Rare GPP Campaign in Spain

Generalized Pustular Psoriasis (GPP) is a rare type of psoriasis that manifests itself through a generalized eruption of painful and sterile pustules throughout the body, that can appear with or without systemic inflammation (including fever, joint pain or feeling of exhaustion). PPG is a rare but life-threatening disease and often requires hospitalisation.

Acción Psoriasis (the Spanish association of psoriasis and psoriatic arthritis patients and their relatives), with the support of Boehringer Ingelheim and the IFPA, has created an awareness-raising campaign that aims to make the general Spanish-speaking public (Spain and Latin America) aware of this rare type of psoriasis and eliminate the stigma caused by their ignorance.

The Rare GPP Campaign consists of different actions: the main one is a campaign on Social Media to make GPP known to the general Spanish-speaking public (Spain and Latin America), and to eliminate the rejection and stigma from society towards the affected caused by ignorance of the disease.

The tone of the campaign will will show GPP patients in a positive light. In addition, we want to create a strong community among patients that know the resources that we have available in our association. For this, we will provide a variety of support material: <u>GPP website</u>, videos of health professionals, videos of patient testimonials and a group on FB. We will also carry out political advocacy actions, specifically to sensitise the political and health to GPP and the best approach to it.

Project plan including timeline:

For the awareness campaign (general population):

- 6-month campaign on social networks that includes the organic dissemination of already available resources: GPP website, videos from doctors, patient testimonials, images and infographics. Calendar from July 2nd to December 30th, 2023.
- > 7-week social ads campaign (from September 1st to October 28th, 2023).
- Creation of an advertising spot on YouTube.
- Creation of a poster to distribute among pharmacies, scientific societies and health centres. Press release informed of the campaign and the actions it contemplates.

For the campaign aimed at patients:

- Creation of an advertising poster to distribute among community pharmacies, scientific societies and health centres.
- Communication with the dermatology society to inform them of the campaign and resources.
- Recording of testimonials from GPP patients of our association so that they know the resources of our association. Distribution of videos on social networks, both organic and paid.
- Distribution of all the materials produced in the private Facebook group with GPP and PPP patients. Report for Psoriasi magazine about GPP and association's resources.
- > News on the association's website informing readers/the public of the campaign.
- > Banner on the main page of the association's website.

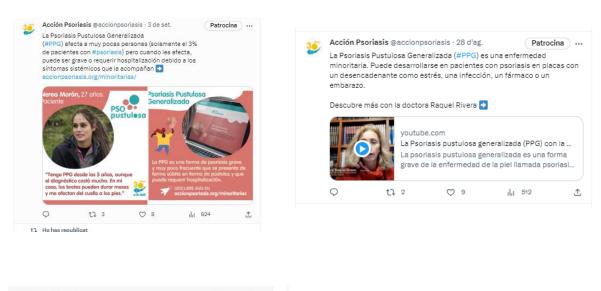
To carry out the actions described in the campaign, we have a **budget of €14,550** granted by Boehringer Ingelheim and the IFPA.

The campaign started in July. These are some of the posts published on Social Media and their awareness:

Date: from July 2nd until September 15th.

Social Media	POSTS	IMPRESSIONS	ENGAGE	ADS
TWITTER	4	2.072	1.103	NO
FACEBOOK	4	125.205	9.187	200€
INSTAGRAM	2	52.429	298	
TOTAL	10	179.706	10.588	

TWITTER







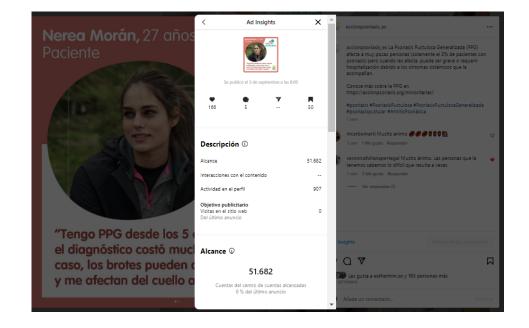
INSTAGRAM



FACEBOOK ADS

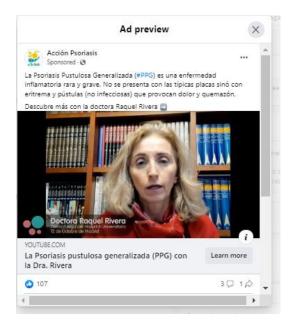












erformance 66.02 spent over 7 da	ays.		0	Ad rating
Link Clicks ⁽³⁾	3,513	Cost per Link Clicks	0	Are you satisfied with this ad?
Reach ()	83,472	€0.02		
Activity Post engagement			3535	Details Status Completed Goal
ink clicks Post saves 21				Get more website visitors Jotal budget €100.00
ost shares 1				Duration 7 days See All