

#AskHowIFeel Campaign Approaches Psoriasis From the Inside-Out ^[1]

Hope ^[2]

Dr Eddie Murphy, Clinical Psychologist, launched **#AskHowIFeel** this month. The **#AskHowIFeel** campaign, created by **Novartis** in partnership with the **Irish Skin Foundation**, is designed to support those living with psoriasis to seek support from others and to have more open conversations about the impact the condition has on their lives. The campaign empowers people not to suffer in silence, but to encourage the people around them - friends, family and healthcare professionals - to **#AskHowIFeel**, by honestly discussing both the physical and emotional experience of psoriasis.

According to the Irish Skin Foundation, 100,000 people in Ireland live with psoriasis¹. As well as the physical symptoms, psoriasis can affect people emotionally; many people with the condition can struggle with anxiety and depression, impacting both self-esteem and confidence. According to the Burden of Psoriasis Report, carried out by Novartis and supported by the Irish Skin Foundation:

- 57% of people living with psoriasis in Ireland said that the condition stopped them from doing activities they love²
- 77% said that their skin made them want to hide away².
- 54% reported that psoriasis negatively impacted on their love lives, as well as the condition causing embarrassment for 93%².

Dr Eddie Murphy, Clinical Psychologist and campaign ambassador, said; “Psoriasis is a complex condition that may severely impact your quality of life and self-esteem, reducing confidence, and for many takes an emotional toll. This campaign takes an interesting and different perspective, helping people look at new ways to live with their psoriasis. Skin conditions such as psoriasis can affect people’s view of themselves deeply, though it is rarely treated holistically. I believe it is important to treat both the emotional and physical aspects of psoriasis in order to have the best quality of life possible. I believe this can make a massive difference.”

As a part of the **#AskHowIFeel** campaign, Dr Eddie Murphy is collaborating with a number of people in Ireland living with psoriasis to look at how it is affecting their emotional wellbeing. Together, they will work step-by-step to achieve goals designed to overcome these

challenges. Dr Murphy will use his expertise to provide people with techniques to help them take control, while building a positive mindset around managing their psoriasis. In addition, he will introduce the SymTrac™ app, a free tool to empower those living with psoriasis to better track their symptoms.

For more information on #AskHowIFeel please visit www.askhowifeel.ie [3]

Disclaimer:

Pictured: Dr Eddie Murphy, Clinical Psychologist, Kate Barton, Novartis Ireland Ltd., Dr Marina O'Kane, Consultant Dermatologist and David McMahon CEO Irish Skin Foundation

References:

1. Irish Skin Foundation <https://irishskin.ie/psoriasis/> [4]
2. Burden of psoriasis Report, Novartis Ireland, 2015

Source URL: <https://www.novartis.ie/stories/hope/askhowifeel-campaign-approaches-psoriasis-inside-out>

Links

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[2] <https://www.novartis.ie/stories/hope>

[3] <http://www.askhowifeel.ie/>

[4] <https://irishskin.ie/psoriasis/>