

# "Live the itch" of eczema!



The itch of eczema can impact sufferers significantly. The urge to scratch can sometimes feel impossible to control and can disturb sufferers day and night.

To raise awareness about this frustrating symptom, ESC is challenging Canadians to "live the itch" of eczema.

## STEP 1

Challenge friends and family to live a day in the life of an eczema sufferer.



## STEP 2

Invite them to set an alarm once an hour, every hour, for 24 hours and experience a glimpse of what it is like to be disrupted by itch throughout the day and night.

You can also personalize the challenge by asking them to set their alarm the same number of times you itch during the day.



## STEP 3

Share the experience on social media by tagging @EczemaSocietyofCanada and including the hashtag #Livetheitch



November is Eczema Awareness Month in Canada. Learn more about itch and how it affects sleep, daily living, and quality of life by visiting: [eczemahelp.ca/itch](http://eczemahelp.ca/itch)