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Skin Health: Priceless

Dermatologists Volunteer 3,500 Hours to Combat Skin Cancer

(August 4, 2008—San Francisco, CA)—A record number of dermatologists belonging to the **Women's Dermatologic Society** (WDS) have taken action to combat skin cancer by volunteering 3,500 hours of their time in 61 cities since 2004.

WDS reports that an unprecedented number of its 1,600 members volunteer to promote skin health awareness. This effort mirrors the national skin cancer screening initiative of the American Academy of Dermatology.

WDS formally integrated community service into its mission in 2004. Guided by the principle that *protected skin is healthy skin, and healthy skin is beautiful skin*, WDS dermatologist members routinely take time out of their offices to educate people of all ages and skin types. This philosophy echoes the standard of excellence in patient care practiced daily by its physician membership.

Through two award-winning WDS community service campaigns, *Families Play Safe in the Sun* and *Play Safe in the Sun*, the following results have been achieved:

- 534 volunteers representing WDS have participated in 61 weekday and weekend outreach events.
- Board-certified dermatologist members have provided a total of 5,227 free skin cancer screenings and volunteers have conducted 7,363 sun damage assessments.
- Thousands of schoolchildren, family members and outdoor enthusiasts have benefited from one-on-one interaction with dermatologists and from bi-lingual sun safety education offered through these programs.

At a time when skin cancer rates are rising among younger populations, WDS members at all stages of their careers donate their time to educate. These free screenings can save lives, as evidenced by the large number of skin cancers identified at each event. “When we serve others by heightening awareness, the result is priceless,” comments Suzanne M. Connolly, MD, WDS President and Assistant Professor of Dermatology, Mayo Clinic Arizona.

Dermatologists continue the crusade offering various screenings nationwide. To find free skin cancer screenings in your area, visit www.womensderm.org, www.playsafeinthesun.org, www.aad.org, and www.asds.net.

The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women's Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to foster, promote, and support women's issues in dermatology; identify, train, and recognize women leaders in dermatology; provide a forum for developing relationships and the exchange of ideas and research relevant to women's issues; and promote the highest possible standards of ethics, research, patient care and education, as well as public education.