

Support Groups in Atopic Dermatitis

The Power of Belonging

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AADA

A Solitary Journey

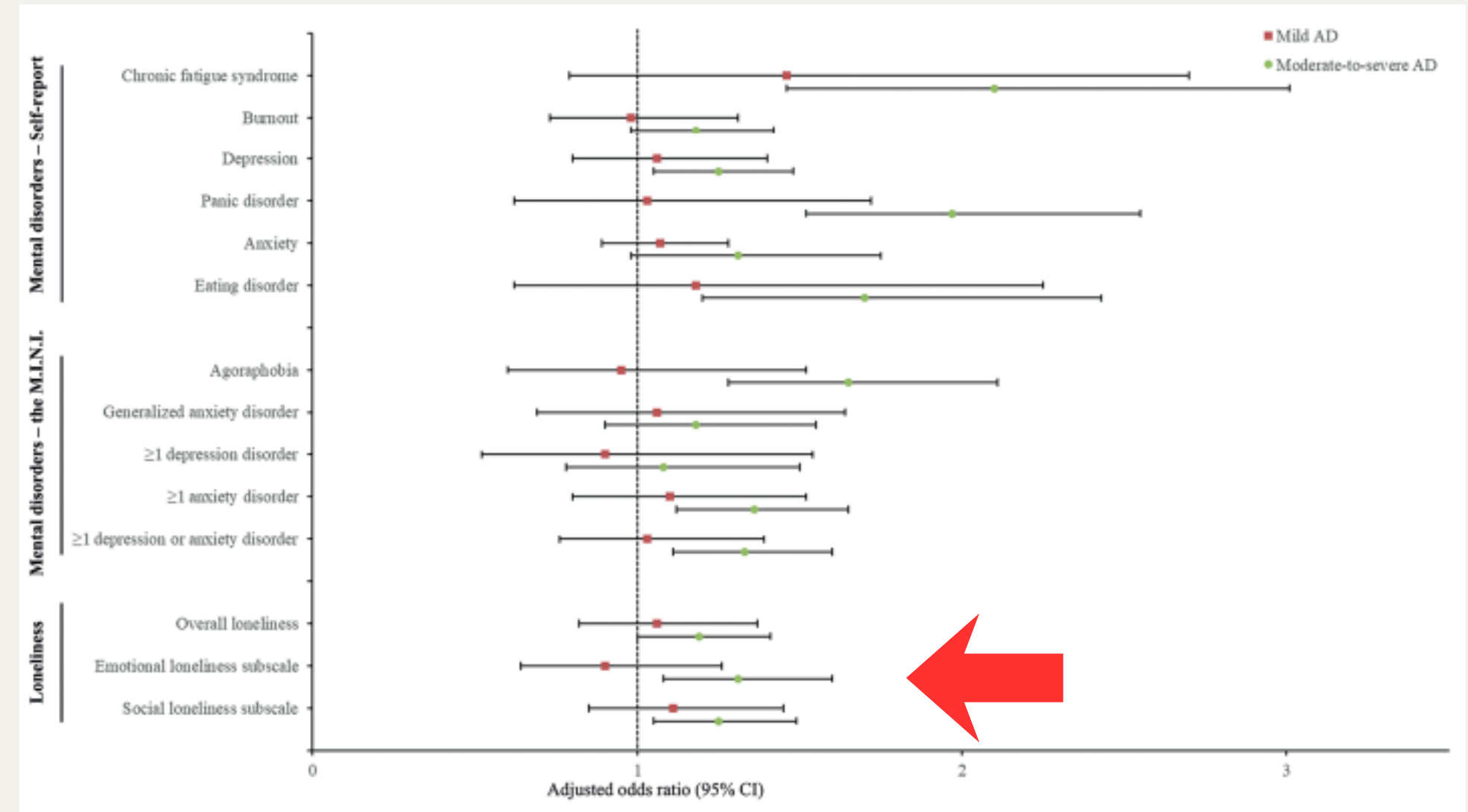
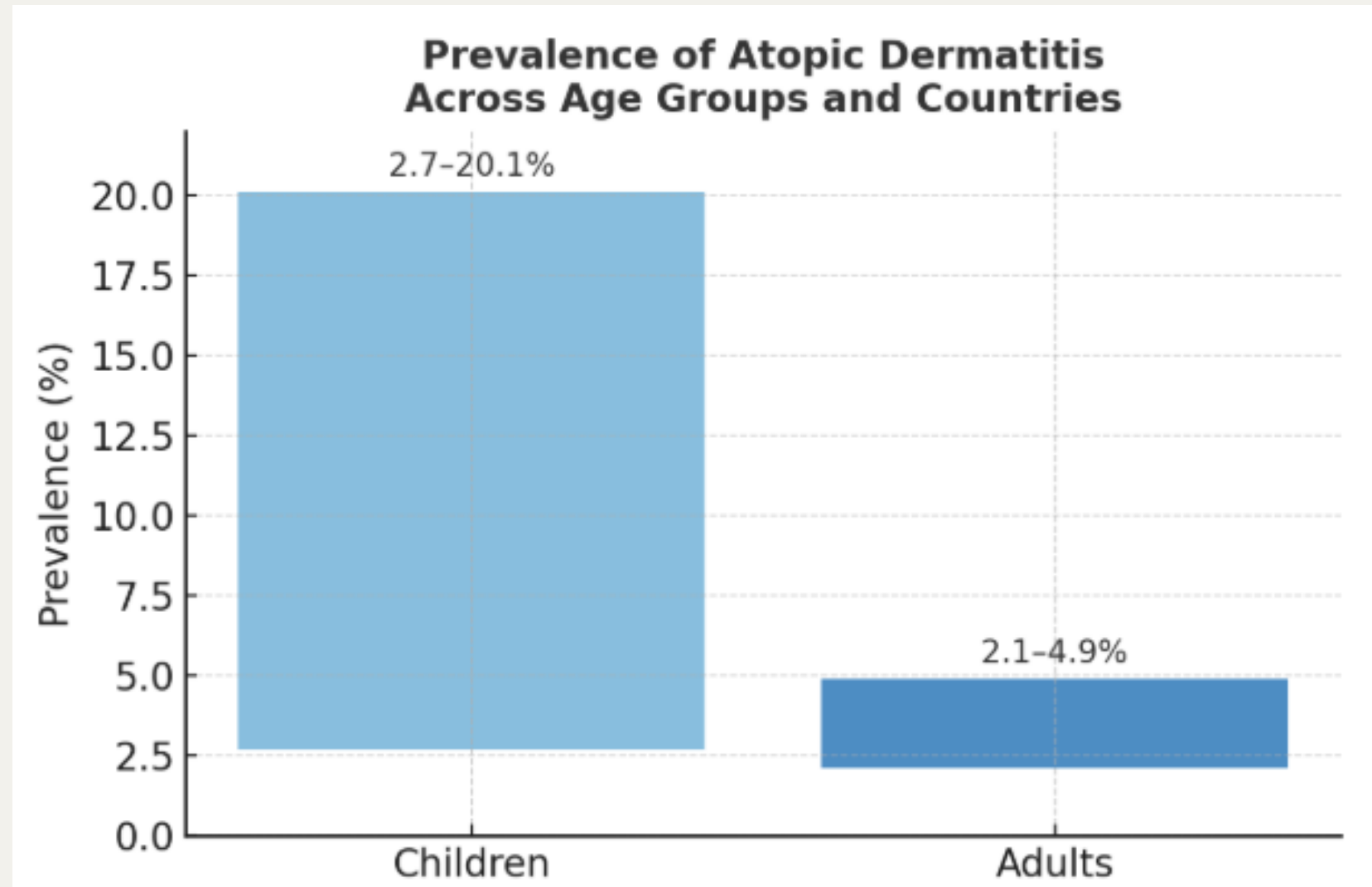
The Psychosocial Impact of Living with a Visible Chronic Disease

“Individuals with skin diseases, including atopic dermatitis, have higher rates of loneliness, social isolation, and depressive symptoms”



Prevalent, Yet Deeply Isolating

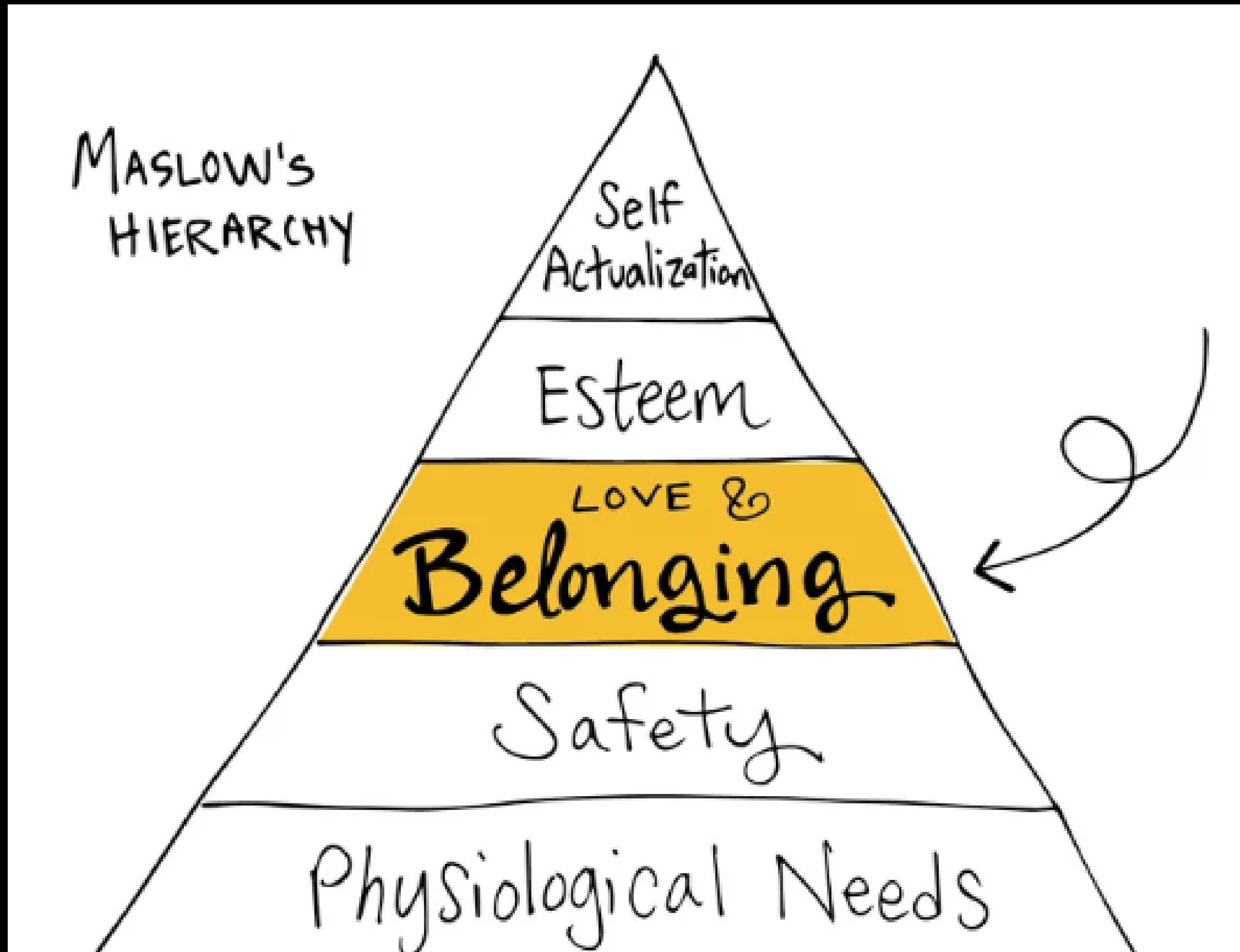
Adults with moderate-to-severe atopic dermatitis are significantly more likely to experience loneliness compared to those without the disease





**Belonging is a
biological need**

Maslow's Hierarchy of Needs



Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50 (4), 370-96.

“The need to belong is a fundamental human motivation.”

Baumeister & Leary (1995)

“Human beings have a pervasive drive to form and maintain at least a minimum quantity of lasting, positive, and significant interpersonal relationships.”



The Impact of Support Groups on Chronic Diseases

Belonging in groups enhances medical care by transforming information into human connection.



Greater adherence to treatment



Reduction of anxiety and depression



Improvement in quality of life



Health education and empowerment



The Power of the Collective Mirror

By hearing other people's stories, the patient sees themselves reflected. They learn, share, and identify.



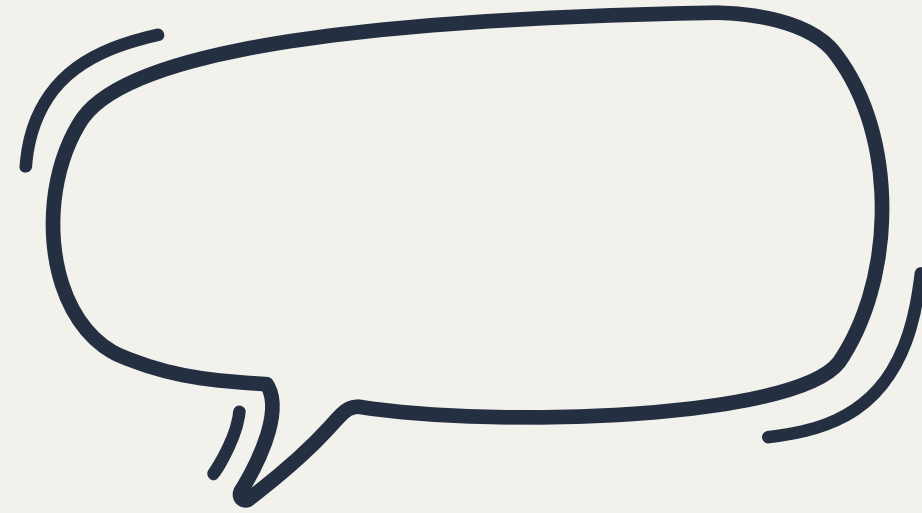
**AADA – Associação
de Apoio à Dermatite
Atópica**

Support Association for
Patients with Atopic
Dermatitis in Brazil

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What Patients say

"I stopped blaming myself for my child's illness."

"I learned from other patients what no medicine or doctor ever taught me."

"For the first time, I truly felt understood."

Belonging is the first step toward healing

Thank You!

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