



Building Regional Growth & Diversity

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International Alliance of
Dermatology Patient
Organizations

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What word comes to mind when you think of your own organization's regional growth and diversity journey?



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GlobalSkin's Vision:

A world where people with dermatological conditions lead healthy and fulfilling lives.

Over **2 billion** people living with over **3000** discrete dermatological conditions globally.

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- ☹️ Poor access to care and treatment options.
 - ☹️ Markedly underestimated patient (and family) burden
 - ☹️ Psycho-social, educational and economic impact and associated co-morbidities.



Our Goal:
Change the way the world sees Dermatology.



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Who is GlobalSkin?

The International Alliance of Dermatology Patient Organizations (also known as GlobalSkin) is:

- A unique **global alliance** of dermatology patient organizations
- **Professionally-run** organization with staff located in Canada and Belgium
- Governed by a **global Board of Directors** comprised of patient organization leaders, governed by a rigorous code of ethics



272 Members



70 Countries



59 Disease Areas

Regional Representation	#
Africa	42
Americas	83
Eastern Mediterranean	3
Europe	108
Southeast Asia	11
Western Pacific	25
	272



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Our Five-Year Strategic Plan



Vision: Create a world where people with dermatological conditions are healthy and fulfilled

Strategic objective #1

ELEVATE:

Amplify the voice of the dermatology patient community globally

Strategic objective #2

CHAMPION:

Ensure a strong and representative global voice for people affected by dermatological conditions

Strategic objective #3

UNITE:

Change the way the world perceives dermatological conditions



We ELEVATE our Members.

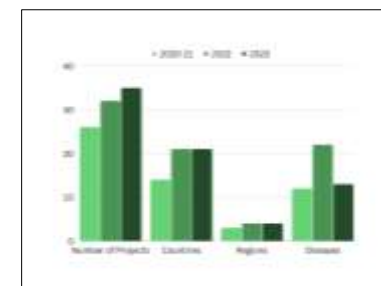
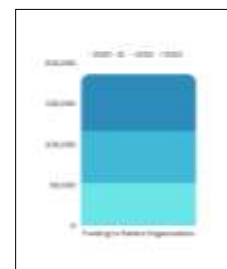
Capacity Building

- GlobalSkin Champion 2025 Conference - April 24-27, 2025 in Prague
- Training/webinars on Youth Engagement and Digital Advocacy – available on GlobalSkin's YouTube Channel.



Member Impact Fund

- 2024 Grants provided to 42 patient organizations in 28 countries, across 17 disease areas
- 23 organizations were also awarded additional funding to complete Skin Cancer Prevention and Awareness projects in 2024.



Patient Expert Scholarship Program

- 2024 scholarships provided to 13 patient leaders to become EUPATI Fellows (Patient Expert Training Programme – medicines development process) – double the number of patient leaders supported in 2023!



Regional Networks & Disease Collaboration

- Establishment of the first GlobalSkin Regional Network, with the launch of the GlobalSkin Africa Regional Network in Nairobi, Kenya in April 2024.
- Developed campaigns/initiatives/grants to support Atopic Eczema Community, RareDERM Community and Europe Community.



Rare Dermatological Disease and Regional Networks



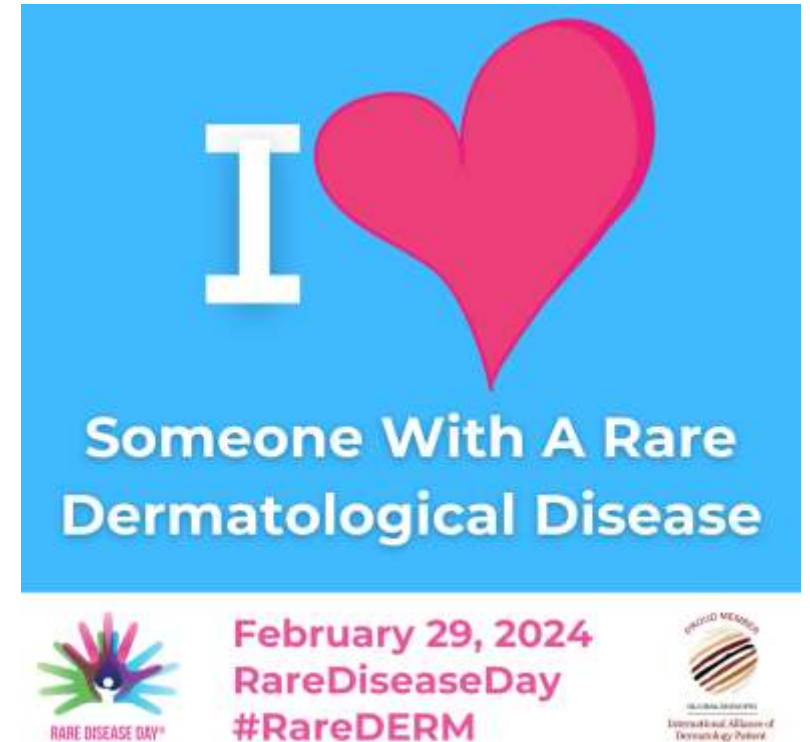
Identify shared
challenges and
priorities

Develop
campaigns/initiatives to
support those patient
organizations

Rare Disease Day (February 29, 2024)

Raising awareness for dermatological diseases on Rare Disease Day

Providing our **124 patient organizations** in **42 countries** with tools and resources to help bring attention to **over 29 rare dermatological diseases**



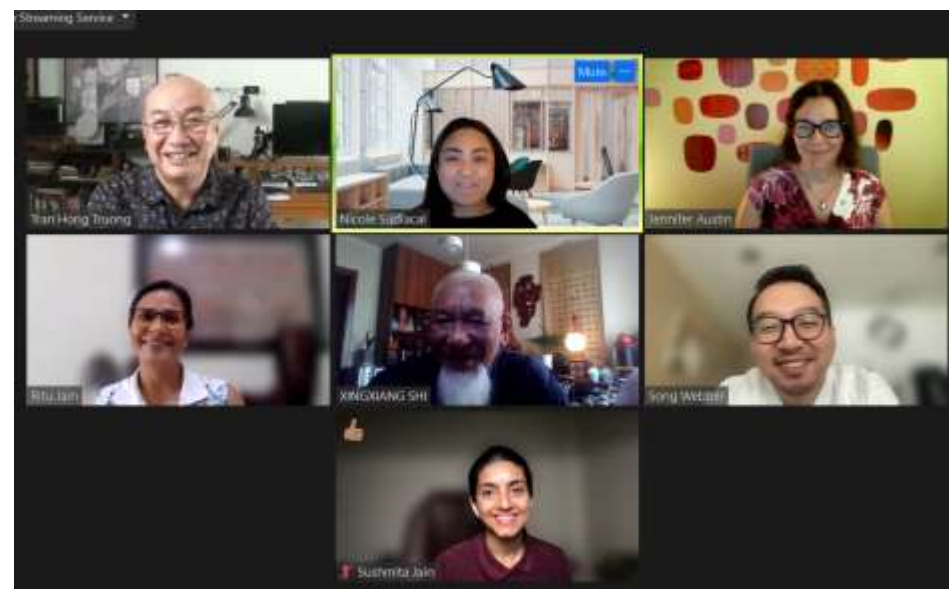
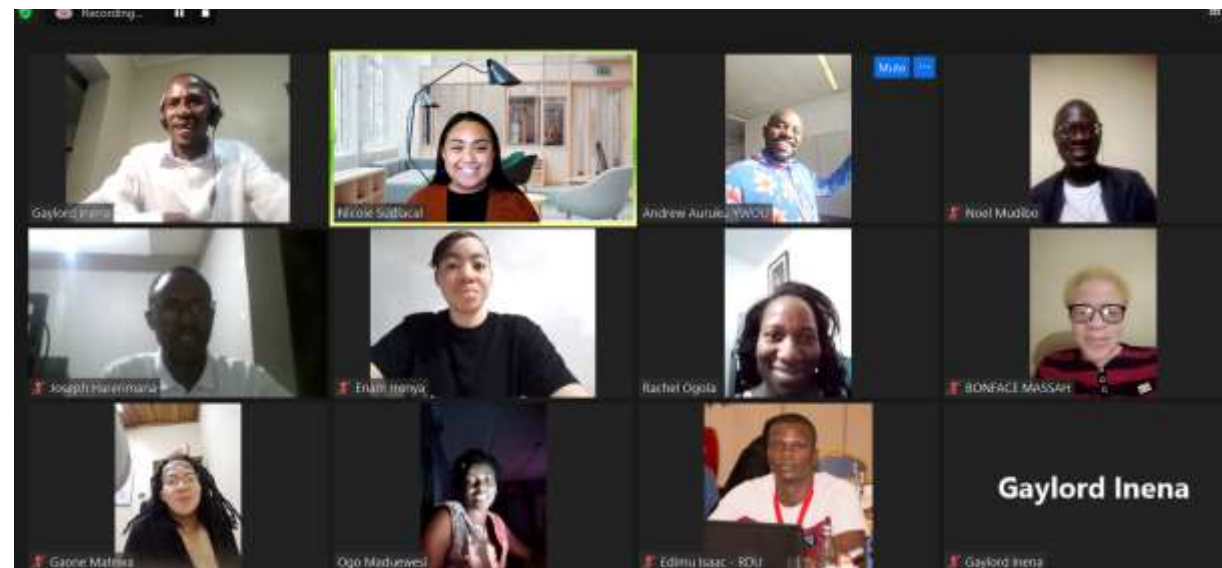


2nd World Congress on Rare Skin Diseases Paris, June 2024

- **Welcome Reception Co-host with Global Albinism Alliance**
- **Patient Session:** The Strengths, Needs and Challenges of the Global Rare Dermatology Patient Voice in Driving Innovation and Collaboration
- **GlobalSkin RareDERM Dinner**



Regional Meetings





Regional Networks: Timeline



2022

Exploring the Idea of Regional Formations

Online meetings with three WHO regions;
Co-hosted with GlobalSkin CEO & regional patient leader



2023

Consultation with POs Needs & Priorities

Regional Meetings during GS 2023 Conference;
Online regional consultations with African patient leaders;
African Regional Survey



Early 2024

Development of Regional Network Guidelines

Development of draft Network Guidelines by GS Staff;
Input and consultation from GlobalSkin Board



Regional Networks: Timeline



Early 2024

Planning of African Regional Meeting

Co-creation of Regional Meeting program with African patient leaders;

Hiring of African based facilitation consultant;

Travel bursaries provided to African patient organizations



April 2024

Establishment of GlobalSkin African Regional Network

30+ members from 13 countries came together in Nairobi, Kenya;

Unanimous decision to establish the first GS Regional Network;

Democratically elected Working Group

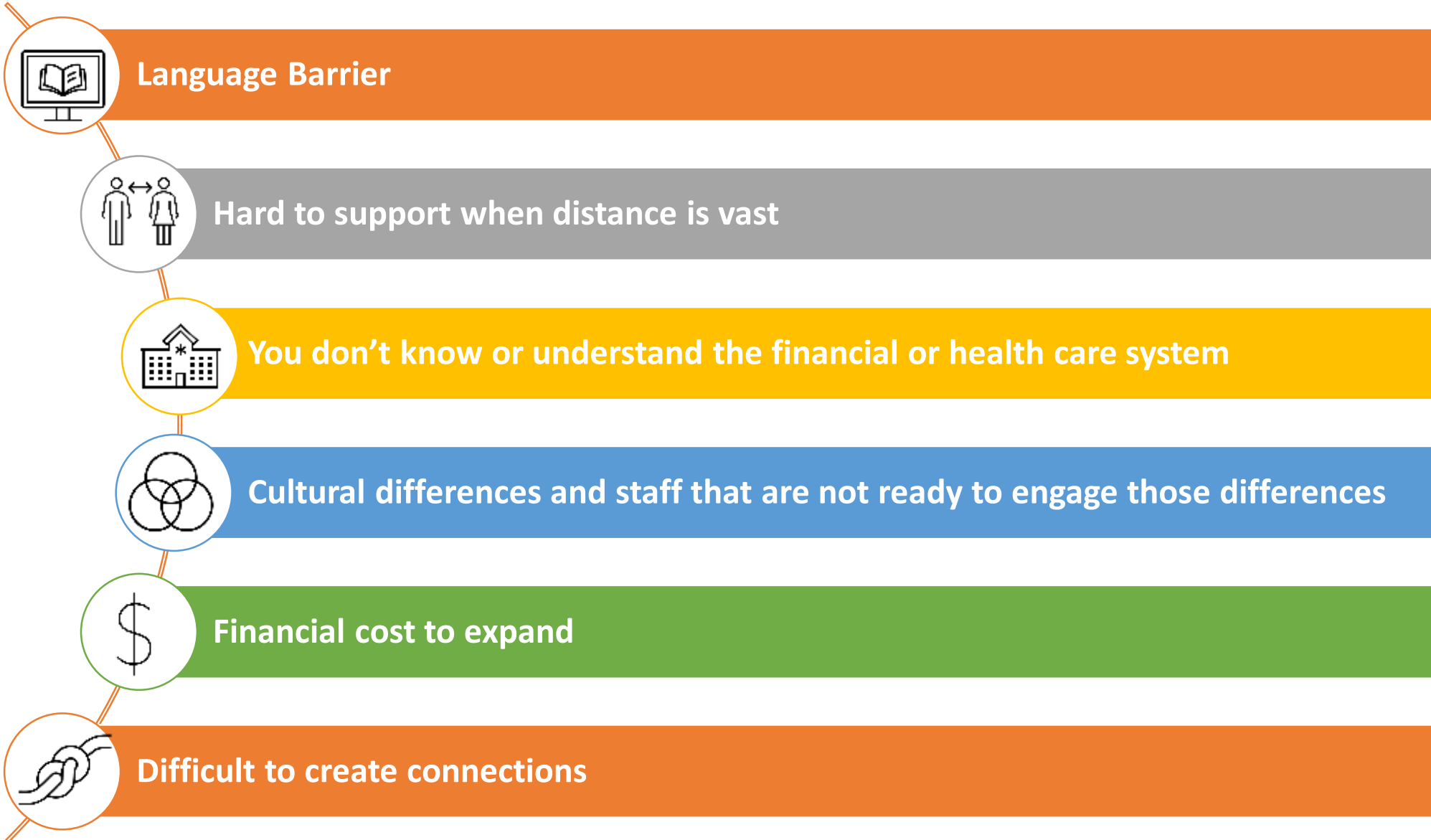
What are the challenges that you have around regional growth and diversity?



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Challenges to Building the Network



Practical Strategies for Regional Growth and Diversity

Create Strategic Partnerships

- Engage with other organizations or stakeholders in your space and disease area
- Join societies or organizations that have members where you want to be
- Partner with another organization

Find a Member Champion

- Find one engaged patient organization in a space that you are looking to expand in
- Develop a relationship and get them involved in your governance structure


Governance Structure

- Must be a priority for leadership and board
- Examine your board make-up and governance structure protocol
- Incorporate DEIB principles into policies

Determine your Connectivity Magic

- Utilize free tools and social media to deter costs of regional growth and diversity initiatives
- Finding opportunities for in-person meetings and engagement

Actionable Steps to Pursuing Regional Growth and Diversity



Determine your goal as an organization for regional growth and diversity

Be strategic in implementing the goal and answer the following questions

- *What kinds of resources do we have to achieve the goal?*
- *Has our organization done the internal work to be ready for expansion and growth?*

Start! Gather the right people and resources, and begin to draft the plans, timelines, programs, documents and guidelines that will help guide and move you towards your goals towards regional growth and diversity.

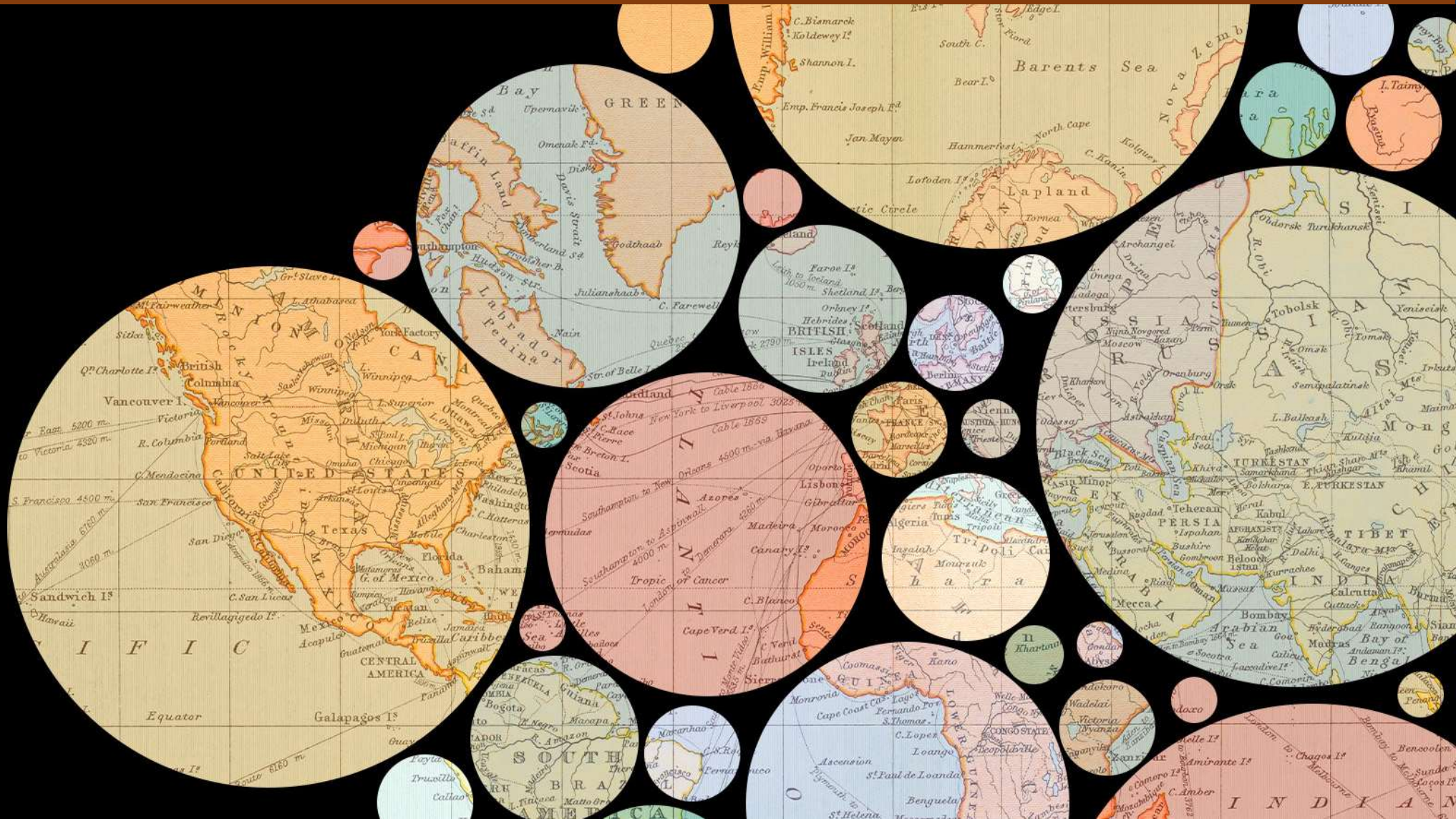
Pause! & assess the progress, challenges, successes and changes that need to be made to continue down the path of progress and organizational excellence. Build in the necessary steps for review, feedback and assessments from your community.

What information or ideas did you find most useful for your own organization's regional growth journey?



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Together, we *will* grow the voice of patients worldwide!



Questions? Contact Tammi.Shipowick@globalskin.org

