CDA Unveils Winners of 2016 Public Education Awards

OTTAWA, Ont., June 20, 2016 – The Canadian Dermatology Association (CDA) today announced the three initiatives selected to receive public education awards for the role they played in educating Canadians about dermatology-related issues and helping people make better choices for healthier skin, hair and nails.

“This year’s winners showed tremendous initiative, creativity and ingenuity in educating the public on critical skin health issues,” said Dr. Vince Bertucci, president of the CDA. “Sound knowledge is so important to maintaining good health, and we are delighted to be able to recognize three recipients who have helped put this knowledge in the hands of Canadians.”

The three winners are:

- In the not-for-profit category, the Canadian Cancer Society, Saskatchewan Division, for its tan-free grad initiative, which enlisted the support of high schools in the province to encourage students to forego tanning for graduation, thus reducing their risk of contracting skin cancer in the future;

- Also in the not-for-profit category, medical student Mr. Youcef Soufi, working on behalf of Sport Manitoba/Wrestling Canada, for his Skin Health And Awareness brochure, which deals with the unique demands placed upon the skin of athletes; and

- In the industry category, Janssen Inc., for its Real Life Stories Documentary Psoriasis Series that took a very personal look at the social and psychological overtones of psoriasis.

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 2016 awards go to projects that were completed in the 2015 calendar year. The recipients will be honoured at the CDA’s Awards Ceremony in Saskatoon, SK, on June 25, 2016. Media are encouraged to attend, providing advance notice to the media contact listed at the end of this release.

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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.

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