

A Guide for Community Champions Supporting Skin Health

Empowering trusted partners to recognize, educate, and connect others to the care they deserve



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Skin Health Is More Than What You See



You see people every day. You hear their stories, notice when something's off, and provide comfort and connection. But skin conditions often run deeper than what you see. They can affect confidence, emotional well-being, and someone's ability to show up in the world as their full self.

Skin conditions like eczema, alopecia areata, and plaque psoriasis are often misunderstood, ignored, or minimized—especially in communities where barriers to healthcare run high—resulting in people not getting the help they need.

That's where you come in.

What's contributing to the gap?

- Medical images and textbooks often don't reflect all skin tones.
- Appearance of skin conditions can differ across skin types and may get missed or underdiagnosed.
- Cost, lack of transportation, distrust, and language can be barriers to care.
- Skin conditions are sometimes considered as just “cosmetic” instead of treated as health issues.
- Some people may not realize they may need to see a dermatologist, a doctor that specializes in treating skin conditions, or how to find one.

But there is hope—and change starts in the community.

The Role of Community Champions

You may not be a medical provider—but you’re a trusted guide, a sounding board, a support system in your community. People open up to you. They listen to you. And that kind of trust can change lives.

You don’t have to have all the answers to help someone take the first step. You just have to care.

This guide was created to help you support others through simple, powerful actions that create lasting impact.



Recognize

You see the things others might miss. Maybe someone’s skin looks different. Maybe their spirit seems dimmer. You know when something’s not right and your gentle nudge could be what leads them to care.

Trust your instincts. Offer support. Open the door to care.



Educate

You don’t have to be a medical expert to start normalizing conversations about skin conditions. Let others know that skin health concerns are important—that it can be a sign of a health issue and treatments are available.

Sharing even a little bit of knowledge can open hearts and minds.



Uncover Their Power

Let people know they deserve answers and relief. Share where to go and what to do next. Encourage them to ask questions and take action.

Be the bridge to care—your encouragement could be life-changing.

Alopecia Areata



What is alopecia areata?

Alopecia areata is a hair loss disorder. It typically causes patches of hair loss that can range from coin-shaped patches to total loss of hair. Alopecia areata can look different for each person.

It is not fully understood why people develop alopecia areata, but if you have a family history of this condition, you may be more likely to develop it.

How does it develop

Your immune system is a part of your body that works hard to protect you. Alopecia areata is an autoimmune disease which means the immune system is mistaking part of the body as a threat and is attacking it. In this case, the body is attacking its own hair follicles (the structures that grow hair). This causes hair to fall out and can prevent it from regrowing.



Can occur at **any age**, but most cases develop before **age 30**



Tingling, burning, or itching before hair falls out



Sometimes, alopecia areata can cause total loss of hair all over the body



Hair regrowth may be **white** or **fine** before returning to normal



Sudden, patchy hair loss (can impact scalp, eyebrows, eyelashes, beard)



Alopecia areata is more common among Asian, Black, and Hispanic populations.



Plaque Psoriasis



Your immune system is a part of your body that works hard to protect you, but sometimes it works overtime. An overactive immune system can cause a skin condition called plaque psoriasis. It is not fully understood why people develop plaque psoriasis, but if you have a family history of this condition, you may be more likely to develop it.

What can trigger plaque psoriasis?

Your symptoms may come and go, but there may be triggers that may cause it to become worse. These can be different from person to person, so it is important to know what your triggers may be. Here are some common examples:



Stress and anxiety



Skin trauma (scratches or injuries)



Infections



Family history/genetics



Certain medications



Plaque psoriasis may be **more severe in people of color**, with **more inflammation, thicker plaques**, and longer-lasting discoloration



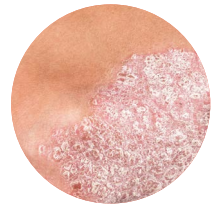
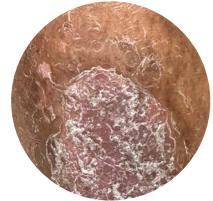
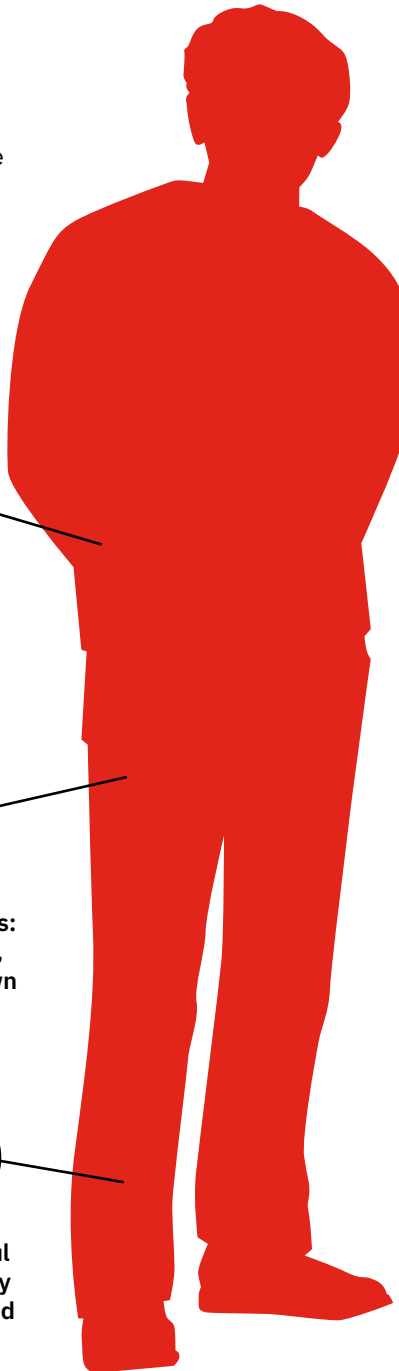
Thick, raised, **scaly patches** (elbows, knees, scalp, lower back)



On darker skin tones: May appear **purple, gray, or darker brown** rather than red



Itchy, painful skin that may crack or bleed



Plaque psoriasis doesn't always look the same on all skin tones—it's often underdiagnosed in communities of color.

Eczema (*Atopic Dermatitis*)



Eczema is the most common inflammatory skin condition. The dry skin that comes with eczema can itch—and scratching it can cause a rash that itches even more, leading to more scratching. This “itch/scratch cycle” can cause skin to crack and bleed, which can lead to infections.

The exact cause of eczema is still unknown, but there are factors that lead to its development:

Immune system—The immune system plays a major role in eczema. People with eczema can have an overactive immune system.

Genetics—Eczema may run in the family. If your parents have eczema, you are more likely to develop it yourself.

Environment—Pollution, allergens, fragrances, and certain chemicals can all worsen symptoms. Hot weather and sweat on your skin can also worsen eczema symptoms.



Can be more severe in people of color, but often misdiagnosed due to differences in appearance



Itching may feel worse at night disrupting sleep



Red, purple, brown, or ashen-colored rashes (depending on skin tone)



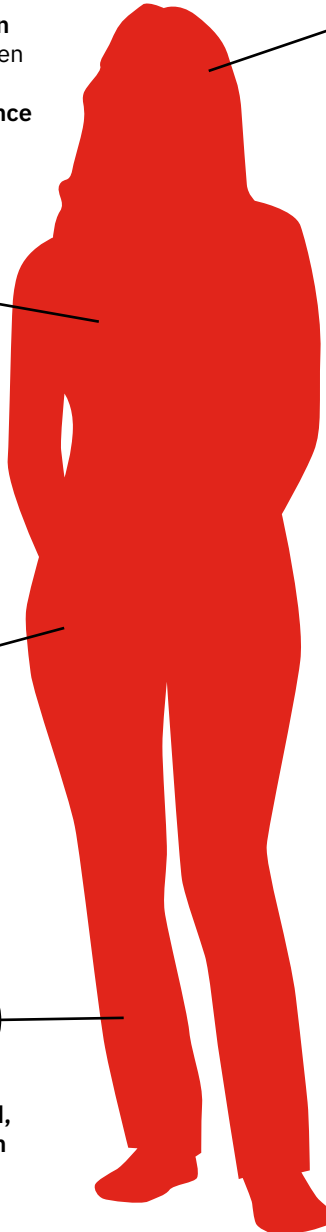
Thickened skin due to repeated scratching



Dry, cracked, or scaly skin



In the United States and Europe, eczema is most common in Black communities, followed by White and Hispanic populations.



Small Steps. Big Changes.



You can be the reason
someone finds the care they need.

Ways to Help:

- Start conversations about skin health.
- Share what you've learned about skin health and dermatologists.
- Display and share skin health materials.
- Offer digital or printed resources.
- Be the voice that says, "You matter. Let's get you some help."

Lilly recognizes the power of community in supporting skin health and now we want to support you.



For additional resources for supporting skin health in your community, scan this QR code.

Lilly is a medicine company turning science into healing to make life better for people around the world. We've been pioneering life-changing discoveries for nearly 150 years, and today our medicines help tens of millions of people across the globe.

Across our Immunology portfolio, Lilly is committed to helping people with immune system conditions achieve long-standing remission and resolve disease burden.

With each step toward a healthier world, we're motivated by one thing: making life better for millions more people.

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