

## MEDIA RELEASE

**Thursday, 14 October 2021 – World Skin Health Day**

### HELP, HELPS AND IT'S ONLY A CONVERSATION AWAY

*World Skin Health Day 2021 encourages Aussies to talk about the reality of living with chronic, skin hair and nail conditions and the importance of seeking professional help.*

14 OCTOBER 2021: Today marks World Skin Health Day and the Australasian College of Dermatologists (ACD) is celebrating with the launch of a new social media campaign and [resource hub, Help, helps](#) to support Australians affected by skin, hair and nail conditions.

*Help, helps* aims to encourage and empower the many Australians living with chronic skin, hair and nail conditions to seek help and to raise broader awareness of the impact of these conditions.

“Living with a chronic skin, hair and nail condition is enormously challenging both physically and emotionally, it can have a big impact on your self-esteem, changing the way you live your life” says Marion who lives with a variety of skin conditions including psoriasis, eczema, rosacea and blepharitis, an eye condition directly related to her skin conditions. “Finding the best possible treatment and support can make a huge difference” she says.

Almost one million Australians suffer from a long-term skin condition. People with chronic skin, hair and nail conditions, such as eczema, psoriasis, alopecia, acne and vitiligo often experience significant emotional and psychosocial distress. This can include pain, itch, increased levels of depression, anxiety about their physical appearance, fear of stigma and social isolation, impacting almost all aspects of daily life and their personal relationships.

“During COVID-19 we have seen how challenging social isolation can be but sadly this is not a new experience for many people living with skin conditions”, says ACD President Dr Clare Tait. “As dermatologists, we often see the toll that living with a chronic skin, hair or nail condition can have on a patient’s general wellbeing, including their ability to sleep, work, and socialise and their mental health as well”.

This is something Marion can relate to. “When I’ve had a really bad flare up and not been able to manage it, I’d just stay at home, cancel appointments and make excuses. I just felt it was a condition people wouldn’t understand.”

“My GP immediately recognised that I needed the help of a dermatologist and that changed my life”.

As the medical specialists in conditions of the skin, hair and nails, dermatologists can make a big difference to a person’s physical condition and in turn their overall wellbeing. There are over 3000 different skin conditions and dermatologists are trained to diagnose and manage all of these conditions.

Alongside effective treatment for skin conditions, talking to someone who understands can make a real difference. ACD’s *Help, helps* resource hub encourages Australians to seek help, talk to their dermatologist or GP about how their condition is impacting them, and to connect with patient supports groups, mental health organisations and other sources of information and support.

“I can manage my conditions confidently now with the tools I’ve been given by my dermatologist. I’ve learned a lot about what options are available to me. It doesn’t devastate me like it used to, it doesn’t stop me going out, it doesn’t stop me going to work” says Marion.

And her advice to others affected by skin conditions? “It’s really important not to delay seeking help. Help really does help.”



## How can Aussies help spread the *Helps, helps* message this World Skin Health Day?

1. Talk to your loved ones about skin health
2. Visit [www.dermcoll.edu.au/HelpHelps](http://www.dermcoll.edu.au/HelpHelps) to watch the *Help, helps* videos, access advice from people with skin, hair and nail conditions about seeking help, and connect with information and support.
3. Share **#helphelps #worldskinday2021** social media posts encouraging your friends and family to seek the skin health care and support they need.  
Facebook: [@DermatologyACD](https://www.facebook.com/DermatologyACD) Twitter: [@DermatologyACD](https://twitter.com/DermatologyACD) Instagram: [@acderm](https://www.instagram.com/acderm)  
LinkedIn: [@theaustralasiancollegeofdermatologists](https://www.linkedin.com/company/theaustralasiancollegeofdermatologists)

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### Links to further information:

- Before 14 October, visit <https://www.dermcoll.edu.au/world-skin-health-day-2021/> for campaign resources and materials
- From 14 October, visit the *Helps, helps* resource hub, [www.dermcoll.edu.au/HelpHelps](http://www.dermcoll.edu.au/HelpHelps) to view the *Help, helps* videos and resources.
- Follow ACD on social media:
  - Facebook: [@DermatologyACD](https://www.facebook.com/DermatologyACD)
  - Twitter: [@DermatologyACD](https://twitter.com/DermatologyACD)
  - Instagram: [@acderm](https://www.instagram.com/acderm)
  - LinkedIn: [@theaustralasiancollegeofdermatologists](https://www.linkedin.com/company/theaustralasiancollegeofdermatologists)

### About the Australasian College of Dermatologists

The Australasian College of Dermatologists is the sole medical college accredited by the Australian Medical Council for the training and continuing professional development of medical practitioners in the specialty of dermatology.

It is the leading authority in Australia for dermatology, providing information, advocacy and advice to individuals, communities, government and other health stakeholders on skin health and dermatological practice.

Dermatology is the area of medicine that deals with the skin including the hair and nails. Dermatologists are medical specialists trained in the diagnosis, treatment and management of all skin diseases including skin cancer.

As the national peak membership organisation, the College represents 590 specialist dermatologist Fellows (FACD) and 100 trainees across the country.

**For more information, patient stories, or to arrange an interview with the Australasian College of Dermatologists, or one of our dermatologists, please contact:**

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