

World Skin Health Day 2021 Campaign Toolkit



World Skin Health Day is held in conjunction with ILDS and ISD members.

If your organisation is not a member of the ILDS or ISD you would like to take part in World Skin Health Day please contact us (wshd@ilds.org) and we will help you connect with your local ILDS Member Organisation to hold a joint activity.



Why Skin Health

Skin disease is one of the most common human illnesses. WHO International Classification of Diseases 11th Revision (ICD-11) includes more than 2,000 skin or skin-related illnesses.

It permeates all cultures, occurs at all ages, and affects between 30% and 70% of individuals, with even higher rates in at-risk Subpopulations (Hay R, Bendeck SE, Chen S, et al 2014). Yet, skin conditions and diseases are often ignored or given low priority by health authorities because they do not, overall, kill people (WHO 2005).

Skin diseases also have a serious impact on people's quality of life, causing lost productivity at work and school, and discrimination due to disfigurement. In many parts of the world, people living with skin diseases lack access to adequate support and treatment.

Considering this, the ILDS and ISD created World Skin Health Day to help raise awareness about and understanding of skin diseases.

Background

The goal of World Skin Health Day is to recognise and promote skin health around the world.

Originally set up in 2013, by the International League of Dermatological Societies (ILDS) and International Society of Dermatology (ISD), the World Skin Health Day campaign was re-launched in 2017 to promote skin health globally.

Since then, there have been 73 official World Skin Health Day Activities in over 30 countries, together reaching more than 18 million people with a positive skin health message.

All over the world Members of the ILDS and ISD undertake activities to recognise and promote skin health. From screening clinics and public seminars to marches and social media campaigns, the campaign has a global reach.

Taking part in World Skin Health Day helps to raise awareness about the wide-ranging impact of skin disease, as well as supporting people needing treatment in their local communities.

About Us

The International League of Dermatological Societies (ILDS)

The International League of Dermatological Societies (ILDS) is a non-governmental organisation that promotes the improvement of dermatological care, education and science across the world. We bring together over 190 member societies from more than 80 countries. The ILDS has access to the experience of more than 200,000 dermatologists. We celebrate and share the broad range of approaches to skin health and disease that exist throughout the world.

The International Society of Dermatology (ISD)

The International Society of Dermatology was founded in 1959. The organization was initially the "International Society of Tropical Dermatology". The Society had a particular interest in global dermatology and tropical skin diseases but also had a broad interest in all aspects of dermatology as basic sciences, venereology, and public health and in teaching dermatology in developing countries.



How to take part

World Skin Health Day is an opportunity for all of us to raise awareness of skin health at global, national, and local levels.

Many dermatological societies already hold action days in which members carry out differing tasks from skin cancer screenings and sun awareness to community clinics in remote areas. The nature of these activities is determined by the needs of the populations served by the society.

World Skin Health Day can be promoted in the context of existing and ongoing activities with co-branding and using the World Skin Health Day logo. Alternatively, you can create a new event or activity. The choice of activity for World Skin Health Day is left to your society so that you can tailor activities to the needs of your communities.

Your World Skin Health Day activity can take place on any date in 2021. There is no specific date; you can pick whichever day suits your organisation best!

Your society can support the World Skin Health Day campaign in a few easy ways:

- Highlight World Skin Health Day in your organisation's newsletter or events pages on your website.
- Set up a public seminar on a local TV channel or radio station.
- Put together a media campaign to help raise awareness and educate people.
- Put in place a self-examination demonstration station/mobile screening unit.
- Hold health and community engagement workshops online.
- Provide free teledermatology consultations.
- Distribute skin health and patient information to members of the public.
- Hold health worker education/training or capacity building workshops online.

A toolkit of core materials has been developed to support your society in developing your own World Skin Health Day campaign, as well as guidance for adapting the messaging to the specifics of your event.

Other resources include Twitter, Instagram and Facebook images and graphics.

Social Media: share your story

Twitter

Use Twitter to be part of the conversation leading up to your World Skin Health Day activity.

Follow @WorldSkinDay

Official hashtag: #worldskinday

Topic hashtags:

#dermatology #skinhealth

Takeaway tweets:

We are supporting #worldskinday! Help us recognise #skinhealth around the world www.worldskinday.org

Join us to in supporting #worldskinday! Skin disease is one of the most common human illnesses. Find out more here: www.worldskinday.org #globalhealth



We are working together with @ILDSDerm and @IntSocDerm to recognise skin health around the world #worldskinday www.worldskinday.org

Facebook and Instagram

Create posts to raise awareness about skincare, health, and conditions. Share your World Skin Health Day activity with your followers.

Like/follow our "World Skin Day" page

Official hashtag: #worldskinday

Top Tips

Use the event #worldskinday

The more people who use the same hashtag, the more likely they are to connect with one another and share thoughts and ideas.

Keep it short

Avoid lengthy posts, keep them short and sweet in order to catch your follower's attention and encourage them to share your posts.

Say 'cheese' - a picture is worth a thousand words

Use engaging photos and videos, get more attention and are more likely to be shared by your followers.

World Skin Health Day 2020: Success Stories

Despite the challenges of COVID-19 many Members were able to take part in World Skin Health Day in 2020. Tailoring their actions to address or overcome the COVID-19 pandemic; from hosting teledermatology consultations and online workshops to multimedia campaigns.

The 2020 World Skin Health Day campaign reached over 7 million people.



Highlights

The Australasian College of Dermatologists (ACD) raised awareness about access to teledermatology services in Australia via a multimedia campaign, reaching 40,000+ people.

The Tanzania Society for Dermatovenereology (TASOD) ran a free outreach clinic in an underserved Maasai community, where they provided free dermatological care and treatment to 428 people. They also undertook educational talks on COVID-19 transmission and prevention measures and distributed protective items.

The Turkish Society of Dermatology raised awareness about skin cancer and sun protection through a multimedia campaign and educational workshops among Turkey's farming communities. As part of this, they developed educational resources and distributed protective equipment to farmers, including wide brim hats and sunscreen. In total, they reached 12,000 people.

Thank you for your support of World Skin Health Day!

Please keep us up to date with your plans and progress on World Skin Health Day activities, particularly any media coverage. We look forward to hearing about your success.

#worldskinday

