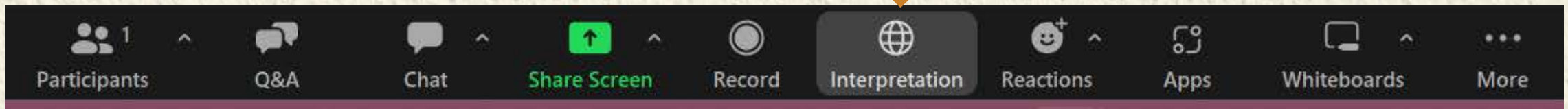




**Unidos Hablamos**  
**United, Let's Talk**

This webinar will be presented in  
Spanish.  
For English interpretation, select  
the English channel.





# Eczema and the Hispanic/Latino Culture

Presented by: Allergy & Asthma Network

**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*

# Today's speakers



Moderator  
Angel Melendez, MHL, MSRC,  
RRT, NPS, AE-C



Physician Speaker  
Vivian Hernández-Trujillo, MD



Patient Speaker  
Joseph Bibbo



Special thanks to Incyte who has provided funding support to make this virtual conference possible.



# Physician Speaker

Presented by: Vivian Hernández-Trujillo, MD

**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*

# Overview of Presentation

- What is Eczema?
- What parts of body are affected?
- Triggers
- Health and Eczema
- Quality of Life/ Mental Health
- Treatment
- Questions to ask during your visit
- Summary

# What is Eczema?



A skin condition that presents with dryness, itching



Eczema and atopic dermatitis may be used interchangeably. Eczema in people suffering from allergy is known as atopic dermatitis.



Atopic Dermatitis may be part of the “Atopic March”



# The Allergic March



<https://allergyasthmanetwork.org/health-a-z/allergic-march/>



**What does eczema feel and  
look like?**

# Poll Question #1

Is eczema contagious?

- Yes
- No
- I don't know



# Experience of eczema varies from person to person

Stigma exists around contagion-can I give it to someone?

Stigma about being “unkempt, unhygienic”

Eczema does not make a person “dirty”

# Epidemiology

---



---

Normally develops in first 6 months through 5 years

---

Affects 31.6 millions in US

---

16.5 million adults

---

9.6 million children

---

3.2 million are moderate to severe

# What part of the body does eczema affect?

## Common Areas Affected

### Infants and Young Children

- Scalp
- Behind the ears
- Cheeks
- Folds of elbows
- Wrists
- Knees



### Older Children, Teens and Adults

- Eyelids
- Face
- Neck
- Arms
- Wrists
- Hands
- Back of knees
- Feet





## The Itch-Scratch Cycle



# 6 Common Eczema Triggers



[AsthmaAllergyNetwork.org](https://AsthmaAllergyNetwork.org)

Allergy  
& Asthma  
NETWORK

Unidos hablemos de...  
United, Let's talk about...  
2024

trusted  
messenger

# How to work with your doctor when they say your skin “doesn’t look that bad”

The importance of being able to speak to your medical team. If you feel you are not being heard, you need to speak up.

Be an advocate for you and your family.



# How to keep in generally good health and why that's important for eczema

Taking care of  
your body and  
health in general  
is important

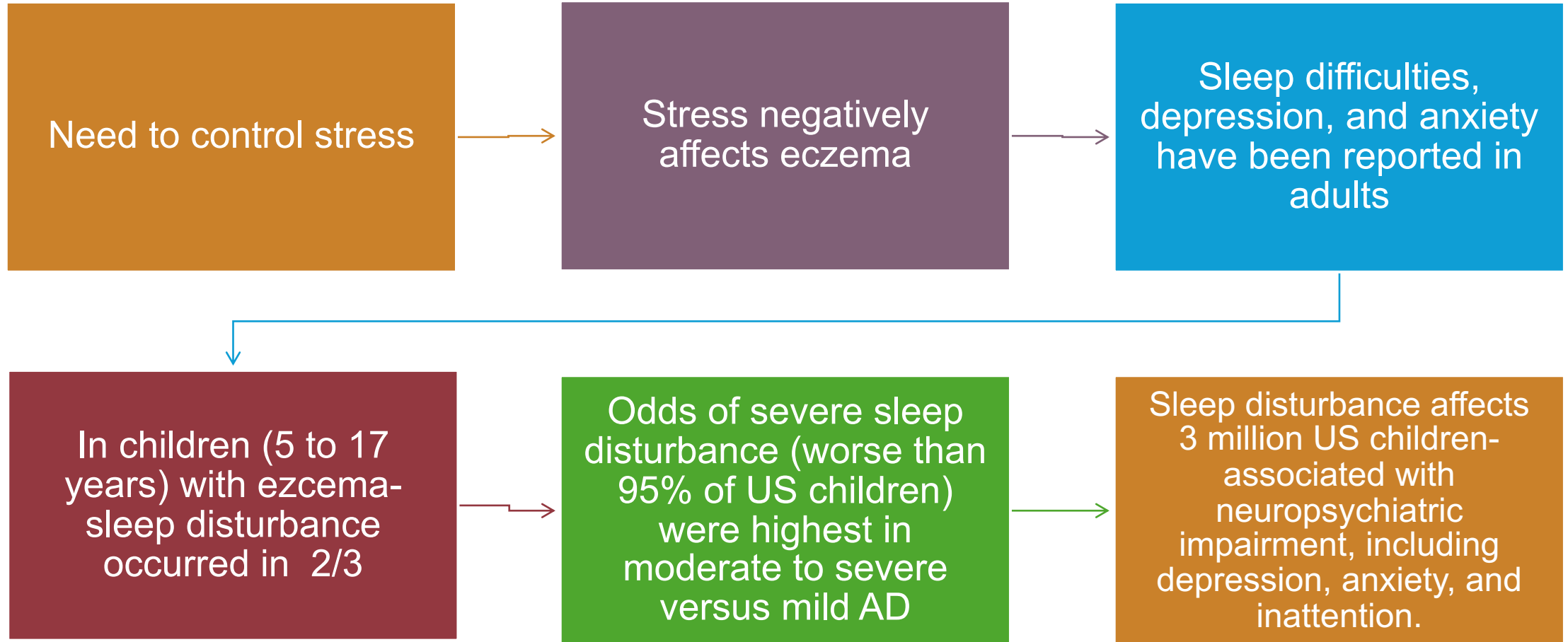
Eat healthy

Sleep no less than  
8 hours

Exercise-control  
stress

Infections can  
lead to  
exacerbations of  
eczema

# Quality of Life/Mental Health Concerns



# Poll Question #2

Do Hispanic/Latino children have higher or lower rates of eczema compared to non-Hispanic white children?

- Latino children have higher rates than non-Hispanic white children.
- Latino children have lower rates than non-Hispanic white children.
- I don't know.



# Eczema in Hispanic/Latinos: Disparities Exist

In a retrospective cohort study of children aged 0-17 years with eczema seen in allergy/immunology clinics at 2 urban tertiary care centers in the United States

Hispanics/Latinos higher rates eczema as compared to Non-Hispanic white children

Study of 7,522 children (11.5% Hispanic) followed for a median of 4 years. After adjusting for sociodemographic factors, Black and Hispanic children were up to nearly threefold more likely than white children to receive medical care for eczema across almost all levels of eczema control.

Black and Hispanic children had higher odds of primary care and emergency visits compared to whites.

# Needs of Eczema Patients

"Improving awareness among primary care physicians to refer children with moderate-to-severe eczema to medical specialists (eg, allergists, dermatologists, and mental health/attention-deficit/hyperactivity disorder professionals) when necessary, could improve quality of life and reduce emergency department visits-especially among minority race and Hispanic children"

# Poll Question #3

What are important parts of an eczema treatment plan? Check all that apply.

- Skin care (bath and moisturizer)
- Medicine (as needed)
- Coping strategies (manage itch, stress and other issues)
- Trigger avoidance (to prevent flares)

# Treatment-Essentials



Need to make the correct diagnosis.



Address skin barrier issues and xerosis



Moisturizer and skin care—all day long



Beware not to overuse potent topical corticosteroids



Consider topical calcineurin inhibitors, PDE4 inhibitors, JAK inhibitors or dupilumab





# Safe/Sensitive Skincare to Use with Eczema

- Avoid triggers
- Skin care- need for frequent moisturization
- Creams preferred to lotion
- Hypoallergenic or allergen free products- paraben free

# Medications

Topical steroids and topical calcineurin inhibitors for mild, moderate and severe eczema

Biologics dupilumab and tralokinumab for moderate to severe eczema

PDE4 inhibitor for mild to moderate eczema (Crisaborole)

JAK inhibitor for mild to moderate or moderate to severe eczema (ruxolitinib, upadacitinib, abrocitinib,)

# Topical Steroids

Recommend using  
lowest strength  
and dosage  
effective

Creams not as  
strong as  
ointment

Side effects: thin  
skin, may change  
color of skin

Use 5 days on, 5  
days off





# Bleach Baths

- Used for moderate to severe eczema-add on to skin care
- $\frac{1}{4}$  to  $\frac{1}{2}$  cup bleach in tub of water
- Soak 10 min
- Rinse fresh water
- Not to be used on head or eyes



# Reasons Patients and Families May Not Use Medications

- Medication unavailable
- Physician unwilling to prescribe adequate amounts of medication because of concerns about toxicity or cost.
- Medication is available but not used.
- Patients/parents are unaware of the correct frequency and the type of medication that should be applied for effective management of eczema.

- Patient/parents perception that treatment does not work.
- Patient/parents perception is that treatment has unacceptable side effects.
- Patient/parents perception is that treatment is cosmetically unacceptable (eg, shiny ointments to face of teenagers)
- Medication makes eczema worse.
- Medication is painful to apply.



# Access to medications

- Generic versions are available for many medications
- Programs exist to decrease the cost of medications:
  - GoodRx
  - SingleCare
  - WellRx
  - CostPlus
  - Blink health
- Drug assistance programs

# Treatment of Allergic Conditions



If a patient has allergy to certain allergens, it is important to avoid exposure



Environmental control is needed and helpful.

# Barrier/Allergen Control

---

Local barrier

---

Wear long pants

---

Use dry wraps, bandages, body suits for infants and young children

---

Use dust-proof covers for mattress and pillowcase

---

Avoid playing on grass

---

Avoid sitting, playing on the carpet

---

Minimize carpeting, drapes, and upholstered furnishings

---

Declutter by removing fluffy toys and excess pillows

---



# Importance of the relationship with the medical team

- Medical teams may include several members.
- Need to be honest
- Need to trust the medical team
- Need to be heard
- Need to be understood in your primary language

# What questions to ask during medical visit/information to have at time of visit

- What makes eczema better?
- What makes eczema worse?
- When did eczema start?
- Is there a family history?
- Make list of all questions and concerns
- Ask about plan of care when exacerbation
- Ask about plan of care when skin is well-controlled
- Ask about concerns regarding medications

# Summary



ECZEMA HAS MANY  
TRIGGERS



ECZEMA AFFECTS  
QUALITY OF LIFE



TREATMENT IS  
AVAILABLE

For more information visit:

<https://allergyasthmanetwork.org/what-is-eczema/>

# Patient Speaker

Presented by: Joseph Bibbo

**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*





**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*



**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*

# Research Studies

Presented by: Vivian Hernández-Trujillo, MD

Unidos hablemos de...  
United, Let's talk about...  
2024

**trusted**  
*messengers*



# What is a Clinical Trial?

Clinical trials are research studies in which people volunteer to help find answers to specific health questions. Clinical trials provide an opportunity to explore alternative treatments beyond the standard options and can also be considered a treatment option. They aim to improve existing treatments or discover new treatments.

Remember that participating in a clinical trial also involves risk, such as potential side effects or uncertainty about if the treatment will work. It is essential to discuss these factors with your healthcare provider and carefully weigh the pros and cons before deciding to participate.

## Potential Benefits to Participating in a Clinical Trial

1. Access to new treatments
2. Contribution to medical knowledge
3. Close monitoring and care
4. Potential cost savings
5. Empowerment and advocacy

# Why is Diversity Important in Clinical Trials?

- People may experience the same disease differently.
- Including a variety of lived experience, living conditions, and characteristics (such as race, ethnicity, age, sex, and sexual orientation) ensures that all communities can benefit from scientific advancements.
- Diverse clinical trial participants help researchers understand safety and how the drug works for different populations.
- It also helps researchers better understand patterns of difference in health and illness based on different backgrounds.

The Hispanic Latino community makes up 18% of the US population. But less than 8% of clinical trial participants identify as Hispanic.



# Q+A

What questions do you have for Dr. Hernandez-Trujillo or Joe?

# Food Allergy and Hispanic/Latino Culture

Join us on Wednesday, May 22 at 4:30 PM ET

**Unidos hablemos de...**  
**United, Let's talk about...**  
2024

**trusted**  
*messengers*