

News From...



The Australasian College of Dermatologists

DERMATOLOGISTS APPLAUD NEW SKIN CANCER AWARENESS CAMPAIGN

Australia's leading organisation for the detection and treatment of all skin diseases, the Australasian College of Dermatologists (ACD), has welcomed a harsh new skin cancer awareness campaign targeting young Australians, launched by Federal Health Minister, Nicola Roxon.

Honorary Secretary of the ACD, Dr Stephen Shumack, says it's particularly important that young people learn about the dangerous and potentially deadly risks of sun exposure.

"The advertisement which follows a 22 year old real life melanoma patient into surgery is quite shocking and graphic in its nature," says Dr Shumack.

"But maybe that's what it will take to make young people sit up and listen and take heed of the warnings."

Each year more than 1600 Australians die from skin cancer while nearly 400,000 Australians are treated for the disease.

Dr Shumack says it's an important message for everyone, but especially young people.

"Melanoma is a largely preventable disease yet it's the most common form of cancer in the 15-30 age group.

"Adopting simple good habits at an early age such as wearing 30+ sunscreen and sun protective clothing may just save their lives."

January 7, 2007

MEDIA ENQUIRIES

Dr Stephen Shumack
Honorary Secretary
The Australasian College of Dermatologists
(0418) 212 576

or

Alison Crew
S2i Communications
(0412) 394 996