

Parental Insights on Kids' Atopic Dermatitis

#UncoverAD Survey Report 2023

Atopic Dermatitis in children can significantly impact the daily lives of parents or caregivers. In this comprehensive survey report, we explore the daily experiences of parents and caregivers in managing a child with Atopic Dermatitis (Eczema).

Source: A survey conducted on 769 Malaysian parents in September-October, 2023



- This #UncoverAD Survey was conducted by Motherhood.com.my from September until October 2023, with 769 respondents.
- This Report consists of analysed data retrieved from the respondents.

769

Parents share their child's Atopic Dermatitis (AD) journey

Ethnicity

69.7%	Malay	1.8%	Indian
23.7%	Chinese	4.6%	Others

Age Range

5%	18-24 years old
56%	25-34 years old
35%	35-44 years old
3%	45-54 years old
1%	55 and above

Location

44%	Klang Valley
10%	Johor
7%	Perak
6%	Kedah
5.5%	Penang
4%	Negeri Sembilan
4%	Terengganu
3.9%	Sabah
3.7%	Sarawak
3.7%	Kelantan
3.6%	Malacca
2.8%	Pahang
1%	Perlis

Some parents

believe that AD* is...

Caused by
poor hygiene **22%**

19% Triggered by
genetic factors

14% Not contagious

10% Affected by
seasons

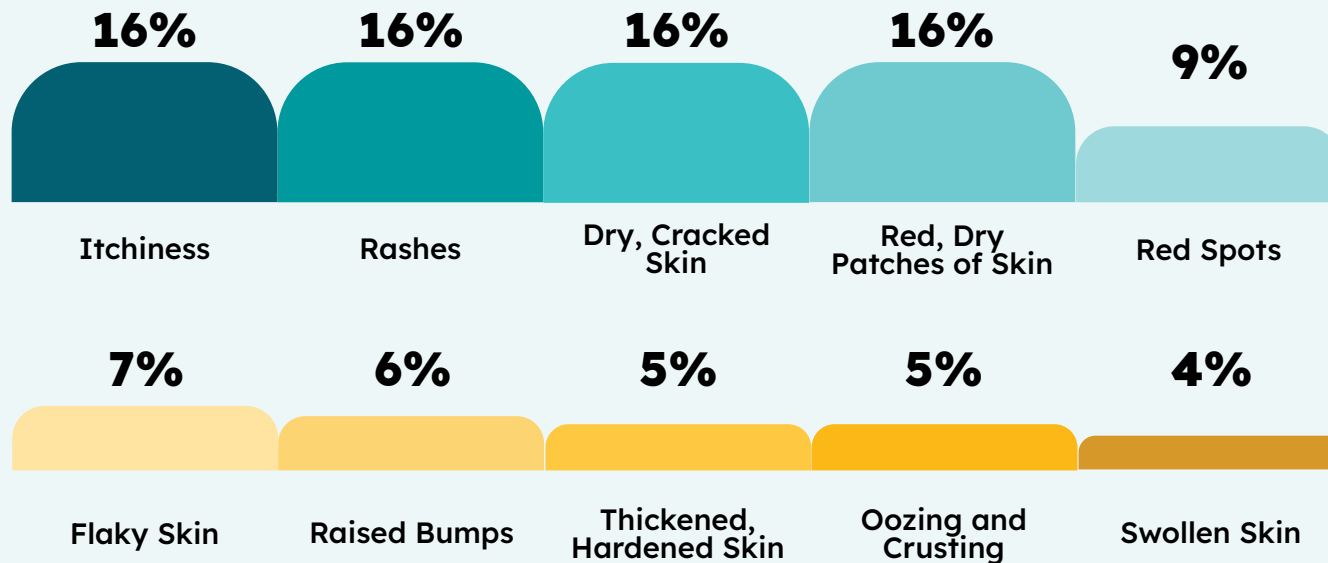
While
some
have misconceptions
that AD* is...

Curable by
dietary changes **17%**

12% Just a skin problem;
nothing serious

*AD - Atopic Dermatitis (Eczema)

Child's AD* symptoms described by parents



*AD - Atopic Dermatitis (Eczema)

Their personal experience discussing AD* with healthcare professionals

45%

Healthcare providers
provide comprehensive
guidance on
managing AD*

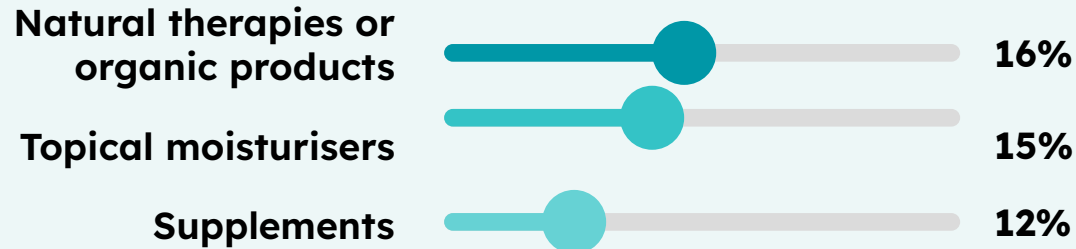
55%

Parents struggle with
conflicting and unclear
healthcare advice, feeling
their child's condition is
not taken seriously

**AD - Atopic Dermatitis (Eczema)*

Current treatments parents use to manage their child's AD*

29% Doctor consultation or medications prescribed by doctors



*AD - Atopic Dermatitis (Eczema)

Parents' openness to
trying out
other treatment options

91%

are interested in exploring
early interventions with
advanced treatments to help
relieve their child's AD*



**AD - Atopic Dermatitis (Eczema)*

Daily struggles of a child due to AD*

20%

Playing outdoors

15%

Sleeping

10%

Playing sports

12%

Eating

8%

Engaging in social interactions

12%

Engaging in school activities

8%

Getting dressed

11%

Taking baths

4%

Attending school

*AD - Atopic Dermatitis (Eczema)

Survey reveals that AD* affects a child's emotional behaviour

27%

Parents share that their child displays frustration and irritability

21%

Parents do not notice any emotional changes in their child



34%

Parents note that their child demonstrates mood swings and emotional sensitivity

18%

Parents report that their child exhibits feelings of sadness and low self-esteem

*AD - Atopic Dermatitis (Eczema)

Coping with the daily challenges

of AD* together as a family

27%

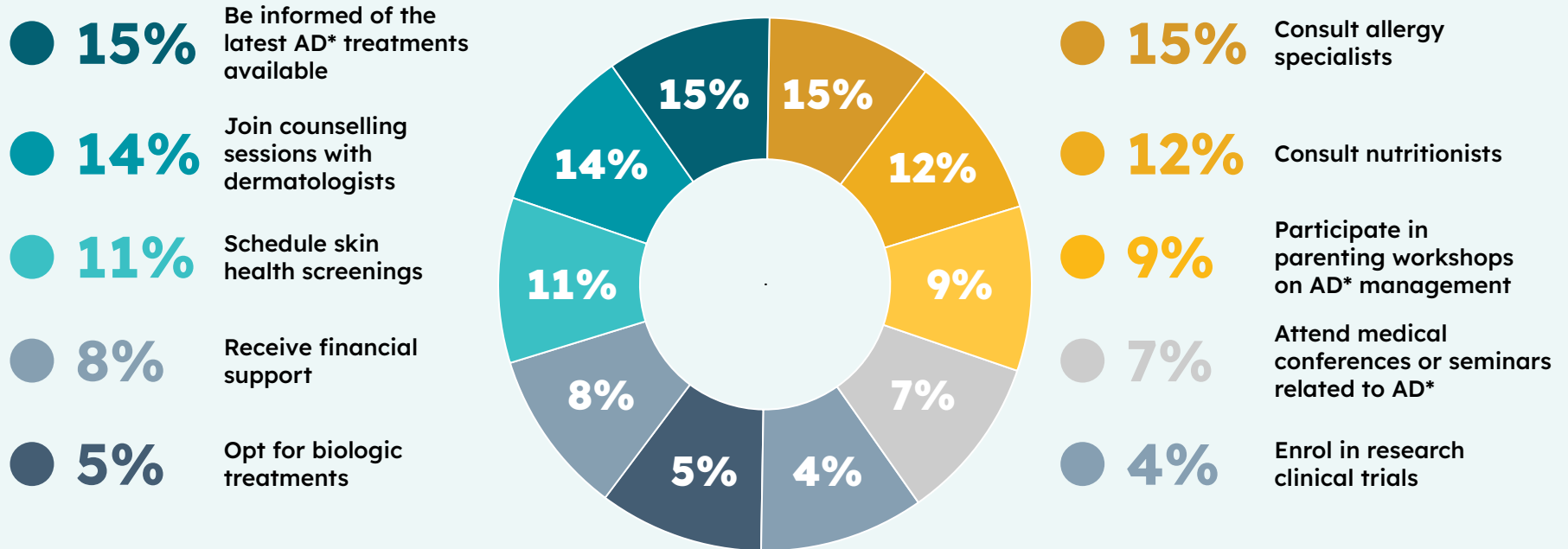
Understanding the condition and its triggers can help individuals feel more in control and reduce anxiety

- 20% Talking to friends and family
- 17% Seeking support from online communities or local support groups
- 15% Engaging in self-care activities
- 9% Consulting a mental health professional
- 8% Managing their stress effectively



*AD - Atopic Dermatitis (Eczema)

Parents seek support in managing their child's AD*



*AD - Atopic Dermatitis (Eczema)



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