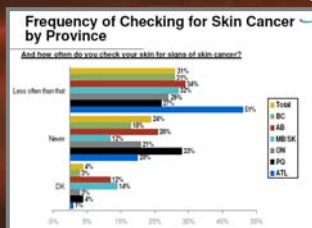
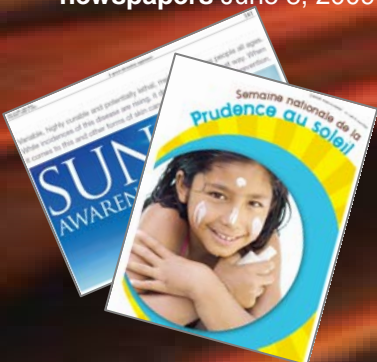


2009 Highlights

Angus Reid **Melanoma Awareness and Attitudes of Canadians** survey



CDA's special report on **sun awareness** from the **Globe and Mail** June 9, 2009 and the **GESCA (Quebec)** series of newspapers June 8, 2009



Free public **Skin Cancer Screenings**



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- Upcoming Events **P.4**

Dermatologists
Your **SKINexperts**
Canadian Dermatology Association



Les dermatologues
VOS **spécialistes de la PEAU**
Association canadienne de dermatologie

2009 Sun Protection Evaluation Program (SPEP) Activity Report

The movement toward higher SPFs was noticed once again this year. Nearly two-thirds of the Sun Protection Evaluation Program (SPEP) applications submitted to CDA had SPFs of 60 or higher.

This is a welcome trend as **CDA is raising the minimum SPF criterion for SPEP from 15 to 30.**

To ensure an easy transition for SPEP participants, any sunscreens currently in SPEP with an SPF of 15 can be renewed for a final three-year term to allow for an adequate phasing out period if needed.

SPEP, which is the sole funding vehicle for CDA's Sun Awareness Program, saw to the successful launch of CDA's **21st National Sun Awareness Week in 2009.**

Running from Monday, June 8 to Sunday, June 14, the week was used to kick start the 2009 educational campaign on **melanoma.**

To augment this launch, **special newspaper reports** in both English and French with articles ranging from prevention to the management and treatment of sun damage for all ages and skin types were prepared and distributed in both the *Globe & Mail* and the daily newspapers in Quebec. To view these supplements, visit www.dermatology.ca/sap

New print materials developed for this year's campaign included a

more in depth **melanoma brochure**, a free downloadable **5-step skin cancer self-examination poster** *Know the Signs, Save a Life* plus more website content. To view this poster, visit www.dermatology.ca/patients_public/info_patients/skin_cancer/Melanoma-poster2009_e.pdf

New 2009 melanoma materials:



In addition to these public education materials, CDA again held **free skin cancer screenings** from coast to coast for all Canadians.

Public screening stations were set up at outdoor venues and sport centres across the country – Victoria, Nanaimo, Vancouver, Surrey, Edmonton, Calgary, Regina, Winnipeg, Burlington, Toronto, Thunder Bay, Quebec City, Halifax, St John's and Corner Brook.

Information booths were held at key community activities, such as the Relay for Life in Coquitlam and the 23rd Teddy Bears' Picnic in Winnipeg.

The **focus on youth** also

continued as CDA sought visibility through schools.

Media tracking during CDA's Sun Awareness Program showed that media coverage increased by more than 30% since 2008, reaching more than **26 million Canadians**, providing education on how to best protect themselves and their family while enjoying a healthy, sun safe lifestyle.

In early 2010, CDA will be launching an **"Indoor Tanning is Out"** campaign which will include TV and radio public service announcements, posters, media releases and fact sheets on the dangers of indoor tanning for minors. CDA will also continue its **advocacy** efforts to governments at all levels of legislation to prohibit the use of tanning beds by persons 18 years of age and younger.

Decision-makers and legislative staff were invited to participate in screenings at the House of Commons in Ottawa and at the Legislative Assemblies of Alberta, Manitoba and Ontario, with a couple more to be scheduled in the fall of 2009.

If you would like to learn more about SPEP and the activities that it funds, contact Caroline Herzberg at CDA's head office: cherzberg@dermatology.ca t. 613 738 1748 / 800 267 3376 Ext. 226

Thank you to the sponsors of the 2009 CDA Acne and Rosacea Awareness Campaigns:



ACCREDITATION

Did you know the Canadian Dermatology Association is an **approved Accredited Provider** for the **Royal College of Physicians and Surgeons' Maintenance of Certification program?** If you have an educational program, event or activity and would like seek accreditation, the application form can be found online at www.dermatology.ca/accreditation along with details about the eligibility requirements.

For additional information about accreditation of activities for continuing medical education or continuing professional development for physician specialists, please contact Caroline Herzberg at CDA head office at (613) 738-1748 or toll-free at (1-800) 267-DERM ext 226.

SPONSORSHIP OPPORTUNITIES

The document governing CDA industry relations is called **Sponsorship of CDA Public Education Activities**, which complies with the CMA's Guidelines for Physicians in Interactions with Industry and Rx&D's guidelines regarding physician and industry relationships. The document can be viewed at: www.dermatology.ca/SPEA.

ANNUAL CONFERENCE - JUNE 30-JULY 4, 2010

Official Sponsorship and Exhibit - There are four levels of sponsorship - **Platinum, Gold, Silver** and **Bronze** - each offering a number of opportunities to showcase your company and maximize your communication with Canadian dermatologists.

Symposia - There are a number of opportunities available through this additional programming. To learn more about these sponsorship opportunities and benefits, please contact Dr. Kirk Barber at kirkbarber@dermatology.ca



SPECIAL REPORTS: SUN AWARENESS AND WINTER SKIN

SUN AWARENESS in the Globe and Mail and the GESCA (Quebec) series of newspapers, scheduled to be published during CDA's National Sun Awareness Week (June 7 - June 13, 2010).

To reserve advertising space in these reports contact Richard Deacon, Globe and Mail, RDeacon@globeandmail.com and FMorneau@LeSoleil.com at Gesca.

WINTER SKIN REPORT - in association with Maclean's and L'Actualité, to be published in fall/winter 2010-11. For more information, contact Michelle Albagli, 613 738 1748 / 800 267 3376 or malbagli@dermatology.ca.

2010 PSORIASIS AWARENESS CAMPAIGNS

Launching in the fall of 2010, the Psoriasis campaign will aim to dispel myths and misconceptions about this conditions, and provide information on the treatment and management of the disorder. Important components will be to create public awareness of the social and emotional consequences of living with psoriasis and to inform patients of treatment options.

Public outreach plans particularly include web-based content that will be available on the CDA website free of charge, psoriasis brochures for CDA members to distribute to their patients, national radio and internet PSAs as well as media materials including statistics and facts about the incidence of psoriasis in Canada.

Contact Michelle Albagli at CDA's Head Office to participate in the sponsorship of this campaign:
t. 613 738 1748 / 800 267 3376 Ext. 227



Public Education Program

If you plan to prepare educational material without product advertising, why not consider applying for use of CDA's logo and recognition statement on your material. These special recognition statements are distinct and may be issued for one, three or five year terms depending on the content. Starting immediately, websites are now included in the program.

This recognition program was started several years ago so that CDA could help lend value to quality public educational materials in the public domain.

Since the goal of this program is to better improve resources for patients, all fees charged for this program are tagged for other public education offerings either by CDA or in collaboration with other funding partners. If you would like more information about this program, contact Michelle Albagli at malbagli@dermatology.ca.

Public Education Awards

2009 Call for Entries – Deadline February 5, 2009

AWARD CATEGORIES

Industry

All entrants must be industry organizations with original programs, projects or activities. An advertising or public relations agency may nominate a client's program.

Media

Entrants must be journalists or freelance writers/editors/producers working in either the print or broadcast media.

Not-for-profit organizations

All entrants must be not-for-profit organizations or government agencies with original contributions, accomplishments, programs, projects and activities that raise awareness in the field of dermatology.

The CDA Public Education Awards are granted for excellence in furthering the understanding of dermatologic issues and encouraging healthy behaviour in the medical, surgical and cosmetic care of skin, hair and nails. It is open to industry, media and not-for-profit organizations and recognizes programs, projects and activities that were either initiated or completed in 2008.

The application, including entry requirements and judging criteria, is available online at www.dermatology.ca/PEA2010.

All activities must have been completed by December 31, 2009.

The application, including entry requirements and judging criteria, is available online at www.dermatology.ca/PEA2010. **All activities must have been completed by December 31, 2009.**



Congratulations to the **WINNERS** of the 2009 Public Education Awards



Insidermedicine.com – Dr. Sanjay Sharma, for an innovative web based public education program



Glow Magazine - Jill Dunn for her article Good Day Sunshine

CDA Annual Conference – Vancouver 2009

The 84th CDA annual conference was a great success and our sponsors' active participation was much appreciated for this. The 2009 conference attracted dermatologists and dermatopathologists as well as medical students.

Attendees were surveyed after the conference; they ranked their educational experience, especially the patient clinical session as **"outstanding"** and the social events as **"great opportunities to connect with colleagues from across the country."**

The exhibit day was well attended and CDA members enjoyed learning about new products and technologies as well as networking with industry representatives.

An exciting program is being planned for St. John's.

Contact Dr. Kirk Barber, Director of Industry Relations: kirkbarber@dermatology.ca.



A Hat is Where it's At program - Simcoe Muskoka District Health Unit



Made for Shade program - Durham Region Health Department

CDA THANKS THE FOLLOWING ORGANIZATIONS FOR THEIR GENEROUS SUPPORT

CDA Bulletin Canderm Pharma

Conference Platinum Sponsors Abbott Immunology • Amgen Canada • Astellas Pharma Canada • Dermik • Galderma Canada • Graceway Pharmaceuticals • L'Oreal Canada • Ortho Biotech • LEO Pharma • Schering-Plough Canada • Stiefel Canada • Wyeth Pharmaceuticals

Conference Gold Sponsors Merck Frosst • Pierre Fabre Dermo-Cosmétique

Conference Silver Sponsors Basilea Pharmaceuticals

Conference Bronze Sponsors Advanced Innovations • Canderm Pharma • Dermtek Pharmaceuticals • GlaxoSmithKline Consumer Healthcare • Johnson & Johnson • Merck Frosst • Merz Pharma • Prestilux • Sigmacon Medical Products • Taro Pharmaceuticals • Valeo Pharma

Residents' Grant Program Abbott Laboratories • Graceway Pharmaceuticals • Sanofi-aventis Canada



PsoriasisConnections.ca - Amgen Canada and Wyeth Pharmaceuticals



National Sun Awareness Week 2010

The launch of the National Sun Awareness Program will be held from Monday, June 7 to Sunday, June 13, 2010.

The theme is all aspects of **Photoaging** and details will be continually added to the CDA website.

Thank you for your ongoing support. It is much appreciated.

Upcoming Events

• CDA's Acne & Rosacea Campaigns

The campaigns will launch in October and November 2009.

• Public Education Award Applications - Deadline February 4, 2010.

• Regional Sun Awareness Events and Skin Cancer Screenings

CDA's 2010 Regional Sun Awareness Program launches in the spring with skin cancer screenings so far planned for Legislatures in Ontario, British Columbia, Saskatchewan and New Brunswick. CDA aims to raise awareness on sun and skin issues at the highest level of decision makers.

During National Sun Awareness Week - June 7 to 13, 2009 - there will be public skin cancer screenings and other sun awareness events in both major cities and smaller centres in Canada. A widespread media outreach featuring information on photoaging, the focus for 2010, is planned for the same time.

• CDA's 85th Annual Conference

Will be held in St. John's, Newfoundland from June 30 to July 4, 2010.



22nd National Sun Awareness Week 22^e Semaine nationale de prudence au soleil

June 7 to June 13 2010 du 7 juin au 13 juin



We look good together!

Many thanks to CDA's 2009 SPEP Sponsors

Energizer Personal Care Canada *Banana Boat, Hawaiian Tropic*

Johnson & Johnson *Aveeno, Neutrogena, RoC*

Loblaws Brands *Exact, President's Choice*

L'Oréal Canada *La Roche-Posay, Ombrelle, Vichy*

Procter & Gamble *Olay*

Schering-Plough Canada *Coppertone*

Shoppers Drug Mart *Life Brand*

Stiefel Canada *Rosasol*

CDA's Sun Protection Evaluation Program (SPEP) application forms for primary and secondary sunscreens have now been posted on the CDA website. A copy can be downloaded from www.dermatology.ca/SPEP.

Michelle Albagli, Executive Director
Caroline Herzberg, Professional Education & Programs Officer
Maura Hope, Administrator
Kristina Murray, Communications & Projects Officer
Jennifer Scott, Project & Administrative Assistant
Andrea Van den Tillaart, Financial Officer

1385 Bank Street, Suite 425, Ottawa, ON, K1H 8N4
t. 613 738 1748 / 800 267 3376 | f. 613 738 4695 / 866 267 2178
contact.cda@dermatology.ca



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