

Topical Steroid Withdrawal Syndrome Documentary, “Still Preventable”, Proposal

FROM: Briana Banos, Elusive Bird Limited, Preventable Documentary Director

RE: Topical Steroid Withdrawal Syndrome Documentary, “Still Preventable,” Proposal

Eczema, a chronic skin condition found in both children and adults, has risen in prevalence over the years. More than 30 million people in the United States alone are diagnosed with this condition. Although more treatments have become available to this group of patients, the first line treatment is still topical corticosteroids. Varying in potency and modality, the chronic use of steroids in this community has given rise to a horrific, adverse reaction not recognized by many dermatologists. Topical Steroid Withdrawal Syndrome, an iatrogenic condition brought on by the overuse of topical corticosteroids, is highly debilitating, resulting in many patients losing their jobs, the support of loved ones, and even taking their own lives. Due to alarmingly increased reports from patients experiencing these adverse effects connected with steroid use, it is imperative to better understand their cumulative effects in order to create appropriate usage guidelines and standard of care. However, there is still much pushback over Topical Steroid Withdrawal Syndrome, a matter that cannot continue being treated as a misnomer.

Preventable: Protecting Our Largest Organ, the first ever Topical Steroid Withdrawal Syndrome documentary, was released in 2019. It showcased the suffering of patients and loved ones having to navigate the withdrawal process, as well as highlighted doctors who have been championing the cause. It continues to help open eyes in the medical community today, but there is still much that needs to be addressed and amplified before true change can occur.

Due to this demand, I am proposing a sequel documentary be created entitled, *Still Preventable*. With the following and recognition of its predecessor, this project can be a powerful catalyst for creating tangible change in the narrative of how this condition is seen in the medical world, as well as calling to action both policy makers and researchers to get behind the funding required to pass legislation that will establish firmer safety guidelines on these drugs. It will encourage dermatologic societies to integrate the patient experience into their understanding of eczema and TSWS, and it will house the voices of more professionals and doctors who are at the forefront of demonstrating to their medical peers that TSWS is a true and pressing matter when considering topical corticosteroids as a prolonged treatment.

Project Description

Tentatively, the documentary will touch upon each of these challenges:

- Convincing doctors that this condition is valid
- Changing safety guidelines on topical steroid labels
- Establishing a maximum dosage for use
- Having TSWS be accepted into the Continuing Ed. Credits for medical professionals

- Assembling larger grants and contributions to fund research needs
- Caregiver protection against Child Protective Services (CPS) due to doctors weaponizing their authority over parents' adherence to topical steroid usage
- The mental load on the caregiver and patient/suicide
- Physician Burnout
- Cost of treatments, both with insurance and out-of-pocket care
- The need for patient/physician collaboration when discussing future care

Both patients and doctors, plus treatment centers, will be the mechanism of which this information is sourced. New and emerging research will also be showcased.

Project Coordination

There are a few countries of interest that will be vital for the documentary's message.

Flights out to (tentative):

- Australia
- New Zealand
- Thailand
- Netherlands
- United Kingdom (England, Scotland)
- United States (California, Florida, Chicago, Los Angeles, Pittsburg, Atlanta)
-

Tentative Travel dates:

- March 24th – April 12th (Australia, New Zealand)
- June 6th – August 12th (other shooting locations)

Goals and Objectives

The primary goals of *Still Preventable* are to:

- Improve the understanding of Topical Steroid Withdrawal Syndrome
- Give validity to the condition
- Showcase physical, psychological, and socio-economic burden of the condition
- To spur legislative change in affirming stricter safety guideline usage of topical corticosteroids
- Establish a need for parent protection in cases involving children going through withdrawal
- Placing responsibility on governing bodies to protect patients

We will accomplish these goals through the following:

1. Interviewing a variety of patients who have compelling stories that cover all aspects of the TSWS process, including the voices of their caregivers and loved ones
2. Interviewing doctors and medical professionals who have studied the condition and have been treating patients through their withdrawal.
3. Disseminating all research that has been conducted to garner validity.

4. Highlight ways in which governing bodies have continued to falter in making topical steroid guidelines more precise and less vague in terms of dosage and length of use.

Dissemination

The documentary will tentatively be released on my YouTube channel. It needs to be completely accessible to the public and medical professionals. Screenings will also be set up in multiple cities once the documentary has debuted. There is a possibility for further exposure on other mediums, such as the International Topical Steroid Awareness Network website, The National Eczema Association website, and other national/international societal websites that are in alignment with the cause. Speaking engagements, social media influence, and articles surrounding the health market will also be utilized in showcasing the film.

Tentative Timeline

The timeline below is an estimation and may shift as the project planning continues:

Task/Activity	Tentative Timeframe
Finalize Project Film Dates	October – December 2022
Secure Half of Funding	March 2023
Film 1 st half of project	March - April 2023
Secure Total Funding	July 2023
Film 2 nd half of project	June – August 2023
Transcription for Editing	August - September 2023
Post Production	September – August 2024
Final Draft of Project	August 2024
Release Date	TBD* End of 2024

Sponsorship Request

With the estimated cost of \$30,886, the following will be offered in a tier-structured sponsorship package, as well as the benefit of a tax exemption form provided by Creative Visions.

- **A contribution over \$500:** A special shout out in the ‘Support’ section of the credits and a shout out on my Instagram story and Facebook page
- **A contribution over \$1,000:** The above *plus* a second shout out and your logo on my website for one full year
- **A contribution over \$2,000:** The above *plus* your logo on my YouTube channel for one full year and a mention in one of my videos
- **A contribution over \$4,000:** The above *plus* a mention in an additional YouTube video plus an Instagram post, and a producer title credit

- **A contribution over \$7,500:** The above *plus* any marketing for the film will have your logo, and executive producer title credit

Strictly Producer Credit: \$1,500

Strictly Executive Producer Credit: \$3,000

Project Budget

The following budget is estimated and may change as the planning process continues:
(updated February 4th, 2022)

Category	Expense	Unit Cost	Unit	Cost	Description
Travel	Airfare	varies	15	\$11,500	Flights
Travel	Car/Uber	\$15	30	\$1400	To and from airports, to and from interviews, getting around
Travel	Train	varies	7	\$1450	Different cities in the UK
Equipment	Film equipment	varies	4	\$2,300	Tripod, lens, zoom mic, audio recorder, stabilizer, SD cards
Food	Meals	\$35	96	\$3,360	96 days for meals
Hotel	Hotel room	\$150	25	\$3,750	Rooms for when I am unable to stay with a family
Editing	Transcription	60	12	\$720	Trint transcription pricing
Maintenance	Media	varies	4	\$1000	Website fees, LLC fees, Domain name
Taxes	Reimbursement	\$3,000	1	\$3,000	To cover taxes for donated money
Editing	Software	\$2,000	1	\$2,000	Adobe Premiere and color lut additions
Music	Music	\$430	1	\$406	Artist
TOTAL ESTIMATED COSTS				\$30,886	

About Briana Banos

Briana Banos is an eczema/TSWS advocate, writer, and the director of the first ever TSWS documentary, *Preventable: Protecting Our Largest Organ*. Now into her 7th year of withdrawal, she wishes to continue using her voice and her platform in creating change alongside the nonprofit, ITSAN (The International Topical Steroid Awareness Network). She puts out weekly updates on her YouTube channel, a monthly newsletter on her email list, blogs on TSWS issues biweekly, and her debut memoir will be out in (tentatively) March 2023 entitled, *Where the Ends Meet*. To learn more more, visit brianabanos.com.