



## GENERAL ANNOUNCEMENT

### **Increasing Awareness of Atopic Dermatitis Is the Focus of World Allergy Week 2018**

World Allergy Organization emphasizes quality of life concerns for common skin disorder

Milwaukee, WI. March 14, 2018. World Allergy Organization (WAO), together with its member societies around the world, will host World Allergy Week from April 22-28, 2018. The theme and educational focus will be: *Atopic Dermatitis: An Itch that Rashes*.

Atopic dermatitis, also referred to as atopic eczema, is the most common chronic inflammatory skin disease and is characterized by dry, itchy skin. It affects all ages but most commonly starts in infants and children before 5 years of age, according to Elham Hossny, MD, PhD, of Ain Shams University Children's Hospital in Cairo, Egypt. "The overall prevalence of atopic dermatitis is 2-5%, and about 15% in children and young adults." [1,2]

There can be a natural progression of allergic diseases that often begin early in life, known as the "atopic march". [3] "It is often associated with other allergic conditions such as food allergy, hay fever, and asthma in individuals who have allergic hypersensitivity, or atopy," said Dr. Hossny.

Because of the role that allergy can play in atopic dermatitis, it is important to obtain an accurate diagnosis and receive care from an allergist or dermatologist, according to Motohiro Ebisawa, MD, PhD, of Sagamihara National Hospital, in Sagamihara, Japan. "In most atopic individuals, we often see atopic dermatitis first and usually in patients in their first months and years of life. Early intervention may help to prevent or modify the atopic march."

During World Allergy Week 2018 experts plan to provide information to the general public as well as physicians about atopic dermatitis, focusing on optimal care of the patient, but also touching on the economic aspects of the disease. "Atopic dermatitis is an important public health issue because of its impact on quality of life and the socio-economic burden associated with the disease," said Ignacio J. Ansotegui, MD, PhD, of Hospital Quironsalud Bizkaia in Bilbao, Spain, and President of the World Allergy Organization.

"We have gathered experts to discuss atopic dermatitis in a webinar to be held on 25 April 2018. Topics will include diagnosis, treatment options, including new therapies, the association with food allergy and the atopic march, and the importance of skin care," said Paul Greenberger, MD, of Northwestern University Feinberg School of Medicine in Chicago, Illinois, USA.

Many of the World Allergy Organization's 99 member societies from around the world plan to participate in World Allergy Week 2018. They will offer patient education events and share knowledge in physician workshops, along with other community activities to increase awareness of atopic dermatitis and optimal care of the patient.

For more information about World Allergy Week 2018 and atopic dermatitis, visit: [www.worldallergyweek.org](http://www.worldallergyweek.org). To find a member society of the World Allergy Organization in your country or region, visit: <http://www.worldallergy.org/about-wao/member-societies>.

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## References

[1] WAO White Book on Allergy, World Allergy Organization, 2013 Update, Sections 2.4, 4.2, 6.1.  
<http://www.worldallergy.org/wao-white-book-on-allergy>

[2] Eczema (E), Atopic Eczema (AE), and Atopic Dermatitis (AD), Ulf Darsow, Kilian Eyerich, Johannes Ring, WAO Allergic Diseases Resource Center  
[http://www.worldallergy.org/professional/allergic\\_diseases\\_center/atopiceczema/](http://www.worldallergy.org/professional/allergic_diseases_center/atopiceczema/)

[3] The Allergic March, Ulrich Wahn, WAO Allergic Diseases Resource Center  
[http://www.worldallergy.org/professional/allergic\\_diseases\\_center/allergic\\_march/](http://www.worldallergy.org/professional/allergic_diseases_center/allergic_march/)

**About the World Allergy Organization**

The World Allergy Organization (WAO) is an international alliance of 99 regional and national allergy, asthma and immunology societies. Through collaboration with its Member Societies WAO provides a wide range of educational and outreach programs, symposia and lectureships to allergists/immunologists around the world and conducts initiatives related to clinical practice, service provision, and physical training in order to better understand and address the challenges facing allergists/immunologists worldwide. ([www.worldallergy.org](http://www.worldallergy.org))

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