



## **CDA Announces the Winners of 2017 Public Education Awards**

OTTAWA, ON – The Canadian Dermatology Association proudly announces the recipients of this year’s CDA 2017 Public Education Awards, which honour various organizations and individuals for their contributions to knowledge, education, and health promotion with regards to dermatologic issues.

The recipients will be honoured at the awards reception and ceremony taking place at the Fredericton Convention Centre on June 24, 2017 during the CDA Annual Conference in Fredericton, NB.

In the not-for-profit category, two organizations were selected:

The Perth District Health Unit won for the **Stratford Sunscreen Dispenser Program**, which successfully encouraged residents, tourists, and outdoor enthusiasts to practice sun safety. The program supplied 27 L of free sunscreen (approximately 4500 applications) to the public by strategically placing 12 dispensers in high foot-traffic areas around the city, such as splash pads, community pools, paddle boat rental, playgrounds, and walking trails.

The Melanoma Network of Canada **Sun Aware Camp Certification Program** also won in the not-for-profit category. The program promotes a sun safe culture by providing essential training and education to camp directors and staff, so they can in turn teach sun safety to campers. The program, first piloted in 2014, has grown to over 96 camps across Ontario and has resulted in training 1,730 staff and almost 98,000 campers.

In the Media category, Ms. Priya Dhir, an Honours Biology and Psychology student at University of Waterloo, won for writing a feature-length article in the *Canadian Skin Magazine* about coping with skin-related anxiety. The piece calls attention to secondary psychological and psychiatric conditions stemming from skin conditions, such as depression, anxiety, and social phobias. It also encourages multidisciplinary treatment approaches and empowers patients through education.

### **About the CDA Awards**

The Public Education Awards Program is designed to publicly recognize the role played by the media, not-for-profit health organizations and industry in furthering the understanding of dermatology issues and encouraging healthy behaviour in the medical, surgical, and cosmetic care of skin, hair, and nails.

The 2017 awards go to projects that were completed in the 2016 calendar year. The recipients will be honoured at the CDA's President's Banquet in Fredericton, NB on June 24, 2017. Media are encouraged to attend, providing advance notice to the media contact listed at the end of this release.

### **About the CDA**

The Canadian Dermatology Association, founded in 1925, represents Canadian dermatologists. The association provides easy access to the largest, most reliable source of medical knowledge on dermatology. CDA exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails. By doing so, CDA informs and empowers both medical professionals and the Canadian public. To learn more about what the work CDA does visit <http://www.dermatology.ca> or join the conversation on <http://www.Twitter.com/CdnDermatology> or [www.Facebook.com/CdnDermatology](http://www.Facebook.com/CdnDermatology).

### **CONTACT INFORMATION**

#### **For further information please contact:**

Nimmi Lawrence, Coordinator, Marketing Communications  
Office: 613-738-1748 x 228  
[nlawrence@dermatology.ca](mailto:nlawrence@dermatology.ca)

Suzanne Joyal, Senior Marketing Strategist  
Office: 613-738-1748 x 222  
[sjoyal@dermatology.ca](mailto:sjoyal@dermatology.ca)