

Eczema Outreach Support

Our impact and
achievements in
2022/2023



EOS is a SCIO registered with the Scottish
Charity Regulator, charity number SC042392

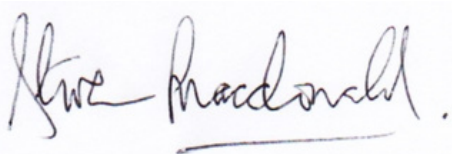
Foreword by our Chair, Steven Macdonald

This year has been another year of change for EOS. We had to say goodbye to our CEO, Christine, in January and like most charities we are affected by the general economic climate and continuing recovery from COVID-19.

We continue to look forward and we have a great staff team and volunteers who are dedicated to supporting children, young people and their families who are dealing with the impact of eczema every day.

A highlight this year has been our amazing Youth Panel who continue to make a big impact wherever they go, raising awareness of the realities of being a young person with eczema. I would like to thank all the staff, the volunteers, our fundraisers and our supporters for their commitment and hard work. I look forward to working with them as we move to the next exciting chapter for EOS.

Thanks,

A handwritten signature in black ink that reads "Steven Macdonald". The signature is written in a cursive style and is positioned above a thin horizontal line.

Why we exist

Eczema affects **one in five** children across the UK yet it is often misunderstood as “a bit of itchy skin”. For our member families, the reality is very different. Children as young as four report being bullied at school, teenagers tell us how isolated they feel and that they don’t know who to talk to. Parents and carers share worries about their child’s mental wellbeing. The economic instability of 2022/23 alongside the on-going effects of COVID-19 on health services, has made coping with the day-to-day effects of eczema even more challenging for families living with the condition.

There is no cure for eczema and whilst more treatments are becoming available, it can only be managed successfully through a process of trial and error and a range of on-going support.

Eczema Outreach Support works with families to help them get the support they need, at the time they need it. We understand how unpredictable eczema can be and that families’ worlds can be turned upside down by it. We are with families every step of the way.

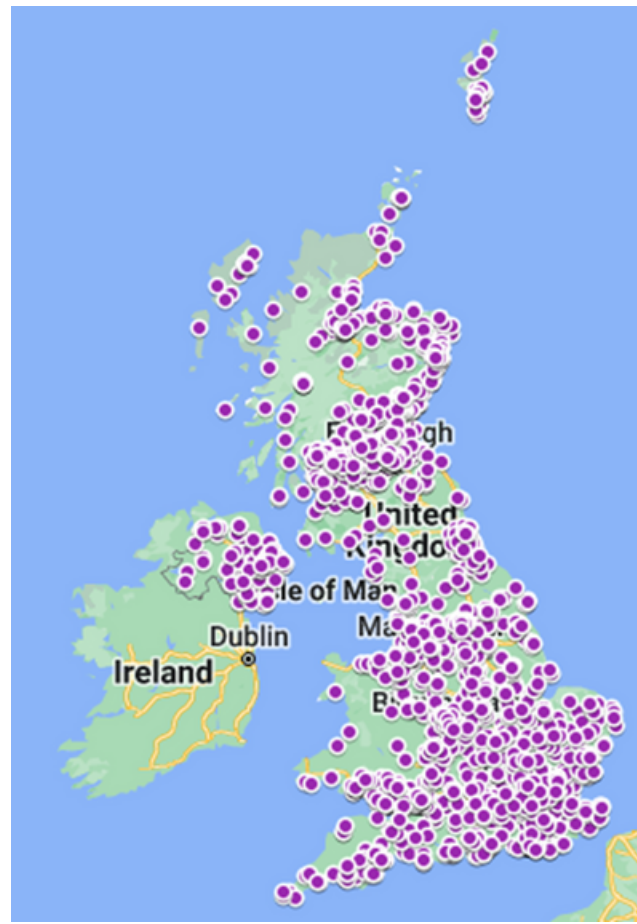
1 in 5 children have eczema in the UK

Supporting children and young people with eczema to thrive

The need for EOS's work across the UK has never been greater. We ended 2022/23 with 3,642 member families, having welcomed 611 new families to the charity. Each new member family received a tailored welcome pack filled with evidence-based information on eczema and managing the condition, self-management resources and stories from other families living with the condition.

We continue to put the needs of children with eczema at the centre of our work to ensure that we make the greatest difference to their lives.

80% of our member families rated the welcome packs as their most valued service.



Support for teenagers



Our Support for Teens with Eczema review was kickstarted by our Youth Panel this year to help us better understand the specific needs and wants of teenagers with eczema.

As part of this review, we tested out content on **TikTok** after young people told us that embarrassment about their condition, lengthy dermatology waiting lists and barriers to accessing GP support has pushed them further towards social media to help manage their eczema. Our TikTok channel will provide safe, evidence-based information, support & signposting for young people and got off to a positive start after an early post got over 1,000 views.

We closed our **Eczema App** for teens after our young members told us they need something that can more quickly evolve with their changing needs. Our Youth Panel are currently working with our staff team on how we can use digital resources to meet the needs of teens in a cost-effective & impactful way.

In February, members of our Youth Panel led an online session for teenagers with eczema to share their experiences and ask questions in a safe and supported environment. Topics included how to wear make-up when you have eczema, dealing with eczema at school and managing treatments.

Connecting families

Webinars

In celebration of World Eczema Day, Health Psychologists Dr Daniela Ghio and Dr Ella Guest joined us for a webinar on children and young people's wellbeing.

61 families joined us to access practical, evidence-based tools to support wellbeing when dealing with the impact of their eczema. Topics included how to support children with eczema to navigate negative experiences with others and manage unhelpful thoughts that inevitably occur when dealing with skin conditions.

More than skin deep: eczema and children's wellbeing



Date: Wednesday 14 September

Time: 8pm

Join EOS, Dr Ella Guest and Dr Dani Ghio
for this free webinar



Webinars

The **EOS Youth Panel** led a Q&A with parents & carers of teenagers with eczema. Members of the Panel shared their experiences of being a teenager with eczema and examples of helpful and unhelpful support they received. They left carers with a range of approaches to try with their teenagers, particularly around treatments and managing the overall impact of the condition.

“Great session, very helpful. Feel that I have more tips of how to handle tricky conversations with my young person about their eczema. Really helped me begin to think out the box of how to encourage them to put creams on.” **Parent of teenager with eczema**

100% of attendees said the webinar helped them to feel more supported to cope

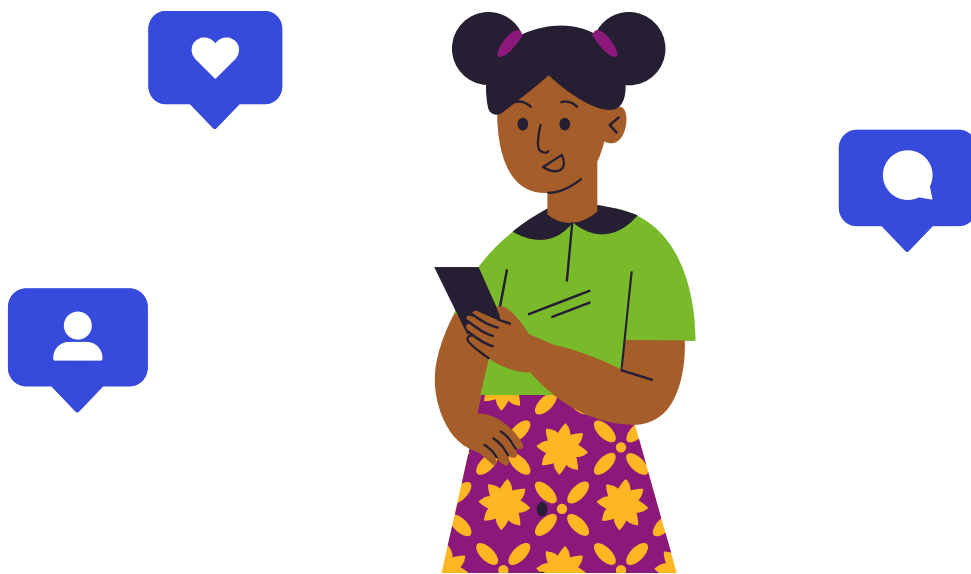


Closed facebook group

Our vibrant closed Facebook Group now has 1,647 carer members who share experiences, offer peer support and find help with the challenges of having a child with eczema anytime, anywhere. Our team work hard to make sure the group remains a safe and supported space and offer carers a range of additional support when they identify it might be useful.

**“The Facebook group is really good
the hear about others’ experiences
and makes you feel that your family
isn’t alone.”**

EOS carer member



In person events

Super workshop, Falkirk stadium

Our first post-Covid event was delivered in partnership with the charity Over the Wall who delivered a range of activities for the whole family and specific activities for the children and young people attending appropriate for their age and stage.

Professor in Dermatology, Sara Brown, ran a session for parents and carers and covered topics such as topical steroid withdrawal, new treatments and mental health. She also facilitated discussion amongst parents who learnt from and supported each other.

“It was a wonderful day, great venue, easy to park. The number of people attending was just right. We felt very comfortable with these numbers (especially due to Covid) and I think it helped to keep the ‘family’ feel to it! It was so well organised, we all thoroughly enjoyed it.”

Parent member

Super workshop, Falkirk stadium



100% of parents and carers said the workshop made them feel more supported to deal with their child's eczema

Family day in Newcastle

In March we held an in-person family event at the Great North Museum in Newcastle to bring families together to connect with one another.

21 families attended on the day to hear from specialist Dermatology Nurse, Jane, based in Middlesbrough and take part in relaxation and mindfulness sessions with **Relax Kids**.

The feedback on the event was excellent, with families commenting on how grateful they were to meet other families facing similar challenges to them and many asking when and where the next event would be.

"The biggest help has been through being part of a community of people in a similar situation and being able to learn from them."

Leila, EOS member



Ella and Henry's story

Ella joined EOS after her 7-year-old son Henry's eczema started to spread across his body. Henry was scratching constantly to the point that his skin would bleed. With no known triggers for his eczema and very little support, Ella felt lost and worried and like she was failing as a mother.

Family Worker Lynne was able to make a significant impact on both the lives of Ella and Henry. She supported Ella over the phone and via email and gave her the space to share her worries about Henry but also, importantly, talk about how she was feeling herself.

Ella shared how unhelpful she felt Henry's school had been, how they had dismissed his eczema as "just a skin condition" and not recognised the impact it was having on his wellbeing and ability to form relationships with others. She told Lynne that school felt like an unhappy place for Henry, and this caused her great anxiety and worry.

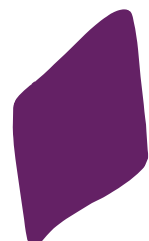


Ella and Henry's story

Lynne was able to work with Ella on an approach for dealing with school and was able to share the experiences of other families who had been in similar situations. Henry has since started working with a School Support Worker who has assessed his needs and is gradually helping the school to put support in place for him.

With Ella's permission, Lynne also made enquiries with a contact at the charity Changing Faces to get them access to their one-to-one psychological support service and they have since been working with a counsellor there.

Ella's story is a clear example of the positive impact that EOS's holistic and tailored support can have for families and how a simple conversation can be the start of a huge change for the better.



Supporting children and young people at school

In 2022/23 we developed our primary school workshops with the support of a Health Psychologist in response to feedback from teachers and carers who highlighted the need for two workshops, one for ages 3 - 7 and one for ages 8 – 11. Our School Worker Team then went on to deliver 40 workshops to children across the UK.

What impact did we have?

- **72%** of parents and carers said it helped their child feel more confident in talking about eczema
- **100%** of children said it helped them by knowing their teacher/class knew more about eczema after the workshop

“Our pupil who the workshop was organised by, was a little shy to begin but quickly became confident in sharing his own experiences. The workshop provided a platform for him to share this, and also for his classmates to develop a greater understanding and compassion.”

Primary school teacher

Supporting children and young people at school

Our “Eczema: More than Itchy Skin” animation and accompanying CPD (Continuing Professional Development) resource for school staff continue to be accessed by children with eczema, their family and friends and education professionals across the UK. They aim to increase awareness of the impact of eczema on young people in school settings and show that by making small changes, we can transform their experiences there.

Our animation has had almost 1,000 views so far.

“I'm writing to once again thank you for supporting our family on our eczema journey. My son's just started in a new class at school, and having your resources for him and for his new teacher to use has been transformative. THANK YOU for the work you do and for the time and effort you put in.”

EOS parent member



Our Youth Panel

2022/23 was an exciting year for the EOS Youth Panel. As well as delivering two webinars, taking an active part in all EOS Board meetings and helping to shape our services for young people, they presented at two high-profile dermatology events and took part in a variety of research projects. Here are some highlights from the year.

In July, members of the panel presented at a plenary session for the **British Association of Dermatologists Annual Meeting 2022** about the impact of eczema on young people and how dermatologists can improve the care they offer them. They shared the results of a year-long partnership with Dr Tess McPherson of Oxford University Hospitals on the experiences of young people with eczema across the UK.



Our Youth Panel

In September, they presented at the **British Dermatological Nursing Group (BDNG) Conference** sharing their experiences of dermatology, mental health struggles, and how Dermatology Nurses have the potential to change lives. They also took part in the BDNG podcast.



“Their presentation was amazing! Well done and thank you for sharing your personal experiences.”

Throughout the year, the Youth Panel have worked with the staff team on reviewing our support for teenagers. We look forward to concluding the review in 2023 and designing a range of new services for teenagers with eczema living anywhere in the UK.

Our online presence

Our followers on social

3,390

Facebook

1,677

Facebook
Group

1,760

Instagram

3,007

Twitter

Facebook	Instagram	Twitter
75K Reach	51K Reach	282K Impressions

- At the end of 2022/23 we reached 3,000 followers on Twitter and during the year, we grew our Instagram following by +345 and our Facebook following by +193.
- We launched our TikTok channel. This will be a great way to connect with teenagers, and provide safe information.
- We received an overwhelming positive response on Twitter to the Youth Panel's presentation at the BAD.
- As part of World Eczema Day, we launched the **We Are The High 5 Club** animation. It has over 23,500 views on Facebook and over 32,500 impressions on Twitter helping to raise awareness about eczema.

Our online presence



“Fabulous people, really listened and great advice.” **Katie, EOS member**



“You are offering an incredible service ❤️”
Louise, EOS member



“Blwyddyn 2 yn dysgu am cyflwr y croen, eczema heddiw wrth wylio fideo ‘high five animation club’ Year 2 learning about eczema by watching the High 5 animation club video.” **Ysgol Gymraeg Pontardawe, Primary school in Pontardawe**



“Someone who understands listening is so important for parents. Thank you for your services” **Azzap, EOS member**



“Well done to the youth panel at [@EczemaOutreach](#). Inspiring as always” **British Dermatological Nursing Group**

Increased awareness of eczema

As well as our reach on social media, our members featured in a range of newspapers throughout the year. These are some of the highlights:

Wales Online, 12 Oct 2022

Esme (6) features in [Wales Online](#) raising awareness of the impact of severe eczema and starring in the new High 5 Club animation.

The Daily Record, 14 Sept 2022 and The Dunfermline Press, 25 Sept 2022

Katie (10) is a member of EOS and we received some press coverage in the [Daily Record](#) and [Dunfermline Press](#) due to her being the voice of our new High 5 Club animation!

Our Youth Panel appeared in the **Guardian newspaper** (print and online) in December featuring in a campaign around skin health. Two of the Youth Panel shared their story, raising awareness of the impact of eczema.



Our wider impact

2022/23 was a year of growth for our wider impact work to ensure that the voices of our members were heard across a range of forums to influence positive change for families coping with the impact of eczema on their daily lives. We continued to focus on four key areas:

1.

Improved **healthcare** services

3.

Increased **awareness** of eczema with policy makers and the general public

2.

Increased **education** chances through a better support provision at school

4.

Increased impact of other organisations through **sharing** our delivery model



Healthcare improvements in 2022/23

Our former CEO, Christine Roxburgh, attended the **Pierre Fabre International TPE conference** in Malta and presented on the topic of “Patients as Partners”. There were 150 delegates from 22 countries including dermatologists, nurses, and patients. Numerous delegates asked if we could share our resources to use EOS as a blueprint for support in their own country.



We presented at the Photonet Annual Meeting to Scottish Dermatologists and Dermatology nurses involved in phototherapy for eczema patients. It was an excellent opportunity to share a young member’s experience of phototherapy.

We took part in the recent NICE consultation on guidelines for under 12s with atopic eczema and represented our members’ experiences and views.

Healthcare improvements in 2022/23

Our **Eczema Care Plan** is complete and will be formally launched in mid-2023 alongside some education work to increase care teams' understanding of the wider impacts of eczema on life beyond the physical symptoms.

This UK-wide project aims to create the best possible written treatment plan template for use in clinics and at home helping families to manage eczema.

Date _____ Version no. _____ Health professional _____

My eczema care plan!

Fill this in before your appointment

Name: _____ Age: _____

Scan the QR code or visit eos.org.uk/care-plan to get a new care plan

About this eczema care plan

This eczema care plan has been developed by Eczema Outreach Support (EOS) and the Centre for Appearance Research in collaboration with children with eczema, their parents, GPs, dermatologists, dermatology nurses, and health psychologists to help families feel more confident about looking after their child's skin.

How are you?

This section is for parents to complete with their child at home. The faces are for children and the numbers are for parents.

Has eczema made your skin itchy in the past week? 1 = not itchy, 5 = very itchy	😊 😐 😞 1 2 3 4 5
Has eczema made it hard to sleep in the past week? 1 = not at all, 5 = very hard	😊 😐 😞 1 2 3 4 5
Has eczema affected your life (e.g., going to school, playing with friends, doing hobbies)? 1 = not at all, 5 = a lot	😊 😐 😞 1 2 3 4 5
Do you worry about how your eczema makes you skin look? 1 = not at all, 5 = a lot	😊 😐 😞 1 2 3 4 5
What treatments do you like using?	
What treatments don't you not like using (e.g., cream that is greasy or stings)?	
My eczema triggers are...	I avoid them by...






Influencing research programmes




We presented at the **BIOMAP Annual Conference**, a research project looking to identify biomarkers of eczema and psoriasis to improved disease management and brought the patient voice to regular advisory group meetings.

We completed our role in the development of the **Eczema Care Online** resource and now signpost member families to this excellent resource to manage mild to moderate eczema.

We are part of the Advisory Group of the **END-ITCH Habit Reversal research project** focused on how habit reversal can reduce scratching in children, a key concern of our member families.

We continued our work on the **A*STAR** advisory group, a research study monitoring the longer-term effects of immuno-suppressant medicines for eczema and represent the views of our member families.

We are delighted to be part of the Advisory Group of an exciting new research project called **Rapid Eczema Trials** which design and run clinical trials that answer questions people have about living with eczema.



Contributing to clinical and patient networks

- British Association of Dermatologists
- Scottish and English Dermatology Councils
- Appearance Collective (Centre for Appearance Research)
- GlobalSkin, a world-wide network of skin patient groups


Policy awareness

We shared our **‘Time for Change in the UK: The True Impact of Eczema and the Experiences of Children, Young People and their Families in Managing the Condition’** report after its launch in March 2022, by sending it directly to over 40 MPs, and sharing it across social media.



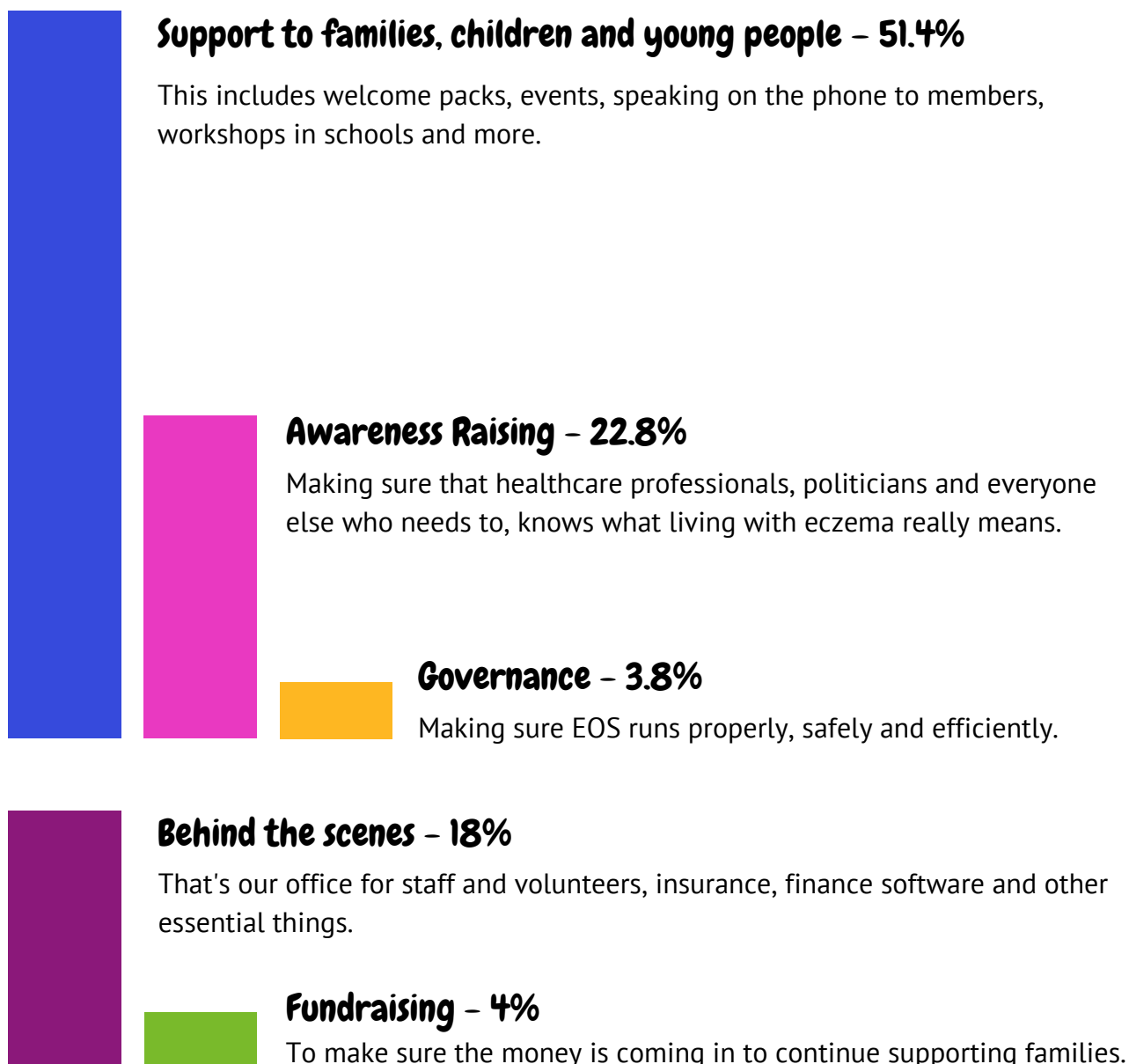
Equality, diversity and inclusion

Our commitment to Equity, Diversity and Inclusion (EDI) remains a significant priority for Eczema Outreach Support and this year we have specifically focused on:

- Improving our staff and volunteer recruitment processes to increase the accessibility of our roles to a diverse range of candidates
 - Training our team in Managing Unconscious bias and Fairness, Respect, Equity, Diversity, Inclusion & Engagement (FREDIE)
 - Working with an EDI consultant to ensure EDI will be at the core of a new strategy development process which will begin in 2023/24
 - Developing equality impact assessments for the design of new services for families.
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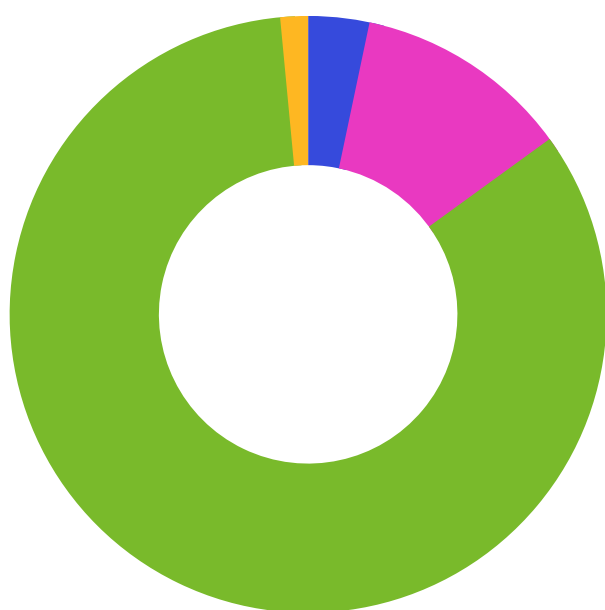
Our expenditure 22/23

Total expenditure in 22/23: £310,565



Our income 22/23

Total income in 22/23: £231,820



- Donations and fundraisers from individuals - 3.3%**
- Grants and donations from private sector - 11.7%**
- Grants from trusts and foundations - 83.5%**
- Other income - 1.5%**

Our supporters



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