



THE AUSTRALASIAN COLLEGE
OF DERMATOLOGISTS

MEDIA RELEASE

22 AUGUST 2018

WORLD SKIN HEALTH DAY

The Australasian College of Dermatologist (ACD) is celebrating World Skin Health Day on 29 August 2018 with an online social media campaign named “Understand.”

The campaign is aimed to promote unique experiences of patient support groups and help build a connection between dermatologists and patients.

Dr Andrew Miller, President of the Australasian College of Dermatologists (ACD) says: “Promoting awareness on skin health and supporting patient support groups to network with each other are key objectives of the campaign. People sharing photos of what skin health means to them aims to foster understanding of the breadth of skin conditions and their effects on the wider community.”

The campaign is aimed at promoting the diversity of skin diseases in Australia. It is also an opportunity to promote understanding of the physical, social and emotional challenges faced by patients with dermatological conditions, particularly those from regional and rural areas who may be isolated geographically or because of their condition.

Melanie Funk from Hands to Hold says: “This campaign is a great way for our patients to show how eczema affects their everyday lives. Hopefully by seeing this, others will understand what it is like to live with eczema.”

Dr Victoria Mar, dermatologist from the Australia and New Zealand Melanoma Trials Group says: “Suffering from a serious skin condition including melanoma can be quite isolating. This campaign is a great way to use social media to bring patients together, understand their concerns and raise awareness of the impact of skin health.”

The College is focused on bringing the consumer and community perspective in its outreach and planning to ensure that full breadth of community needs are met. As part of campaign Fellows and advocates are illustrating the dedication of dermatologists and their invaluable work with patients and the community.

Dr Miller says: “One of the College’s clear objectives is to ensure that high quality dermatologic care is available to meet the community’s needs. We are building enduring and cooperative relationships with community groups to help better understand these and to guide our activities; and to work with them to shape government health policy for the future.”

Links to further information

[A-Z of Skin](#)

[Find a local dermatologist](#)

For further information on the ACD, visit www.dermcoll.edu.au, or see our updates on [Facebook](#) or Twitter at [@DermatologyACD](#) #dermcoll or [LinkedIn](#)

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About the Australasian College of Dermatologists (ACD):

The ACD is the peak medical college accredited by the Australian Medical Council for the training and professional development of medical practitioners in the specialty of dermatology. They provide authoritative information about dermatology to Government, the media, other health professionals and the general public.

Media enquiries:

For more information, images, or to arrange an interview with a dermatologist, please contact:

Roshan Riddell
Marketing and Communications Specialist
Australasian College of Dermatologists
+61 2 8741 4150
roshan@dermcoll.edu.au