



## **The Canadian Dermatology Association recognizes World Skin Health Day 2019** *Initiatives include a free public skin-cancer screening clinic in Vancouver*

**OTTAWA & VANCOUVER, May 18, 2019** – The Canadian Dermatology Association (CDA) today recognizes World Skin Health Day, an annual, international awareness and advocacy campaign to improve skin health across the globe.

“World Skin Health Day sends a clear message that Canada’s certified dermatologists are united with our colleagues around the goal in improving the well-being and skin health of the people who live in our communities,” says certified dermatologist and CDA president Dr. Neil Shear.

Although skin health is very broad – there are 2,000 skin and skin-related diseases, according to classification by the World Health Organization – the dermatology profession has put a priority on raising awareness about skin cancer, which remains the most common cancer diagnosed in Canada.

The CDA stresses that people can protect themselves against skin cancer risks by adopting sun-safe behaviours, including wearing protective clothing, a wide-brimmed hat, UV protective sunglasses, applying a sunscreen with a minimum SPF 30 and seeking shade between the hours of 11 a.m. and 3 p.m. Another important message is that early diagnosis and treatment of skin cancer, including the most dangerous form, melanoma, save lives.

To promote skin health and skin cancer awareness, the CDA and its members will be hosting a free, public skin-cancer screening clinic at the **Vancouver Aquatic Centre on Saturday, May 25 from 10 a.m. to 1 p.m.** Vancouver-area certified dermatologists and dermatology residents will be on-site to conduct screenings for the general public. (No appointments are necessary; people will be served on a first-come, first-served basis.)

“Our efforts to promote healthy skin are ongoing year-round; however, we believe it’s especially important to raise awareness of skin cancer risks at this time of year, as Canadians prepare for the summer months and more frequent exposure to the sun,” says Vancouver-based certified dermatologist Dr. Jason Rivers, CDA Vice President and member of the Sun Awareness Working Group. “At our free Vancouver clinic, people will have an opportunity to have their skin checked by a certified dermatologist without a referral and learn about early detection. This is just one of many ways that CDA members give back to the community.”

This is the third year that the CDA has marked World Skin Health Day. In 2017, the CDA joined with the International League of Dermatological Societies (ILDS) and other dermatological societies from around the world to host events and activities that promote skin health. World Skin Health Day also involves

targeted initiatives that aim to address the specific needs of communities served by certified dermatologists. The International League of Dermatological Societies (ILDS) is a non-governmental organization that promotes the improvement of dermatological care, education and science across the world. The ILDS unites over 160 member-societies from more than 80 countries and has access to the experience of more than 100,000 dermatologists.

For more advice from the CDA on protecting yourself from melanoma and other skin cancers, visit [dermatology.ca](http://dermatology.ca).

#### 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.

#### MEDIA OPPORTUNITY

The media are invited to attend the public skin-cancer screening at the **Vancouver Aquatic Centre on Saturday, May 25 from 10 a.m. to 1 p.m.**, where they can conduct interviews with the certified dermatologists on site.

Please confirm your plans to attend the screening clinic with one of the CDA media contacts below.

#### MEDIA CONTACT

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