



WSHD2025

Impact Report

8 July / 2025



World Skin Health Day
skin health for all

“No Health without Skin Health”

On 8 July, people around the world united to celebrate World Skin Health Day (WSHD), raising awareness, sharing knowledge, and advocating for better skin health under this year's theme: *“No Health Without Skin Health.”*

The response from the global dermatology community was incredible **reaching 4.5 million people** on Social Media through the WSHD hashtags.

More **than 1,500 people from 76 different countries joined online** to share personal stories, challenge stigma, deliver education and training, support patients in underserved communities, and call for skin health to be recognised as a vital part of overall health.



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World Skin Health Day

WSHD is happy to collaborate with CeraVe Care for All for its 2025 campaign and activities.

worldskinday.org | [#skinhealthforall](https://twitter.com/skinhealthforall)

Regional Events

Alongside the global online campaign, *CeraVe Care for All* once again supported WSHD Regional Events, held across nine (9) countries worldwide. Together, these efforts created a remarkable impact.

- **Nine events** brought together **94 dermatologists** and **182 healthcare workers** across Bangladesh, the Philippines, Indonesia, Ethiopia, Nigeria, Tanzania, Greece, Malta, Brazil, Colombia, and the USA, delivering care to underserved communities.
- Thanks to these efforts, more than **3,900 patients** were seen and received care



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Online Campaign

8 July / 2025



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Social Media

World Skin
Health Day
2025 | 8 July

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CeraVe

International League
of Dermatological Societies

ILDS

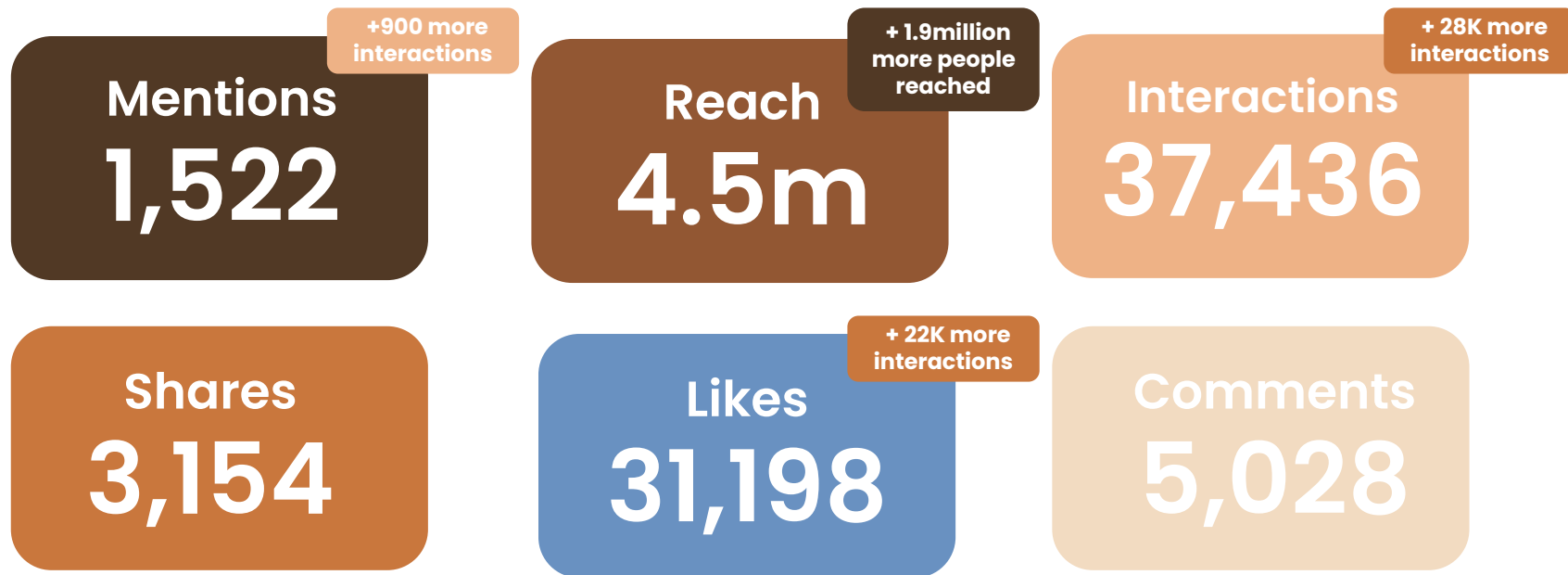
INTERNATIONAL
SOCIETY OF
DERMATOLOGY

World Skin Health Day
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...affects Physical Health but
... Mental Health

Global hashtag usage

#WorldSkinHealthDay #SkinHealthforAll #WSHD2025 #NoHealthWithoutSkinHealth

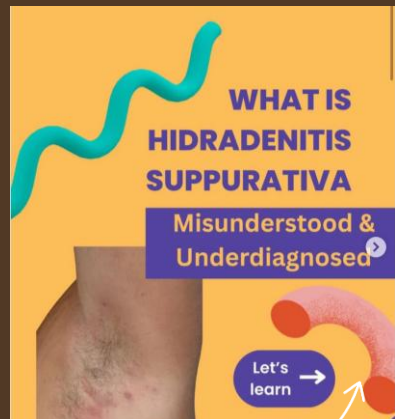


This data shows increases from the 2024 WSHD Campaign



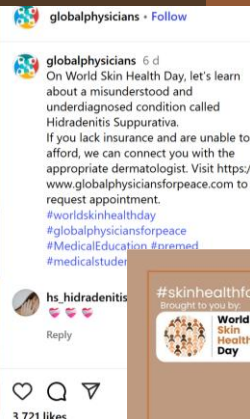
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Most popular mentions for #WSHD



Global Physicians

- 3,721 likes
- 20.3K followers



Nevus Outreach

- 186 likes
- 1,554 followers



Dr Claudia Marcal

- 738 likes
- 141K followers



CILAD

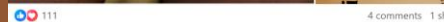
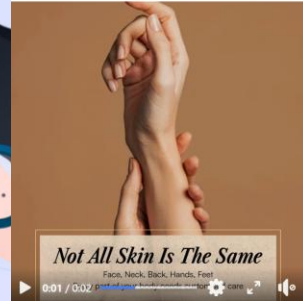
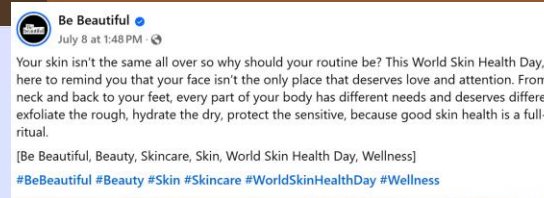
- 738 likes
- 141K followers



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Top public profiles supporting WSHD

Be Beautiful India
Facebook – 3.2m followers



The Body Shop
Facebook – 10m followers

La Roche Posay
Facebook – 8.4m followers



CeraVe
Instagram – 1.4m followers



Ministry of Health and Family Welfare India
Facebook – 5.9m followers

Woolworth South Africa
Facebook – 2.4m followers

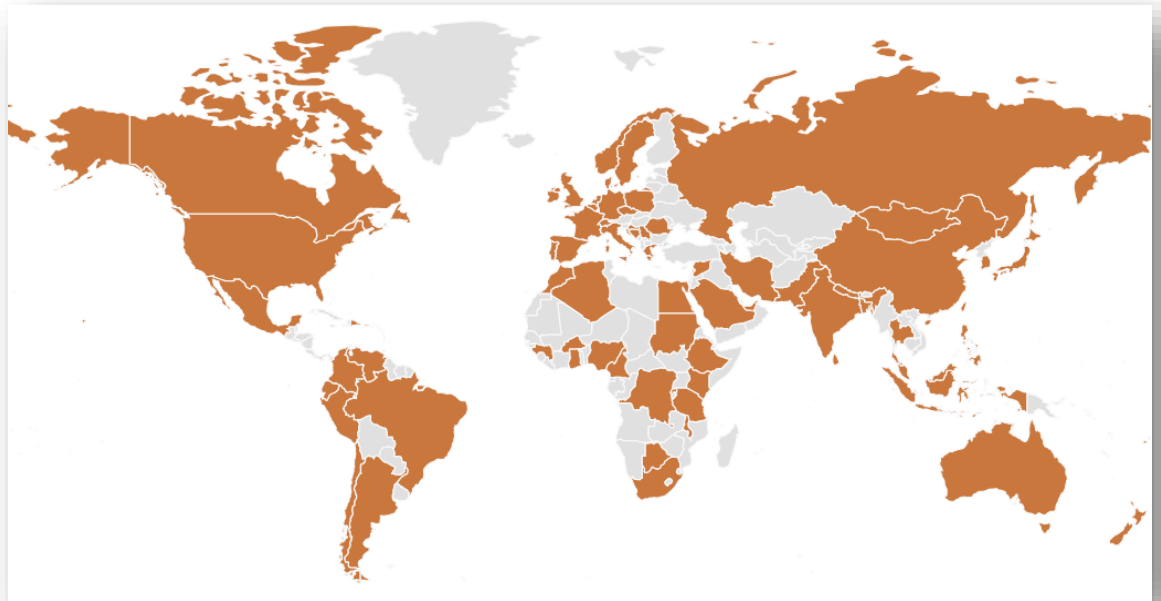


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Global participation

Support for the campaign came from all over the world: From Canada to Fiji and Japan to Argentina.

Individuals and organisations from 76 countries participated in sharing campaign messages, their stories and activities to raise awareness with us.



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During the campaign period, we shared over 400 posts, stories and videos to inform, engage and inspire action amongst our audience.



Six ways to participate

in **World Skin Health Day** | 8 July | 2025
skin health for all

- 

1 Plan an Educational Event

Conference, webinar, exhibition, fun run or rally.
- 

2 Organise an Activity

Outreach clinic, capacity building or awareness workshop.
- 

3 Undertake

A social or multimedia awareness campaign.
- 

4 Apply to

Light up a local landmark blue in support of WSHD.
- 

5 Create

Podcasts, posters, photography, art and more.
- 

6 Join Online

Download social media visuals, fact sheets and other



Follow @worldskinday

Visit worldskinday.org

#NoHealthWithoutSkinHealth

BROUGHT TO YOU BY:

Today is World Skin Health Day

2025 / 8 June

worldskinday.org

#NoHealthWithoutSkinHealth

Over 3,000 skin diseases affect more than 1.8 billion people globally

That's 1 in 4

Swipe to see their global impact

The collage consists of four promotional images for the World Skin Health Day 2023. The top-left image shows a close-up of a hand holding a smartphone, with the screen displaying a skin condition. The top-right image is a dark blue banner with the text "#WSHDMedia" in large white letters, followed by "Coverage of World Skin Health Day / 8 July 2023" and "Barbara J. Rogers". The bottom-left image is a white banner with the text "#WSHDMedia" in large black letters, followed by "Coverage of World Skin Health Day / 8 July 2023" and "Barbara J. Rogers". The bottom-right image shows a group of people in white protective suits standing in front of a large banner that reads "World Skin Health Day 2023".

The image displays a grid of eight video thumbnails, each featuring a different expert discussing skin health. Each thumbnail includes a play button icon in the top left corner, the video title "World Skin Health Day Video Series" at the top, the expert's name, their affiliation, and the specific topic of the video.

- Top Row:**
 - Prof Neelima Divya**, *Associate Professor of Dermatology, All India Institute of Medical Sciences, New Delhi, India*. Topic: **Talks about: skin bleaching and nuances of skin in colour.**
 - Dr Siddhi Mehta**, *Senior Lecturer, Department of Dermatology, All India Institute of Medical Sciences, New Delhi, India*. Topic: **Talks about: Improving access to skin health to vulnerable communities**
 - Prof Rashmi Sarkar**, *ASH Research Fellow*. Topic: **Talks about: Atopic Dermatitis**
- Bottom Row:**
 - Prof Henry W. Lim**, *Chairman, Singapore Society of Dermatology*. Topic: **Talks about: Photoprotection**
 - Prof Devidi Marvina**, *ASH Research Fellow, Department of Dermatology, All India Institute of Medical Sciences, New Delhi, India*. Topic: **Talks about: Alopecia**
 - Prof Vaidis Azhudeen**, *ASH Research Fellow, Department of Dermatology, All India Institute of Medical Sciences, New Delhi, India*. Topic: **Talks about: Vitiligo**



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Member stories for World Skin Health Day

At least 30 member societies around the world took part by sharing their stories online. See just a few examples below:



Dr Stephanie Rea
Dermatologist

Australasian College of Dermatologists
@acd

Video marking the day with interviews on the World Health Assembly resolution, featuring Dr Esther Freeman at the Brisbane event



Indian Association of Dermatologists, Venereologists and Leprologists
@IADVLpunjab

700 skin camps took place in one day across India. In Punjab region alone, 34 camps in 22 cities, where they saw 1904 patients



Dermatological Society of Singapore
@itsrainingraincoats
Migrant outreach event, educating patients on skin care and sun protection



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Member stories for World Skin Health Day



Colegio Ibero Latino Americano de Dermatología (CILAD)
2 days of outreach events across Mexico

b_d_n_g 🌍 🌟 World Skin Health Day
📅 Tuesday 08 July 2025
🕒 9:45–12:15 BST
👤 For Healthcare Professionals only

To celebrate, BDNG is hosting a special online event featuring global voices in dermatology! 🌐 🗣️

🗣️ Meet our incredible speakers:
sg Brenda Lim & Ryan Chua – Dermatology outreach in Singapore
👤 Lucy Moorhead – Caring for homeless patients with biologics
👤 Ruth Cargill – Insights from a leprosy hospital field placement

Let's spotlight global efforts to improve skin health and reach underserved communities.

📌 HCPs – Register now! Link in bio.

#WorldSkinHealthDay #BDNG #Dermatology #GlobalHealth #SkinHealth #HCPEvent #HealthcareHeroes

British Dermatological Nursing Group (BDNG)

Hosted an online event with international guest speakers in dermatology



Pacific Dermatology Training Center

Fiji's first ever national celebration of WSHD took place at Tamavua Twomey Hospital. Assistant Minister for Health & Medical Services, Hon. Penioni Ravunawa officiated this event stating that it is a significant step forward in recognising skin health as an important national health agenda.



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Regional Events



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No health without skin health

WSHD 2025

Regional Events

Impact

- 9 regional events across the world
- 94 dermatologists volunteered their time
- 56 dermatologists received training
- 182 healthcare workers were involved delivering care
- 262 healthcare workers were trained
- **3937 patients were seen**



supported by



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Sumbawa, Indonesia

Key impact

5 dermatologists & **12** healthcare workers

- served **222** patients in remote communities
- trained **42** healthcare workers

Supported by University of Mataram and the Indonesian Society of Dermatology and Venereology

The Indonesian regional event, led by Astri Ferdiana and Dr Yogi Triatmakusuma was held in Sumbawa, West Nusa Tenggara Province from 25–29 June 2025. The programme began with an official launch at the Regent's Office, where more than 60 government officials, including subdistrict and health centre heads, formally committed to advancing skin health. Over the following two days, dermatologists from the Indonesian Society of Dermatology and Venereology provided intensive training for physicians, leprosy program staff, and laboratory technicians from 10 primary health centres, enhancing their diagnostic and management skills for common and neglected skin diseases.

The event concluded with a two-day skin health camp in Batulanteh subdistrict, where the team offered free consultations, screenings, and treatment to the local community. 222 patients received direct care, while outreach and health education engaged more than 100 additional residents. The combination of government endorsement, frontline training, and community outreach made this a highly integrated event, embedding skin health firmly within local health priorities in Sumbawa.



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Linapacan, Palawan, the Philippines

Key impact

9 dermatologists & **39** healthcare workers

- served **163** patients in a remote community
- trained **136** healthcare workers

Supported by the Philippine Dermatological Society (PDS) and Municipal Local Government Unit of Linapacan

Led by Dr Maria Jasmin Jamora and the Philippine Dermatological Society (PDS), Project TOUCH reached the geographically isolated community of Linapacan, Palawan.

The initiative provided dermatologic consultations, minor procedures, and medicines for 163 patients, addressing skin conditions that often remain untreated in remote areas.

A major component was capacity building: more than 130 local health workers and volunteers received structured training in recognising and managing common skin diseases.

The project worked closely with local government health units, ensuring sustainability through follow-up care. Media engagement was achieved via Bombo Radyo, one of the country's most widely listened-to networks, which broadcast the importance of skin health to a national audience.



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Milwaukee, USA & Bagamoya, Tanzania

Key impact

25 dermatologists & **53** healthcare workers

- served **169** patients from underserved areas in two countries
- educated **550** community members & **30** healthcare workers

Supported by the Medical College of Wisconsin and Bagamoyo District Hospital

Coordinated by Dr Karolyn Wanat of the Medical College of Wisconsin in partnership with Dr Isack Manyanga in Tanzania, this transcontinental program linked health teams in Milwaukee and Arusha.

In Milwaukee, community members gathered at the ThriveOn King Community Center, where short interactive talks on skin health were paired with free dermatology screenings, supported by local radio station WNOV to encourage turnout.

In Tanzania, dermatologists and healthcare workers organized screening clinics, distributed medicines, and ran training sessions for local providers with the backing of the district health office.

This unique collaboration highlighted the universality of skin health needs while respecting the distinct local contexts of both settings, and it built durable bridges between U.S. and Tanzanian dermatology communities.



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Kano State, Nigeria

Key impact

15 dermatologists & **20** healthcare workers

- served **1,264** patients at three internally displaced persons (IDPs) camps

Supported by the Nigerian Association of Dermatologists (NAD) and Ministry of Health, with extensive media coverage from popular radio & TV programmes

Organised by Dr Suleiman Hudu Abdullahi with the Nigerian Association of Dermatologists, this campaign focused on underserved communities in Kano.

At outreach events in three IDP camps, dermatologists delivered consultations, minor treatments, and skin disease education to more than 1,200 patients, many of whom had never before accessed dermatologic care.

Collaboration with the Ministry of Health and local leaders ensured high turnout and reinforced the legitimacy of the campaign, including a March4SkinHealth event and press briefing on 8 July led by the Commissioner for Health and attended by more than 80 people.

Beyond service delivery, the project educated community leaders and key stakeholders, positioning them as partners in spreading awareness. Extensive media coverage helped destigmatize skin diseases and elevate skin health as a public priority.



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Athens, Greece & Malta

Key impact

9 dermatologists & 12 healthcare workers

- served **164** patients from vulnerable communities (migrants, refugees and homeless)
- trained **4** dermatology residents & **6** healthcare workers

Supported by Greece and Malta Ministries of Health, NGOs, and UN agencies, with significant social media coverage

This cross-country collaboration, coordinated by Dr Valeska Padovese, spanned both Malta and Greece with support from the Hellenic Society of Dermatology–Venereology. Activities included dermatology consultations for migrants and homeless populations, health education workshops, and targeted training for dermatology residents.

In Malta, the initiative worked closely with the Ministry of Health and international NGOs serving migrant populations, ensuring access for particularly vulnerable groups.

In Athens, collaboration with civil societies and UN agencies extended the event's reach, and coverage on social media channels created visibility well beyond the immediate beneficiaries.

By linking medical care, training, and advocacy, the project emphasised the right to skin health as part of universal healthcare.



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Bélem, Pará State, Northern Brazil

Key impact

7 dermatologists, **30** healthcare workers, **16** dermatology residents & **24** medical students

- served **312** patients from an underserved area, and diagnosed **10** new cases of leprosy

Supported by the Brazilian Society of Dermatology (SBD), the State Department of Public Health of Pará (SESPA) and the State University of Pará (UEPA)

Under the leadership of Dr Francisca Regina Carneiro and supported by the Brazilian Society of Dermatology (SBD), this initiative targeted leprosy, a condition that still affects vulnerable populations in northern Brazil.

The event, held in Belém, combined patient screening, early diagnosis, and referral for treatment with education campaigns for the community.

More than 300 patients were examined, with 10 new cases of leprosy diagnosed and 6 individuals with leprosy re-engaged in care, meaning many received early interventions that could prevent long-term complications.

The SESPA and Municipal Health Department provided logistical backing, ensuring integration with existing control programs. Local press offered extensive coverage, raising public awareness about the importance of early leprosy detection.



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Khulna District, Bangladesh

Key impact

10 dermatologists & **6** healthcare workers

- served **1,083** patients from climate-displaced communities

Supported by the Bangladesh Academy of Dermatology (B.A.D.) and the District Health Office, with coverage from the two most-read national newspapers

Led by Dr Shah Zaman, this project deployed three mobile dermatology teams to remote, flood-prone communities in Khulna district. These areas are home to “climate refugees” displaced by rising sea levels and environmental degradation, which, when compounded by poverty and healthcare infrastructure limitations, have led to a high burden of untreated skin diseases.

Dermatologists diagnosed and treated over 1,000 patients suffering from infectious, inflammatory, and occupational skin diseases linked to harsh living conditions. The initiative also collaborated with local NGOs and the District Health Office to mobilise communities and support follow-up care. In addition, B.A.D. announced plans to develop a teler dermatology-based clinic as a result of this campaign.

Engagement with two national newspapers brought attention to the intersection of climate vulnerability and skin health, elevating the campaign beyond clinical service into the realm of advocacy.



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Cali, Colombia

Key impact

10 dermatologists & a local Afro-Colombian community leader

- served **60** patients with hair & scalp consultations and educated **80** women on culturally-relevant hair care
- trained **50** dermatology residents

Supported by Asocolderma & FUNSAINC, with significant engagement on social media

Led by Dr Claudia Montoya with the support of the Colombian Association of Dermatology (Asocolderma), this innovative programme combined clinical dermatology with cultural identity.

At Hotel Dann in Cali, a local Afro-Colombian community leader started the day with a talk on the role of hair in shaping cultural identity, resistance and self-expression to an audience of 80 Afro-Colombian women.

Dermatologists provided 60 free consultations and facilitated workshops with dermatology residents exploring Afro-Colombian hair practices, scalp health, and training the, on culturally sensitive dermatological care.

Through collaboration with community partners and FUNSAINC, an organisation committed to the Afro-Colombian population, the campaign successfully reached its target community and gained visibility through its dedicated Instagram page (@afropiel), which shared stories and resources tailored to Afro-Colombian identity and pride.



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Arba Minch, Gamo Zone, Ethiopia

Key impact

4 dermatologists & **10** healthcare workers

- served more than **500** patients from rural, underserved communities
- educated **12** healthcare workers
- reached over **25,000** people through regional media coverage (TV & radio)

Supported by Arba Minch University, the Ethiopian Dermatology and Venerology Society (EDVS) and regional government

Led by Dr Abinet Gebremickael and supported by Arba Minch University and the EDVS, the Ethiopian campaign combined direct clinical services with widespread community outreach. Mobile teams visited both urban and rural sites across three areas of the Game Zone, screening and treating more than 500 patients for skin neglected tropical diseases, fungal infections, and eczema.

Training sessions for healthcare workers taught diagnosis and treatment of common skin diseases and emphasised referral, strengthening local health systems.

Large-scale education campaigns reached more than 25,000 people, leveraging local schools, churches, and marketplaces.

The regional government endorsed the initiative, and coverage on mainstream regional television further extended its reach, making skin health a visible public health priority.



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Media coverage



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Media coverage

We conducted global, regional, and dermatology-specific media outreach to raise awareness of the global burden of skin disease and highlight the diversity in World Skin Health Day activities.

Number of
articles
8

Articles in
7
countries

Estimated
reach
3m

Combined audience reach of media outlets is approx. **23.8m**, so we used a conservative estimate of **3m** people reached.

Headlines

World Skin Health Day 2025: Here's What's Happening Around the Globe

World Skin Health Day 2025: Step-by-Step Guide To Healthier Skin, Because Ignoring Skin Health Affects You

World Skin Health Day: CeraVe and ILDS partner to close global skin care gap

No health without skin health: global call to end skin bleaching and prioritise dermatological equity

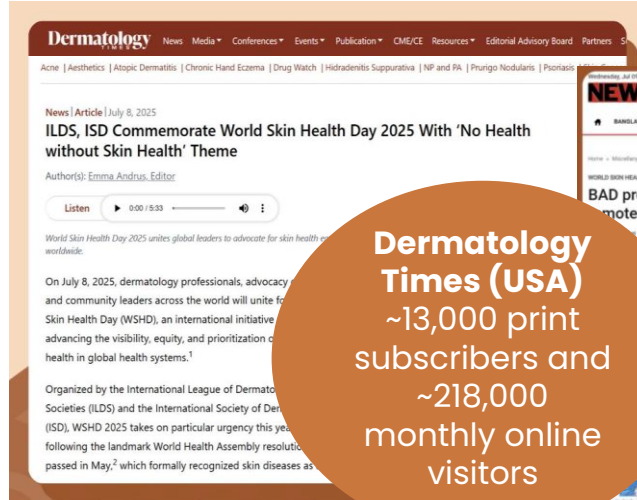
Empowering skin health access

World Skin Health Day observed today



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Media coverage



Dermatology Times (USA)
~13,000 print subscribers and
~218,000 monthly online visitors

New Age (Bangladesh)
- 100,000 daily readers



The Hindu (India)
312,000 readers



The Dermatology Digest (USA)
10,000 specialists

4 more articles were published on 8 July to commemorate World Skin Health Day:

- **PCI (Global)** 50,000 monthly readers
- **ETV Bharat (India)** - 20 million monthly users
- **FBC News (Fiji)** - 600,000 people
- **Pakistan Television Web Portal (Pakistan)** - 2-3 million monthly website visits



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Thank you

World Skin Health Day 2025 highlighted the impact we can achieve together for patients and communities around the world.

The journey continues as we work together to improve #SkinHealthforAll.



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