

# World Skin Health Day

## Campaign Guide / 8 July / 2024

### About World Skin Health Day (WSHD)

World Skin Health Day (WSHD) was established in 2013 by the International League of Dermatological Societies (ILDS) and the International Society of Dermatology (ISD).

### Our Aim:

Is to champion “**Skin Health for All**” by increasing awareness, understanding, and equitable

### Key Objectives:

- Raise Awareness: Educate on skin diseases and health.
- Improve Access: Enhance availability of skin health services and resources.
- Global Voice: Support and represent individuals with skin conditions.

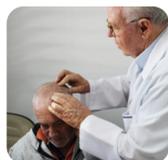
## Why Skin Health Deserves a day!



Researchers estimate that there are 3000+ skin diseases affecting over 1.8 billion people globally.



In some countries, there is less than 1 dermatologist per million population, increasing the reservoir of poorly treated patients.



Over 1 Billion people in need lack access to dermatological care.



In some regions, individuals travel up to eight hours to access the nearest clinic.



In some areas, waiting times for a dermatologist appointment can reach two years.

## WSHD will now be celebrated annually on 8th July.

This year's theme, 'Skin Health for All', highlights our overarching campaign goal and emphasizes the importance of awareness, education, and equal access to dermatological care.

### Key priorities include:

Diversity: Celebrating all skin types worldwide.

Partnerships: Achieving more together.

Awareness: Educating for better health.



World Skin Health Day  
skin health for all

BROUGHT  
TO YOU BY:



# Six ways to participate

in



**World Skin Health Day** / 8 July / 2024  
skin health for all



1

## Plan an Educational Event

Conference, webinar, exhibition, fun run or rally.



2

## Organise an Activity

Outreach clinic, capacity building or awareness workshop.



3

## Undertake

A social or multimedia awareness campaign.



4

## Apply to

Light up a local landmark blue in support of WSHD.



5

## Create

Podcasts, posters, photography, art and more.



6

## Join Online

Download social media visuals, fact sheets and other information to help spread the word about WSHD.

# Get involved **by registering your plans online!**

Visit: [worldskinday.org/get-involved/](https://worldskinday.org/get-involved/)

/ 8 July / 2024

Visit the 'Get Involved' section, fill in the form with your initiative details, ensuring it's free and non-commercial. Start making a difference today!

## Maximizing Impact Together: **Your Role in World Skin Health Day**

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Your involvement can amplify our reach and deepen our impact. Whether for inspiration, learning more, or actively participating, **visit our website and discover how you can contribute to this vital global mission.**



*Your voice is powerful and can make a difference in achieving Skin Health for All.*

**Got a question?** [Contact the team at wshd@ilds.org](mailto:wshd@ilds.org)

### No matter your role

**Whether you're a dermatologist, patient, caregiver, skin care advocate, educator, or student**, or if you simply share a passion for health improvement – your contribution is crucial.

### Can't Join on 8 July 2024?

#### Amplify

- You can still hold your event/ activity any time during the year.
- Use the day to showcase your past or future initiatives on social media.

Join the conversation on social media using the hashtags  
**#SkinHealthforAll** and **#WorldSkinHealthDay**

# Get inspired: Spotlight on 2023 WSHD Activities



## Brasil

The Brazilian Society of Dermatology (SBD) undertook its 'dezembro laranja' multimedia campaign to raise awareness about skin cancer, through articles TV, Radio and social media, reaching over 5 million people.



## Tanzania

The Tanzania Society for Dermatovenereology (TASOD) established a national database to monitor skin cancer rates and access to services for People living with Albinism (PWAs) to improve access to dermatological care in Burundi.



## Indonesia

The Oxford University Clinical Research Unit (OUCRU), Indonesia, created an in-person and virtual exhibition documenting the health and psychosocial burden of leprosy through photography.

*In the past decade, WSHD has reached over 42 million people, while providing essential dermatological care to 190,000+ patients in over 50*

**Join us** on our journey towards "Skin Health for All" by visiting our website

[worldskinday.org](https://worldskinday.org)

**To keep up to date** with all this WSHD follow us on social media

[@worldskinday](https://www.instagram.com/worldskinday)



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WSHD is happy to collaborate with CeraVe Care for All for its 2024 campaign and activities 