

WET WRAPS CUT NEED FOR DRUGS IN KIDS WITH ECZEMA

Largest study to date shows simple therapy can be more effective than medicine

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National Jewish Health

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SUGGESTED TEASE	STILL TO COME, CARING FOR KIDS WITH ECZEMA - WE'LL SHOW YOU A SIMPLE THERAPY THAT CAN DRAMATICALLY CUT DOWN THEIR NEED FOR MEDICATION. THAT'S NEXT IN HEALTH NEWS.
ANCHOR LEAD	IF YOU HAVE A CHILD WITH ECZEMA OR KNOW SOMEONE WHO DOES, YOU KNOW HOW MISERABLE THEIR LIVES CAN BE. ECZEMA - TECHNICALLY KNOWN AS ATOPIC DERMATITIS - IS A PAINFUL, ITCHY RASH - AND THE NUMBER OF CHILDREN WHO HAVE IT IS GOING UP. IT'S ESTIMATED ONE IN FIVE CHILDREN MAY NOW HAVE THE CONDITION - AND MANY WILL END UP ON POWERFUL MEDICATIONS TO CONTROL IT. ¹ BUT A NEW STUDY IS OUT SHOWING THAT THERE IS A SIMPLER, SAFER WAY TO CARE FOR THOSE KIDS. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - "Good job Lucy!") :02
CG: Courtesy: National Jewish Health Shots of Heather cheering Shots of Lucie playing tee ball Still photos of Lucie as an infant	THERE WAS A TIME HEATHER KARAZIM (<i>pronounced: CARE-uh-zihm</i>) COULDN'T IMAGINE HER DAUGHTER LUCIE ENJOYING A HOT SUMMER DAY PLAYING TEE BALL. SHORTLY AFTER LUCIE WAS BORN, SHE DEVELOPED ECZEMA - A PAINFUL, ITCHY RASH ON HER FACE, ARMS AND LEGS THAT MADE HER MISERABLE. :12
CG: Heather Karazim Daughter has eczema :12 - :16	"She'd scratch until she bled and then you'd worry about infection." :04
Shots of Heather watching game Shots of Lucie playing tee ball	HEATHER SAW SEVERAL DIFFERENT DOCTORS WHO PUT LUCIE ON MORE AND MORE MEDICATIONS - INCLUDING POWERFUL STEROIDS. THOUGH THEY MADE

	HEATHER UNEASY, THEY DID WORK. :09
CG: Mark Boguniewicz MD National Jewish Health :25 - :31	“But then as soon as they stop, because they have concerns about side effects of medication, the disease comes back.” :06
Shots of doctor at desk talking with colleague Shots of nurse preparing clothes Shots of hands using lotion Shots of wet clothes going on Shots of dry clothes going on	SO DOCTOR MARK BOGUNIEWICZ (<i>pronounced: BOH-gun-YEA-vich</i>) HELPED STUDY A SAFER, SIMPLER APPROACH. AT NATIONAL JEWISH HEALTH IN DENVER, EXPERTS EVALUATED A PROCESS KNOWN AS WET WRAP THERAPY. AFTER SOAKING IN A TUB, LOTIONS OR MILD MEDICATIONS WERE PUT ON A CHILD’S INFLAMED SKIN WHILE STILL DAMP. THEN, CHILDREN WERE COVERED BY A WET LAYER OF CLOTHING TO SEAL IN THE MOISTURE, FOLLOWED BY A DRY LAYER. :21
Mark Boguniewicz MD (CG’d earlier)	“Over roughly 4 days or so, you see this dramatic improvement.” :06
(Graphic) <i>Wet Wrap Study Findings:</i> -Symptoms improved 71% -Kids were still healthy a month later -Infections were held in check Wide shot of Lucie getting wrap	IN FACT, THE STUDY FOUND SYMPTOMS IMPROVED BY MORE THAN 70-PERCENT ON AVERAGE, KIDS WERE STILL HEALTHY A MONTH LATER - AND INFECTIONS WERE HELD IN CHECK. ALL WITHOUT USING THE MEDICATIONS MANY DOCTORS HAVE COME TO RELY ON. :12
Mark Boguniewicz MD (CG’d earlier)	“We’ve got to improve that patient’s skin barrier, and when we do, we can do it without using antibiotics.” :08
Shots of hand rubbing on lotion Shots of Heather putting on socks	HEATHER AND LUCIE SPENT 2 WEEKS IN DENVER LEARNING WET WRAP THERAPY, AND 2 YEARS LATER STILL USE IT BACK HOME IN INDIANAPOLIS TO KEEP LUCIE ITCH-FREE. :08
Heather (CG’d earlier)	“You can’t just do it once, I mean, it’s doing it a few times depending on how bad the skin is, but I’m a believer.” :09
Lucie’s tee ball game ending	AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :03
ANCHOR TAG	WET WRAP THERAPY HAS BEEN AROUND FOR NEARLY 2 DECADES, BUT THIS IS THE LARGEST STUDY EVER TO DETERMINE ITS EFFECTIVENESS. DOCTORS CAUTION THAT OVERUSE OF WET WRAP THERAPY CAN BE HARMFUL, SO YOU NEED TO LEARN THE PROPER TECHNIQUE. NATIONAL JEWISH HEALTH HAS A VIDEO THAT EXPLAINS WET WRAPS. YOU CAN

	FIND IT ON THEIR WEBSITE AT NATIONALJEWISH.ORG.
 Share it! Suggested tweet:	Doctors @NJHealth test safer, simpler wet wrap therapy, for kids with eczema. Details: bit.ly/1qtgSfb
 Suggested post:	It's estimated 1 in 5 children now has atopic dermatitis, often referred to as eczema. Many kids end up on powerful medicine to control the itching it causes, but doctors at National Jewish Health have tested a much simpler, safer approach. See what they've learned about "wet wrap therapy" here: bit.ly/1qtgSfb
References -	¹ <i>Wet Wrap Therapy in Children with Moderate to Severe Atopic Dermatitis in a Multidisciplinary Treatment Program, Journal of Allergy and Clinical Immunology, Volume 133, Issue 7, July 2014. Online: http://www.jacionline.org/</i>
	Extra Bites
CG: Mark Boguniewicz MD National Jewish Health	<p><i>Boguniewicz talks about the worst cases of atopic dermatitis -</i> "Literally, some of our patients look like they've been boiled. And so, that is incredibly difficult to deal with, it's very painful." :10</p> <p><i>Boguniewicz talks about concerns about common therapies -</i> "We know that some of the medications that we prescribe, topical steroids being the most common, you know, that our families have concerns about using them, especially in a chronic manner." :12</p> <p><i>Boguniewicz talks about timing of the wet wrap approach -</i> "After about 2 hours they've probably gotten the maximum benefit out of that wet wrap treatment. So we'll do that, once, twice, three times a day." :11</p> <p><i>Boguniewicz talks about stepping down the approach to wet wraps -</i> "As those patients get better, we are very select where we want to wrap, so it doesn't make sense to do total body wraps in somebody who has really severe disease on their ankles and elbows." :13</p>
CG: Heather Karazim Daughter has eczema	<p><i>Heather talks about Lucie's first symptoms -</i> "It was right around 4 months old when there were some really bad skin patches on her arms and legs." :08</p> <p><i>Heather talks about the challenge of trying to get a diagnosis -</i> "We saw a pediatrician who then recommended that we see a dermatologist and then the dermatologist recommended we see the allergist. And that was all that was right around when she was 6 months old." :13</p>
CG: Heather Karazim	<i>Heather talks about Lucie's reaction to the wet wraps -</i>

Daughter has eczema	“It just, it makes sense and it works. And the best part was,we were able to back off a lot of our medications when we left and we just established a new baseline for her.” :11
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