is diagnosed correctly by a healthcare professional such as a GP or Dermatologist.

"There are a lot of stigmas associated with eczema and unfortunately due to the visible signs of the condition, this can combine to negatively impact already image conscious young Australians feeling embarrassed to ask for help or seek treatment," said Ms Talent.

"We are receiving an increasing amount of calls from concerned young people and their parents about living with eczema and what they can do to reduce the visible signs of the condition."

Most Australians associate eczema as being a red rash or sore that appears on the skin and is triggered by seasonal changes or contact with certain chemicals or plant life.

There is a significant amount of help and resources available and this condition can be readily treated. Despite there being no cure, people can learn to live with it and manage eczema effectively so it doesn't continue having a negative impact on your life.

Ms Talent said people assume eczema sufferers are either the young or the elderly, but this is a common misconception with the condition active across all age groups.

"Sadly eczema does not discriminate, depending on the conditions of the person and their environment, eczema can affect almost anyone at any age," said Ms Talent.

"We strongly advise any young Australians who think they have a form of eczema to contact their GP or seek a referral to a Dermatologist to correctly diagnose it and most importantly create a management plan for the condition."

For anyone with concerns they or someone close to them has eczema symptoms call **1300 300 182**.

For more information about the Eczema Association of Australasia visit – [www.eczema.org.au](http://www.eczema.org.au)

# MEDIA RELEASE



## **Recommended social media copy**

- May is Eczema Awareness Month! Almost 1 in 3 Australians will suffer from eczema in their lifetime, get behind our friends at the *Eczema Association of Australasia Inc* (tag) and help break the stigma of eczema by becoming a member - <http://www.eczema.org.au/membership/>
- We are proud to support Eczema Awareness Month and help raise awareness about this condition. Did you know there is no cure for eczema? Support the great work of the *Eczema Association of Australasia Inc* (tag) in providing advice to eczema sufferers and their carers by making a donation now - <http://www.eczema.org.au/donate-now/>
- It's Eczema Awareness Month! Are you itching to know more about how you can manage your eczema so it doesn't hold you back? The team from the *Eczema Association of Australasia Inc* (tag) has a lot of great resources explaining this condition and how it can be treated. Give them a call on 1300 300 182 or head to - <http://www.eczema.org.au/eczema-facts/>

## **About the Eczema Association of Australasia**

As the only organisation of its kind in the Southern Hemisphere, the non-profit charity was founded in 1994 and has grown its patient database significantly over the years. The purpose of the Eczema Association Australasia (EAA) is to increase public awareness of eczema, ensure improved treatment and provide instant support for sufferers.

With a number of global links and connections with Australian and international dermatologists, natural therapists and medical practitioners, the EAA seeks to improve and broaden the availability of medical and complementary treatments for eczema sufferers.

## **For more information, please get in touch with:**

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