



What we did in
2020/2021
and why it mattered



Registered Charity SCIO SC042392

Our Aims and Activities

By accessing our services, children with eczema and their families in the UK will be:

1. **Confident** – Children with eczema and their families increase their confidence in their self-management and coping skills.
2. **Supported** – Children with eczema and their families feel more supported in regards to dealing with the condition and its impact on life, including at school and with their healthcare providers.
3. **Connected** – Children with eczema and their families feel more connected with others by having access to a community of peers

How do we do it?



We offer direct support and empower families with eczema so they can cope better with the impact of the condition on their life.

1-1 support from a team of Family Support Workers

Tailored welcome pack for the whole family

School workshops and help with 1-1 **school healthcare planning**



We encourage children and adolescents with eczema to engage in their own care and build confidence together.

High 5 Club for children aged 3 to 10 : fun eczema resources, competitions and workshops at events

XY Club for young people aged 11 to 17 : eczema guides, teen app, Instagram group, outings and self-management events



We break the isolation of families with eczema through opportunities to meet, learn and support each other.

Learn & Share events for families and healthcare professionals to gain knowledge and meet others

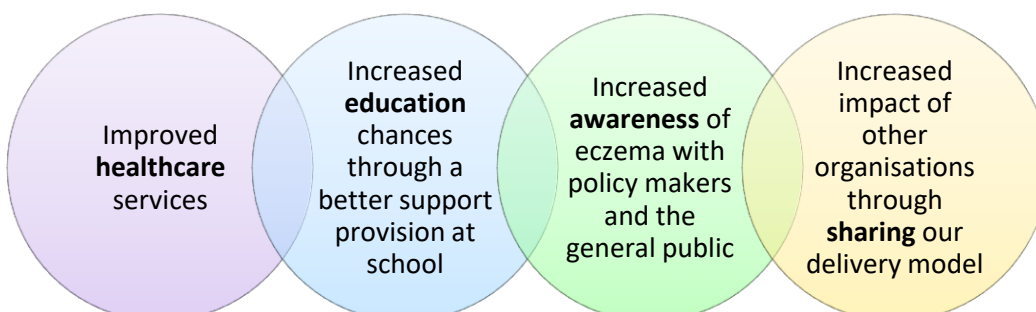
Online meet-ups and webinars

Online community

We carried out a review of all our services based on our underpinning priorities: **Inclusive and accessible to all**, **impactful**, **safe & compliant** and **evidence based**.

With a focus on: **Equality, Diversity and Inclusion** and **Health Psychology**.

4. **Improving healthcare, support at school and society** - Our aims are:



Meet our friendly team

Newcomers...

- We were delighted to welcome our new **Head of Services Suzi Holland** in August 2020.
- As part as our new **Volunteering programme, Angela Ward** kindly came to our office every week to help with our welcome packs (except during lockdowns periods).



Magali Redding
Chief Executive Officer



Suzi Holland
Head of Services



Dorte Al-Gailani
Head of Finance and Administration



Jean O'Hara
Support Worker



Cheryll Alomai
Senior Family Support Worker



Lynne Hogg
Family Support Worker



Kirsty Ure
Communications and Fundraising
Officer



Lyndsay Noon
National Outreach Coordinator

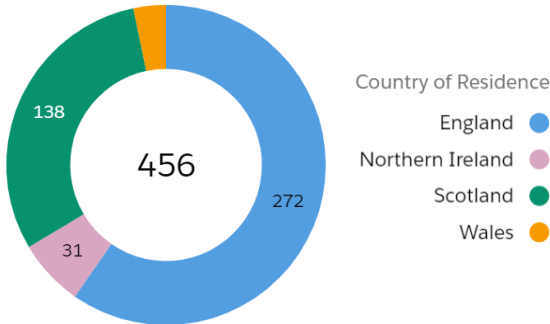
*“I feel like we are going in such a **positive direction**. I'm so **grateful** for all your **advice** and **support**. Eczema is still very much a part of our daily life but it is starting to feel so much more **manageable**. I don't think we would be in such a **positive place** without the **help** of yourself, your **website** or the **support group**.”*

Mother of a child with eczema, member of EOS

Personalised Support

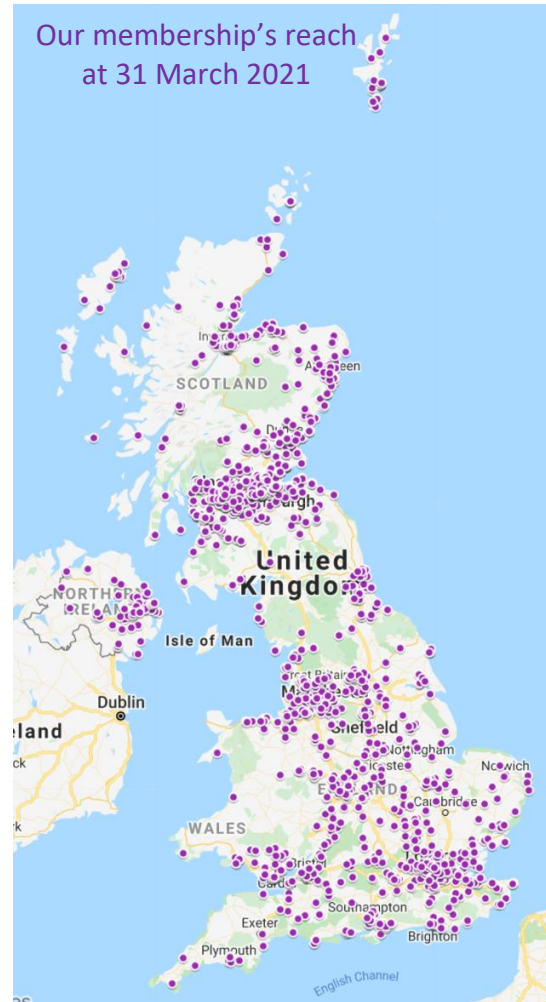
This year, we welcomed **456 new families**, making a **total of 2,659 families** supported by the charity since its launch in June 2011.

New members 20/21 by nation



Each family received a **tailored welcome pack** filled with evidence-based information on eczema and its treatments, self-management resources, other families' stories.

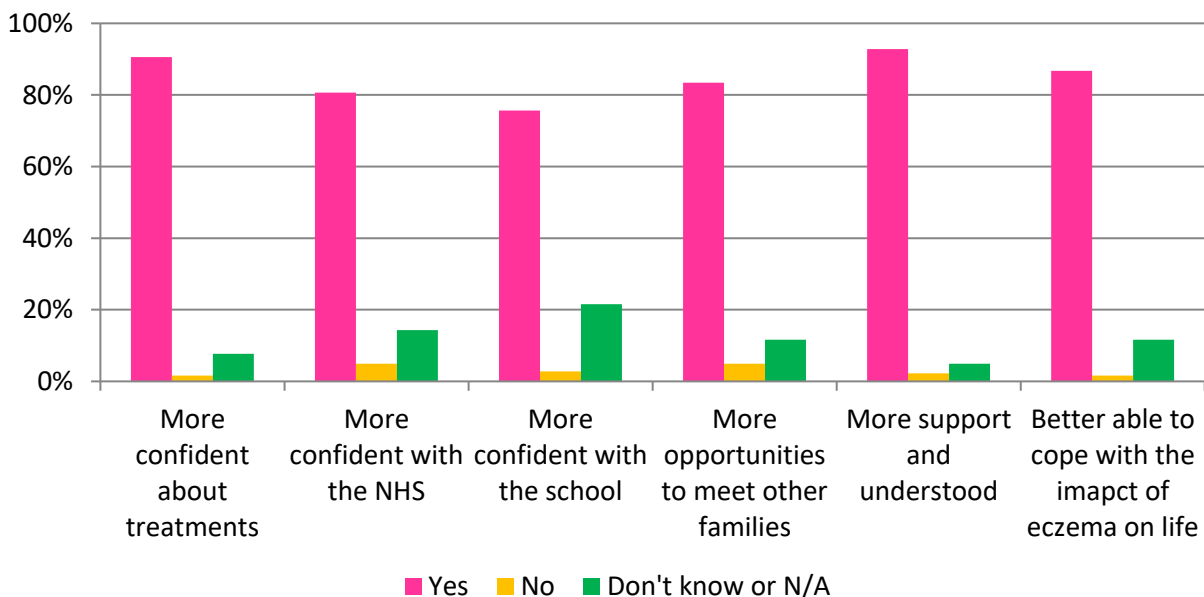
*"I was somewhat **overwhelmed** to receive such an **amazing pack** through the post today from EOS. I have at times felt so **exasperated** and **sad** about my son's eczema and to receive so much **information** was **wonderful**."*



Our team of Family Support Workers supported families through calls, texts and social media, **discussing all aspects of life impacted by eczema**, treatment choices, practical tips, and encouraging them to engage with the NHS, while providing much needed **emotional support**.

*"It's given me a **real confidence boost** as I have been feeling **lost and confused**."*

Since joining Eczema Outreach Support, families report feeling:



Members' survey March 2021

Edha's story

Young member of EOS



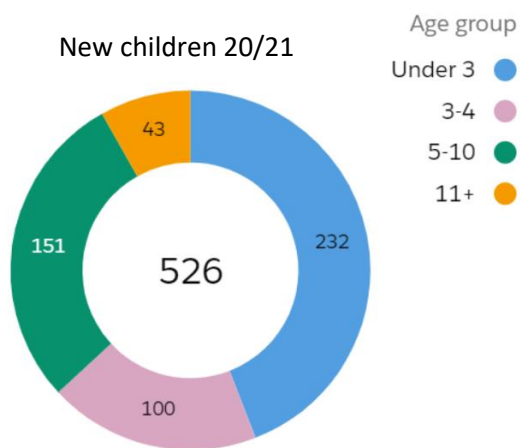
Edha is mum to six-month-old Mila whose eczema was inflamed and itchy and causing her some distress. When Edha contacted EOS she felt alone and didn't know how to get the help she needed.

Family support worker Jean helped Edha work through some of the challenges she was facing and focus on the questions she wanted to ask at her next healthcare appointment. As a result of Jean's support, Edha typed up a list of all her daughter's medications, her medical history and questions, to take with her at each appointment. This helped her feel more confident and able to access the right care for the first time.

Edha said, "I really appreciate all your support. You've got so much knowledge! My husband is already talking about doing a fundraising event for EOS so that says a bit about how much we appreciate your help."

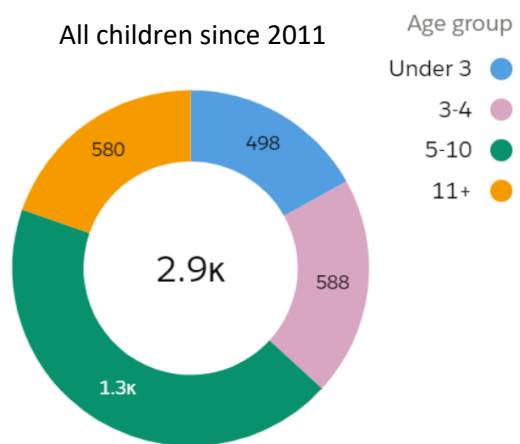


Our children's activities



This year, we welcomed **526 new children**, 44% of them under 3, which is a significant increase compared to past years. Helping families at point of diagnosis means that we can provide support early and prevent future struggles, improving our families and children's chances to thrive.

Total number of EOS children: 2,948!



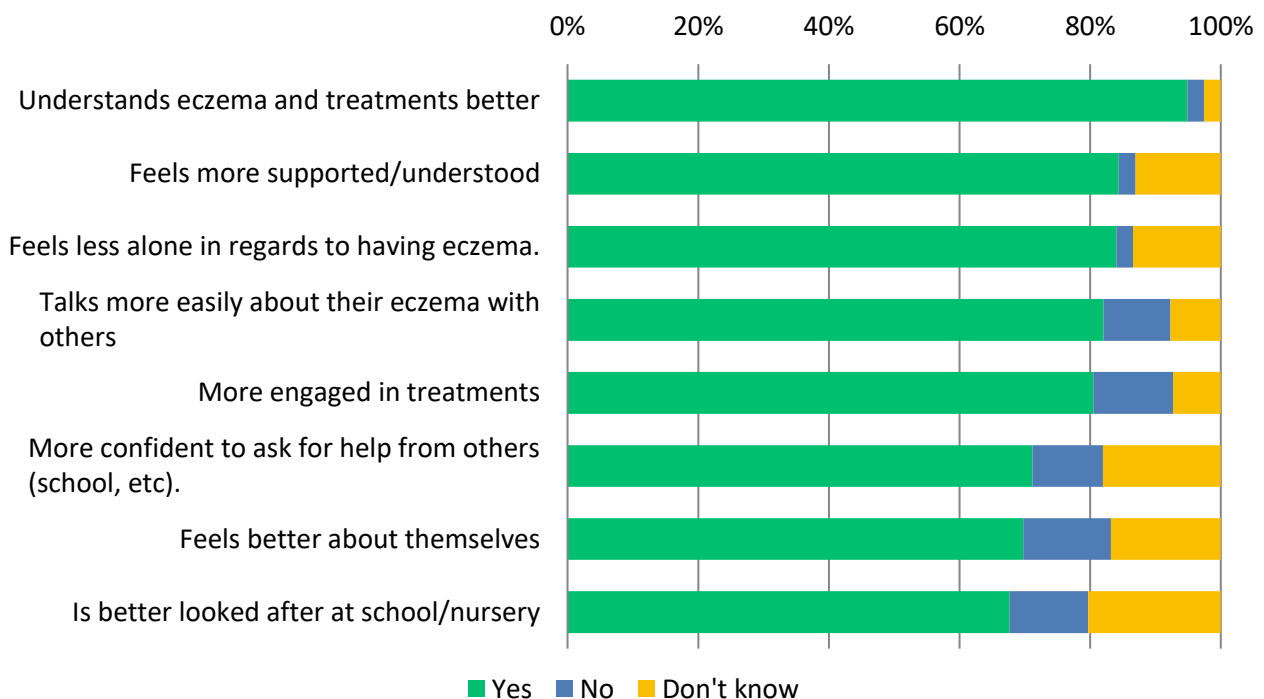
*"My son Ethan aged 3 1/2 suffers with atopic eczema **covering his entire body** which gets him down because he's **very sore, tired and itchy**. On top of that he is noticing people **staring** and he has other kids **poke fun** of his **"dirty face"**.*

*His **welcome pack** came today and I wanted to email to let you know how **grateful** we are. It's really **lifted his spirits**, he put the **cool pack** straight into the fridge, he's keeping his **fidget blocks** in his pocket to use when he feels **angry or itchy** and he **loves the book**.*

*We've looked through the **leaflet of other kids** with eczema and he can see that **it is not just him**.*

*What a **lovely, helpful and encouraging** box for him to come home from preschool!"*

The difference EOS made to children with eczema (old enough to have benefited directly)





In 20/21, **1,870 children aged 3-10** were part of our **High 5 Club**, which includes our **H5C pack**.

*“We received our **box** [welcome pack] on Friday and I can't tell you how **positively** Esme in particular has **responded** to it. She's clearly so **relieved** to find pictures of **other children** like her and facing the same **challenges**.”*

*She loves the concept of being in an **'eczema club'** and I'm hoping we can use some of the material to **educate** her peers at **school**. I cannot thank you enough.”*



Last year, we ran **competitions** and facilitated **22 penpal pairs** to foster friendships and peer-support among our youngsters.



*“He's **made up!** We've been shielding for a year now for his dad so this is such a **boost** for my Josh.”*

In December, we created a **Festive celebration video** by putting together **20 clips** from young members of the High 5 Club, with an extra message from Santa!



*“This is **marvelous**, we all loved it, I am **crying** watching it. Ella will ask to see it over and over again.”*

*“The video is a lovely balance of **cheer**, **hope** and also **acknowledging** how **difficult** this year has been and how difficult it is to have **eczema!**”*

*“My daughter watched the video with so much **amazement** and loved it so much. Seeing the other **children** talk about their eczema was a real highlight because she said “**they use cream like me mummy!**” The ending was a real **bonus** too seeing **Santa** talk about eczema, how **wonderful** and **thoughtful** to produce this video, you are all amazing.”*

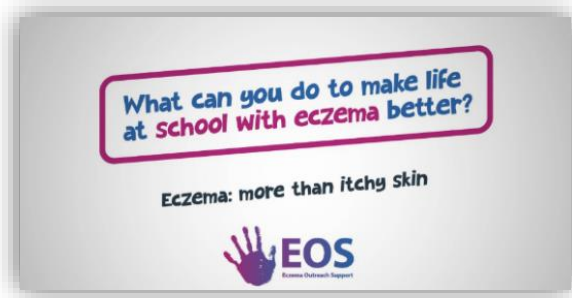
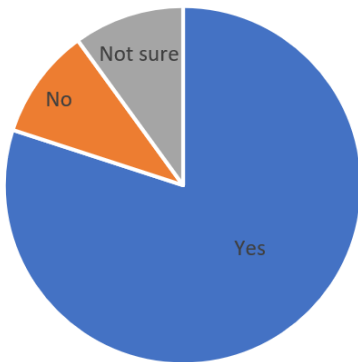


The **XY Club** supported a total of **580 young people** aged 11+ in 20/21. A tailored **self-management pack** was sent to each young person joining EOS.

Online Events for young people

- **“Understanding Stress”** 4 July 2020: 11 participants and a guest dermatologist.
- **“More than itchy skin”** 19 Sept 2020: 11 participants - Launch of our secondary school animation.

“Do you think showing the video in your school would improve school life for you?”



*“It was so **amazing**, and so **true** too!”*

*“It was **awesome**. It **explains** eczema really well!”*

The EOS youth panel: putting young people with eczema at the heart of EOS

The recruitment campaign was led by two young people with eczema and we now have 9 members from England, Scotland and Wales between 16 and 24.



*“The Youth panel is a really good idea. It will open up **discussions** and give us an opportunity to **share ideas** with **other young people** dealing with eczema.”*

*“**Speaking to others** and **being able to help** has **boosted Kira’s confidence**. She is an **ambassador** for EOS now.”*



Connecting Families

Webinars

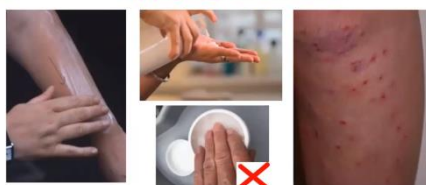
“Starting from scratch” – 14 Sept 2020: World Eczema Day event attended by 72 families



Speakers: EOS staff and Dermatology Nurse Sandra Lawton



Applying emollients



(thinly, gently, quickly, frequently)



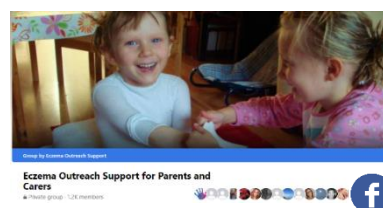
*“My mum & I attended together & found it so **informative**, as well as **reassuring** when Sandra recommended treatments we’re already doing.”*

*“I have attended the dermatology clinic with my daughter many a times but having a professional speak like this on zoom, **I take more in** than when at the appointments.”*

*“I just wanted to say thank you so much to EOS. I received my welcome pack in the post recently and also **watched the webinar** last night. The best thing about it I found is that all the questions asked were ones I’ve asked myself so **you know you’re not alone.**”*

“Coping with eczema” - 17 Sept 2020 (EOS chief Executive Officer as a guest speaker), organised by the **Centre for Academic Primary Care in Dermatology** (University of Bristol).

Our closed Facebook group counts 1,200 members who share tips and support each other at any time of the day, from anywhere in the UK.



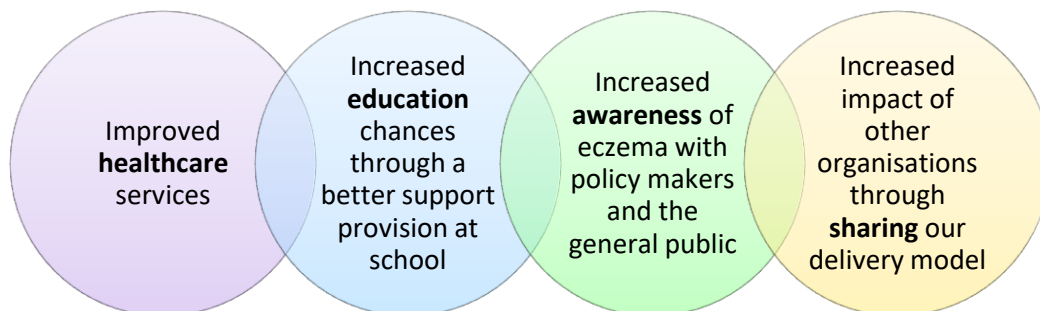
Key issues being discussed by group members

- Children on **immuno-suppressants** returning to **school**
- Concerns about **infection** especially when children are **not being seen face to face by GPs**
- Opportunity to vent and **let off some steam** with people who understand
- Looking for **advice** in the absence of being able to **see medical professionals**
- Members’ experiences of different **emollients**
- Recommendations for **clothing** and shoes for children
- Eczema on the **scalp and hands**, particularly as a reaction to increased **handwashing**

*“Honestly it’s such a **relief** to know that there is a **community** out there who **understands** somewhat what we as a family go through on a daily basis.”*

*“The group is **amazing**. Although I felt very overwhelmed with everyone being so **supportive** and **nice**... the other eczema groups I’m in they all jump on telling you try this stop that etc... very grateful for finding this **wonderful group** and getting such positive comments back.”*

Our Wider Impact



Healthcare improvements

Launching our ecZema cAre Plan (ZAP) project: A UK-wide “Quality Improvement” project that aims to create the best possible written treatment plan template to use in clinics and at home. Funded by the VTCT Foundation, this new partnership between EOS, families with eczema, healthcare professionals, academics and the Centre for Appearance Research aims to increase the self-management skills of families with atopic eczema in the UK and improve their long-term health outcomes.



EUROPEAN
CENTRE FOR
GUIDELINES
DEVELOPMENT



European
Dermatology
Forum

CHARITÉ
d:EBM

Co-authoring 2 chapters of the revised European eczema guidelines

Contributing to 3 NICE consultations about new treatments for children and adolescents with eczema in Wales and England, resulting in the release of new biologic drugs on the NHS.

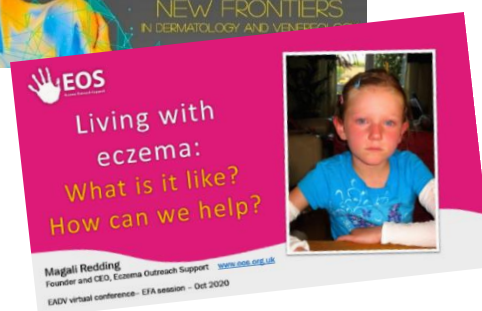
Sharing the lived experience of families with eczema with healthcare professionals

Talk at the European Academy of Dermatology and Venereology (EADV) congress - 29 Oct 2020.



Contributing to clinical and patient networks

- **British Association Dermatology:** helped design a survey for patients on virtual clinics, led the creation of a new endorsement scheme for patient groups’ research projects.
- **Scottish and English Dermatology Councils:** influenced the revision of NHS England’s guidance on the prescription of emollients, which was discriminating against long term skin conditions.
- **Appearance Collective** (Centre for Appearance Research, Bristol)
- **GlobalSkin**, a world-wide network of skin patient groups



Influencing the design of new research programmes in the UK

- Eczema Care Online (University of Southampton)
- UK Dermatology Clinical Trial Network grant panelist 2021 (Nottingham)
- HOME – Harmonising Outcomes Measures for Eczema (Global)
- BIOMAP –biomarkers of eczema and psoriasis (IMI funded European project)

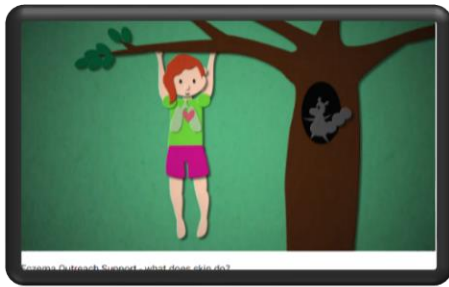
Support at School

School resources available online

Primary school workshops

We recruited and trained 9 sessional workers to deliver school workshops across the UK, as soon as the schools reopen their doors to us.

We created a distance learning version of our workshop, including a new video.



New secondary school resource: “More than itchy skin” animation



Our unique animation was created with and narrated by our young people with eczema! Soon to be accompanied by a teacher training module.

*“After watching the animation, we felt more **confident** contacting the **school**. They will put a plan in place to make sure my son gets the **support he needs**.”*



Raising Awareness



“World Eczema Day” campaign - 14 Sept 2020

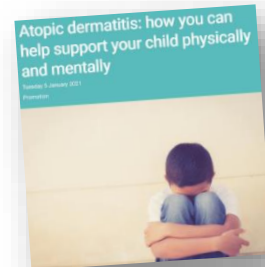
- Webinar for families 14 Sept 2020, 72 attendees.
- 6 BBC radios interviews 14 Sept 2020
- XY online event 19 Sept 2020
- Press releases featuring Miya (right) in 3 newspapers

Video for our very youngest children

Author/Illustrator Rosie Wellesley reads out loud her popular book the **Itchy-saurus** for EOS. Watch them here: [Drawing](#) and [Reading](#)



Contributions to 2 Netmum blogs



A series of blogs on managing eczema during COVID-19 on our website



Hand washing at school when your child has eczema

Now the new school term has started after a long break, children will be needing to get used to the new normal. Kids may be nervous, excited or apprehensive about returning to the classroom but



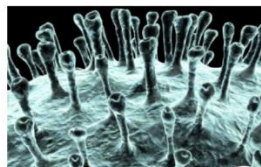
Latest COVID-19 information from the British Association of Dermatologists

The British Association of Dermatologists has released advice for people on immunosuppressants and biologic drugs regarding the COVID-19 virus. The information is published below. The British Association of Dermatologists The BAD knows that national



Face masks for COVID-19 and eczema

Face coverings are now recommended for use every time you enter a shop or travel on public transport to prevent the spread of COVID-19. While there is no doubt this will help to keep shoppers



Helping deal with COVID-19 for children with eczema

COVID-19 has reached pandemic stage and as a result all UK schools are closed as well as social spaces like restaurants, museums, cinemas and soft play centres. These measures have never been seen in the

Awareness of eczema with policy makers

In Dec 2020, we launched a large **UK-wide survey on the experiences of families with eczema** (4,500 respondents) which will help us highlight the needs of families with UK with policy makers in the future, and we co-authored a **European white paper** to be released in 2021.

A warm Thank You to...

- ✓ Our **volunteers**, including our trustees, and fundraisers for their help and enthusiasm
- ✓ Our **funders and corporate sponsors** for making our work possible
- ✓ Our **NHS and university partners** for their time and expert advice
- ✓ Our **staff** for their dedication and passion for the cause
- ✓ And of course, our **members**, who are the reason we exist!

