

# World Skin Health Day 2017 Campaign Toolkit



World Skin Health Day is held in conjunction with ILDS member societies.

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



## Background

World Skin Health Day is a joint project of the International League of Dermatological Societies (ILDS) and the International Society of Dermatology (ISD).

Since 2013 World Skin Health Day has been taking place across the world to raise awareness of and treat a diverse range of skin conditions.

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.

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.

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

### **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 160 member societies from more than 80 countries. The ILDS has access to the experience of more than 100,000 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.

## World Skin Health Day 2017 Materials

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

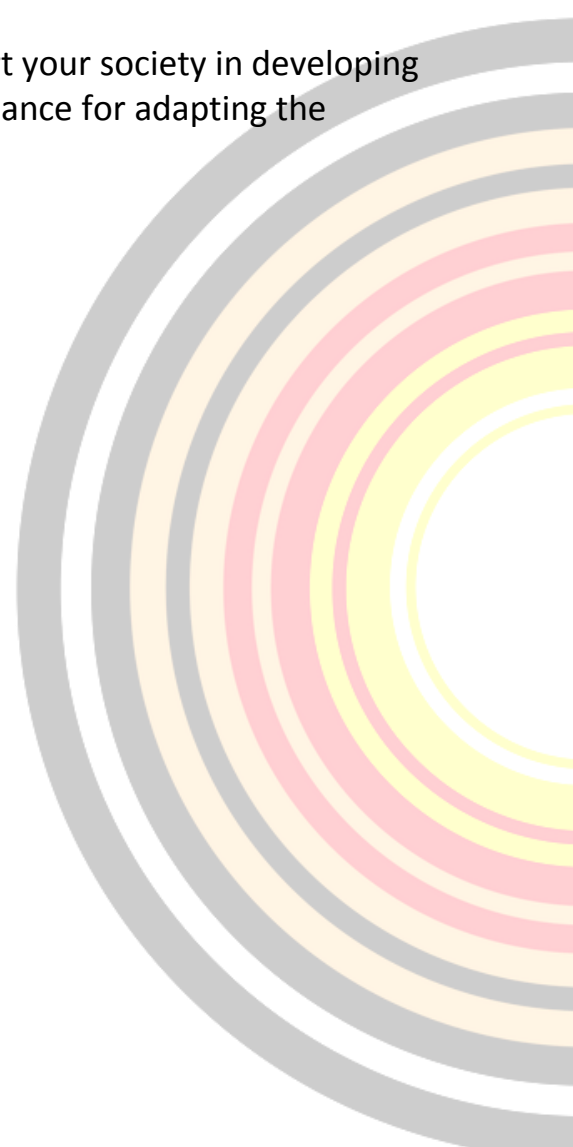
Many dermatological societies already hold action days in which members carry out differing tasks from skin cancer screenings and sun awareness to community clinics in remote areas. The nature of these activities is determined by the needs of the populations served by the society.

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 2017. There is no specific date; you can pick whichever day suits your organisation best!**

A toolkit of core materials have 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.

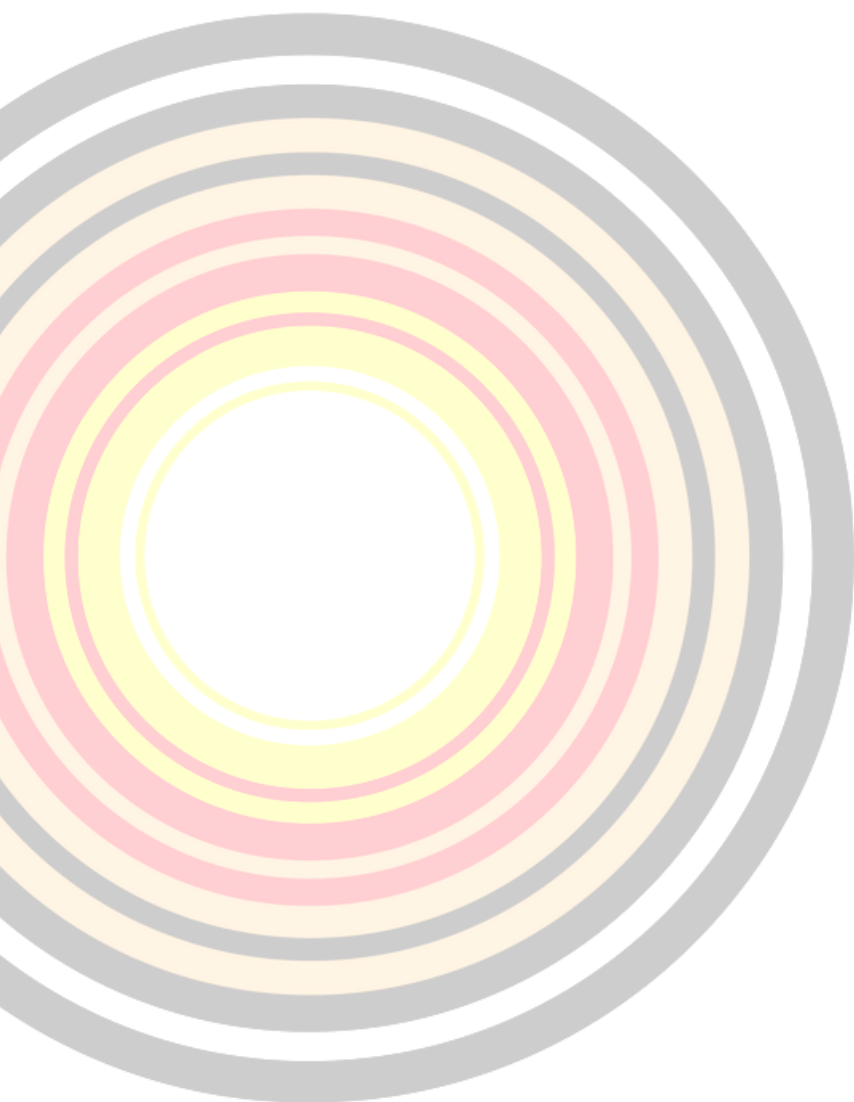
- Campaign posters
- PowerPoint presentation
- Template newsletter article
- Twitter and Facebook images and graphics



## How to participate in World Skin Health Day 2017

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
- Host a walk or similar event around your local area to raise awareness and promote discussion
- Distribute skin health and patient information to members of the public
- Hold health worker education/training or capacity building workshops



## 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](http://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](http://www.worldskinday.org) #globalhealth

### Facebook

Share you World Skin Health Day activity with your followers

Like our “World Skin Day” page

Official hashtag: #worldskinday



We are working together with @ILDSDerm and @IntSocDerm to recognise skin health around the world #worldskinday [www.worldskinday.org](http://www.worldskinday.org)

### 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.

#### *Link up*

Include links in your posts to direct people to your website and the WSHD website. [www.WorldSkinDay.org](http://www.WorldSkinDay.org).

# World Skin Health Day 2016: Success Story

## International Society of Dermatology World Skin Health Day 2016

Smiling faces always greet us whenever we go to underserved communities needing dermatological care. The young and the old welcome us with open arms.

The members of the International Society of Dermatology and the Philippine Dermatological Society go hand in hand every November, to near and far flung areas of the Philippines, treating patients with skin diseases and providing them with the medications needed. Small lectures on important and practical topics like "Head lice", or "Scabies" are done in the local language. These activities are possible with the help of private individuals, local leaders, or non-governmental institutions.

Once an area is identified and a date is set, announcements are made through the health officers or even church services. Consultations and lectures are done in any available locations and all conditions (i.e. open basketball courts), amidst the heat and humidity. As long as a service is needed, the dermatologists are ready to give their time and expertise. Giving back needs patience and kind understanding. What is important is the LOVE and JOY, reaped thereafter. After all, World Skin Health Day was conceptualized with the commitment: TO SERVE, TO EDUCATE, TO SHARE.



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**