



# SOS for Kids with Eczema

## Advocacy toolkit for families

**Australian families are coming together to improve access to treatment for children with severe eczema.**



**Eczema Support Australia**

*Your trusted source of information, connection and advocacy.*

# There are four simple ways you can help send an SOS distress call.

Every action you take helps decision-makers understand the real impact on children and families.

## Action 1 - Share your experience with the PBAC (Most important)

Help decision-makers understand why access to effective treatment matters for children with severe eczema. **See page 4.**

## Action 2 - Contact your Federal Member of Parliament

Ask your local MP to support access to treatment for children with severe eczema. **See page 5.**

## Action 3 - Share your story with the media

Your story can help raise awareness and show the reality of severe eczema. **See page 7.**

## Action 4 - Share your SOS message on social media

Help spread awareness and strengthen the campaign across Australia. **See page 8.**

You don't need to do everything. You can take part in one or more of these actions.

Even sharing a few sentences about your child's experience can help make a difference.

**Now is the time to act  
PBAC community  
submissions close 20 May 2026.**

*This is a critical opportunity to help ensure children with severe eczema are no longer left behind.*

# The Pharmaceutical Benefits Advisory Committee (PBAC)

A government body called the Pharmaceutical Benefits Advisory Committee (PBAC) will soon decide whether dupilumab (Dupixent®) is funded through the Pharmaceutical Benefits Scheme (PBS) for Australian children aged 6 months to 11 years with severe eczema.

While this treatment has been available on the PBS for Australians aged 12 and over for five years, younger children still cannot access it.

This highlights an important gap. Early access to effective treatment may improve long-term outcomes and reduce the risk of related conditions such as asthma and allergies.

The PBAC welcomes community input. You can share your family's experience to help decision-makers understand the real impact of severe eczema on children and families.

**Instructions on how to give your input are on the next page.**



## Action 1 - Share your experience with the PBAC (Most important)

When completing the online PBAC consultation form, you may wish to consider sharing/describing your experience of:

### *The burden of severe eczema:*

Pain, infections or hospitalisations, disrupted sleep, missed school, and emotional or mental distress.



### *The impact on your family:*

Stress and burnout, reduced work capacity, financial stress, and the emotional impact on parents and siblings.



### *Treatment and access to care:*

Current treatment options, including any limitations you have faced, and what affordable access to advanced therapies could mean for your child and family. If your child has received dupilumab through compassionate access or private payment, you may also wish to share your experience.



## Have your say before 20 May

- **Visit** [ohta-consultations.health.gov.au/ohta/pbac-july-2026/](https://ohta-consultations.health.gov.au/ohta/pbac-july-2026/)
- **Click on the link** at the bottom of the webpage to begin.
- **Select** “DUPILUMAB - Dupixent®: Chronic severe atopic dermatitis” from the drop-down menu.

## Action 2 - Contact your Federal Member of Parliament

Individual Members of Parliament can raise issues with the Federal Government and influence new medicine funding decisions, advocating on your behalf, as your representative.

You can write to your Federal Member of Parliament to share your family's experience with severe eczema and the urgent need for access to dupilumab through the PBS for Australian children younger than 12 years old.



You can confirm the name, title, and contact details of your Federal MP by visiting the [Parliament of Australia website](#) and entering your postcode or electorate.



Some postcodes are split across Federal Electorates. In this case, you can confirm your electorate via the [Australian Electoral Commission website](#).

## Make sure you include the following in your email/letter:

- Your name and your child's name and age.
- Your email address and phone number.
- The suburb you live in.
- Why you are writing to them, including details of your family's experience with severe eczema, limitations of current treatment and the importance of government funding of dupilumab via the PBS.
- Your request that they write to or speak directly with the Federal Minister for Health, Hon. Mark Butler MP, to ensure he understands your hopes and expectations.
- An offer to meet with your Member of Parliament to discuss the importance of funded access to dupilumab for children such as yours.
- Copy Eczema Support Australia in the email (cc: [contact@eczemasupport.org.au](mailto:contact@eczemasupport.org.au)) or send us a copy of your letter so we can follow up on your behalf.

*Follow up with a phone call a week later.  
You can highlight how important it is that you speak  
with or meet your Member of Parliament to explain the  
impact of severe eczema.*

Photos can be worth a thousand words. We highly recommend selecting a few photos of your child/family that you would be comfortable sharing as you advocate for change. This may include photos that illustrate the devastating impact of severe eczema.



## Action 3 - Share your story with media

If you are happy to share your family's story with the media, please [email us](#) and explain why it is so important that dupilumab is funded through the PBS for children like yours (aged 6 months to 11 years).

Please let us know:

- How your child and family have struggled with severe eczema.
- What treatments your child has used/is currently receiving and how effective these have been.
- Why it is so important that dupilumab is funded through the PBS for children with severe eczema.
- The best phone number on which to contact you.

We will then make contact to discuss how we may be able to share your story with the media. Remember that photos are very powerful for the media.



# Action 4 - Share your SOS message on social media



Follow, like and share Eczema Support Australia's SOS for Kids with Eczema campaign messages on [Facebook](#) and [Instagram](#).



Share your story on your social media channels (Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.), explaining why access to dupilumab through the PBS is important to your child/family.

- Include the following hashtags: #SOSforKids #Eczema #SaveOurSkin
- Where possible, tag Eczema Support Australia, your Federal MP and any local media outlets in your area.



Follow the Federal Minister for Health, Hon. Mark Butler MP, on [Facebook](#), [Instagram](#) and/or [X](#). When he posts about health funding and making medicines more affordable, you may also choose to add a comment such as, "That's great news, but what about children with severe eczema? For our X-year old child ...". Then include a short summary of your family's situation and add a photo that highlights the need for affordable access to dupilumab.

## Top Tips

Good advocacy is always respectful, so please avoid insults or threats.

Share real-life experiences that help people understand your situation and the solution you seek.



## Here to Support You

Sharing your story can be an emotional and challenging experience.

At Eczema Support Australia, we are here to support you.

Please email us on [contact@eczemasupport.org.au](mailto:contact@eczemasupport.org.au) or call 1300 ECZEMA (1300 329 362) if you would like to talk.

**Together, we can help ensure that Australian children with severe eczema are no longer left behind from affordable access to effective treatment.**



Our trusted team are here for you.  
We care. We listen. We understand. We act.