



Women's Dermatologic Society Receives Top ASAE Honors for Its Play Safe in the Sun Program

Women's Dermatologic Society (WDS) has earned a 2016 ASAE Power of A Gold Award for its Play Safe in the Sun program, a community outreach initiative whereby local WDS members volunteer their time at large-scale outdoor sports and family events around the U.S. to conduct free skin cancer screenings, provide sun damage assessments, distribute sun safety educational materials, and free sunscreen samples to event attendees.

ASAE honored WDS for its efforts to alert the public that skin cancer continues to be the most common and preventable form of cancer in the United States. The program's goal is to educate families regarding the importance of proper broad spectrum sun protection and provide them with the materials and tools to do so.

"Congratulations to WDS for helping to make the world a better and more healthful place," said Sharon J. Swan, FASAE, CAE, Chief Executive Officer of the American Society for Clinical Pharmacology and Therapeutics and chair of the Power of A Awards Judging Committee. "Their initiative exemplifies how associations are a positive force in our everyday lives – not just to the profession or industry they represent, but to society at large."

The Play Safe in the Sun Program has reached over 500,000 individuals since the program was initiated. A variety of individuals have benefited from this program, including: athletes, cancer patients and survivors, and family members of all ages and skin types, regardless of socioeconomic background.

"Giving back to the community and raising awareness is at the core of what WDS members do," (said Rebecca Clare Tung, MD). "Successfully managing risk factors alone can prevent more than three million cases of skin cancer each year."

Since 2004, the WDS has held over 50 Play Safe in the Sun events in 23 states. WDS Members have conducted over 10,000 free skin cancer screenings and has distributed almost 500,000 free sunscreen samples and education materials. Each year, the WDS identifies strategic events to partner with, to continue to educate, protect, and screen individuals who may be at risk.

ASAE's Power of A (association) Awards, the industry's highest honor, recognize the association community's valuable contributions on the local, national and global levels. The Power of A Awards reward outstanding accomplishments of associations and industry professionals for their efforts to enrich lives, create a competitive workforce, prepare society for the future, drive innovation and make a better world.