

save your skin
FOUNDATION



LA FONDATION
sauve ta peau

2022 Annual Report

January – December 2022
End of Year Report on
Foundation Activities & Achievements
www.saveyourskin.ca

About the Foundation

Save Your Skin Foundation (SYSF) is a national patient-led not-for-profit group dedicated to the fight against non-melanoma skin cancers, melanoma and ocular melanoma through nationwide education, advocacy, and awareness initiatives across Canada.

SYSF provides a community of oncology patient and caregiver support throughout the entire continuum of care, from prevention and diagnosis to survivorship.

“Kathy started off as a patient I was trying to save and ended up being someone who dedicates her life to helping to save others. The difference Save Your Skin has made in the lives of patients across Canada is immense.”



Dr. Michael Smylie
Medical Oncologist,
Cross Cancer Institute,
Edmonton, Alberta

Vision:

A Canada where skin cancer is prevented, survived and cured.

Mission:

Providing compassionate care and support to those touched by the disease while leading the fight against melanoma, non-melanoma skin cancer, and ocular melanoma through nationwide advocacy, education, and awareness.

Mandate:

To apply our leadership, expertise and mentorship to ensure equal, timely, appropriate, affordable access to skin and other cancers



Ani Davison

Melanoma Patient

“I was connected to Save Your Skin Foundation last year at around this time and could not have imagined how impactful they would be in my life directly. I am so grateful for this organization and can not express how meaningful the work that they do is for people like myself undergoing treatment for melanoma.”

The Cause

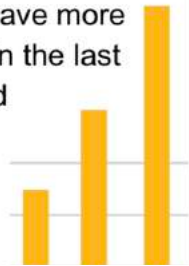


Melanoma is the most common form of cancer for young adults.

1,200

Over 1,200 Canadians will die from melanoma every year.

In Canada, incidences of melanoma have more than tripled in the last 30 years and continue to rise.



“SYSF is not only valuable as a tool to help someone on their skin cancer journey, but it really seems to be a very special family too. These connections are so powerful, rewarding, and valuable.”



Yvonne Gerard
Caregiver

Who are we reaching?

Save Your Skin Foundation reaches a variety of stakeholders including patients and caregivers, medical professionals, health professionals, industry and more. We speak and relate to those who want to make a real difference and who 'get' that sun safety is important for everyone.

How are we making a difference?

Save Your Skin Foundation is first and foremost an advocate for patients with skin cancer. We offer clear, qualified information about the disease, direct patients to reliable sources for more information and help patients access the medical and financial support they need to navigate their journey. We can do all of this because of the support of people like you. We rely on the support of our corporate partners and sponsors to sustain our much needed programs and initiatives.



2022 Priorities:

Prevention, screening and care to improve cancer outcomes. Engage Canadians to take a stand against melanoma, non-melanoma skin cancers and ocular melanoma.

Ensure equal, timely, appropriate and affordable access to the highest level of available therapies for patients and medical professionals

- Represent and inform the patient voice
- Increase investment against skin cancer
- Help shape health policy
- Be part of a solution for a sustainable health care system

Priorities achieved through:

- **Government Relations and Advocacy**
- **Education and Awareness**
- **Patient Support and Survivorship**
- **Fundraising and Events**
- **Marketing and Communications**



7th Annual Patients Redefining the Future of Health Care in Canada Summit

COVID-19's Echo Pandemics – The Way Forward

This year's Summit built on the themes from the last 2 years, including exploring the ongoing barriers and systemic issues in the health system experienced by patients in Canada that have become starkly clear in light of the COVID-19 pandemic. This virtual Summit focussed on the current state of health and health care with particular focus on the "echo pandemics", in particular for Indigenous communities as well as specific patient communities including chronic disease, oncology, and mental health.

This year's Summit also included **4 pre-Summit webinars**:

- [Food Insecurity and Relationship to Health](#)
- [Haudenosaunee Foods as Medicine: Ogwayadadohgehshoh](#)
- [Value-Based Health Care: From Concepts to Impact on Resilient Healthcare Systems and Beyond](#)
- [Jurisdictional Roles in Canadian Healthcare & Determinants of Health Systems : Systemic Inequities in Canada](#)

[READ MORE](#)

PATIENTS REDEFINING THE FUTURE OF HEALTH CARE IN CANADA
PRE-SUMMIT WEBINAR SERIES

WEBINAR - NOVEMBER 2, 2022 | 12PM ET, 9AM PT
Jurisdictional Roles in Canadian Healthcare & Determinants of Health Systems: Systemic Inequities in Canada

Presented by Louise Binder, health policy consultant for Save Your Skin Foundation and Leah Stephenson, Backbone Support of the Integrated Models of Care and Data Working Groups and Strategic Lead of All.Can Canada, this webinar will describe the roles of the federal and provincial/territorial governments in health care law and policy as well as health care delivery.

REGISTER HERE: bit.ly/Pre-Summit2022

PATIENTS REDEFINING THE FUTURE OF HEALTH CARE IN CANADA

REGISTER NOW

7th Annual Patients Redefining the Future of Health Care in Canada Summit & Webinar Series

PRE-SUMMIT 2022 WEBINAR SERIES @ 12:00PM ET

- Food Insecurity**
September 22
- Indigenous Food Sovereignty**
October 4
- Value Based Healthcare**
October 12
- Health Systems 101**
November 2

7TH ANNUAL SUMMIT
COVID-19'S ECHO PANDEMIC - THE WAY FORWARD
WEEK OF NOVEMBER 14, 2022 @ 12:00PM ET

- Echo Pandemics - The Way Forward
November 14 @ 12:00PM - 4:00PM ET
- Echo Pandemics - The Way Forward in Indigenous Health
November 16 @ 12:00PM - 3:30PM ET
- Echo Pandemics - Paving the Way to Value and Beyond Resiliency to Anti-Fragility
November 17 @ 12:00PM - 3:30PM ET
- Patient Planning Session
(Restricted to patients, caregivers & patient/caregiver representatives)
November 18 @ 12:00PM - 1:30PM ET

As always, there are no costs for any of our events.

REGISTER HERE:
bit.ly/pre-summit2022
bit.ly/summitnov2022

#PatientRedefiningHealthcare

PATIENTS REDEFINING THE FUTURE OF HEALTH CARE IN CANADA
PRE-SUMMIT WEBINAR SERIES

WEBINAR - OCTOBER 4, 2022 | 12:00PM ET, 9:00AM PT
Haudenosaunee Foods as Medicine: Ogwayadadohgehshoh

This foundational webinar, presented by Deyowidron't Morrow, Haudenosaunee Registered Dietitian, will discuss the definition of food sovereignty and contextualize the Haudenosaunee worldview of food and food systems.

REGISTER HERE: bit.ly/Pre-Summit2022

L'AVENIR DES SOINS DE SANTÉ AU CANADA REDEFINI PAR LES PATIENTS
SÉRIE DE WEBINAIRES PRÉ-SUMMIT

WEBINAIRE - 12 OCTOBRE 2022 | 12H00 HE, 9H00 HP
Les soins de santé axés sur la valeur : du concept à leur impact sur les systèmes de santé résilients (et plus encore)

Présenté par Eva Villalba, MBA, MSc, Ceinture Verte VBHC, directrice générale de la Coalition priorité cancer au Québec, suivi de Louise Binder, consultante en politiques de santé, Fondation Sauve Ta Peau, ce webinaire portera sur les principes fondamentaux des soins de santé axés sur la valeur (VBHC).

INSCRIVEZ-VOUS ICI : bit.ly/Pre-Summit2022

BY-MONTH

Government Relations and Advocacy

JANUARY

Submitted Current Oncology article on CADTH reduction of QALY's in oncology and potential impact on access

Presented keynote address at 7th Annual Reimbursement and Access Conference

Published OpEd for Council of the Federation meeting

Attended Quebec Coalition meeting regarding Bill 19 on Data and provided input from Summit Working Group

Held meeting with Dr. Burnier re: liquid biopsy in OM and 2022 collaboration with Ocumel Canada

FEBRUARY

Facilitated patient groups response to Canada Drug Agency presentation on federal drug list proposal and development of and submission of joint response

Met with colleagues and Health Canada to discuss PMPRB patient engagement prior to July 1; prepared follow up letter to HC and the federal Minister of Health

Facilitated, prepared and submitted response to Ontario & Federal budget consultations on behalf of participating patient groups

MARCH

Coordinated with other patient representatives to develop responses to Federal MOH's commitment for further health funding to provinces/territories

Met with patient groups to develop next steps to discuss CADTH policy changes of mutual concern

Reviewed Resilient Healthcare Coalition materials and attended RHC meeting to discuss future activities for 2022

Attended federal government Institute of Governance Roundtable on Inclusive innovation in the New Normal

Presented to IMC JOPT Committee the content of the Oncology Journal on CADTH change in practice regarding QALYs and oncology

Presented at Healthcare Women's Association event

Facilitated Wellspring panel on young colorectal cancer issues for CCRAN

APRIL

Prepared and disseminated letter to federal Minister of Health from 23 national patient groups regarding announcement of PMPRB Regulatory change

Prepared letters to Premiers regarding commitment for further health funding for oncology and sent with 13 national patient group signatories

MAY

Hosted Town Hall in oncology in advance of Ontario election

Presented at Resilient Healthcare Coalition webinar on cancer care needs

Attended Resilient Healthcare Coalition meeting to discuss future activities for 2022 including meeting with PHAC regarding Data Management Strategy

Attended États généraux de la lutte contre le cancer au Québec in Montreal

Submitted patient feedback forms to CADTH re: Kimmtrak for OM, and Keytruda for melanoma st. II

Helped disseminate OpEd pieces by patients about the importance of the federal Pan-Canadian Health Data Strategy as part of Summit's Data Working Group

Coordinated development of CADTH issues Paper with policy and process concerns for patients

JUNE

Attended Canadian Cancer Society/Canadian Partnership Against Cancer Community of Practice meeting

Coordinated patient group response to CADTH Paper with literature review regarding stakeholder/patient engagement in RWE and submitted

Held follow up meeting with pCPA staff regarding its Strategic Planning 2002-2025 presentation

JULY

Prepared materials for, and attended Council of the Federation meeting in Victoria with fellow patient reps; engaged with various Premiers and their staff; engaged in supporting social media; sent follow up requests for meetings with Ontario Premier and Health Minister

Supported Cancer Action Now activities at Council of the Federation meeting including supporting Twitter Spaces event by being interviewed and interviewing a patient caregiver

Met with Chief of Staff for Alberta Minister of Health and other patient representatives to discuss potential synergistic activities

Developed and sent PMPRB response to consultations regarding interim period prior to new Guideline development

AUGUST

Attended National Health Council meeting and provided feedback on proposed patient HTA feedback form

Attended HRDN research project meeting to provide feedback on patient engagement in project

Gave interview for patient involvement in HTA process

Wrote to Ontario Premier about relieving hospital capacity by paying for take home cancer drugs

Met with Chief of Staff for Alberta Minister of Health and other patient representatives to discuss potential synergistic activities and sent follow up letter to Chief of Staff outlining activities and projects our groups are doing to assist patients

SEPTEMBER

Hosted webinar, "Social Determinants of Health: Food Insecurity & Relationship to Health"

Attended National Health Council meeting and provided feedback on survey results from patients regarding proposed patient HTA feedback form

Met with Scottish colleague and toured Dundee Tayside hospital data command site to discuss OpEd regarding importance of data management

OCTOBER

Presented on All.Can Canada panel at the Canadian Oncology Nursing Association Conference in Victoria, BC

Presented at Annual Market Access Fireside chat about issues in healthcare system and solutions short and long term

Hosted pre-Summit webinar, "Haudenosaunee Foods as Medicine: Ogwayadadohgehshoh"

Hosted pre-Summit webinar, "Value-Based Health Care: From Concepts to Impact on Resilient Healthcare Systems and Beyond"

Attended Law Society of Ontario evening at Mississauga City Hall and presented on panel on behalf of Resilient Healthcare Coalition

Drafted pre-federal election submission; coordinated signatories from dozens of patient groups

Attended meetings with Alberta Health Service regarding delays in cancer diagnosis

Reviewed proposed PMPRB Draft Guideline changes, worked with health economist and other experts to develop patient groups response submission due December 5th

NOVEMBER

Hosted the 'Patients Redefining the Future of Health Care in Canada' Summit over four days

Hosted 4th pre-summit webinar, "Jurisdictional Roles in Canadian Healthcare & Determinants of Health Systems"

Attended Community of Practice meeting hosted by Canadian Partnership Against Cancer and Canadian Cancer Society

Worked with CANA members to develop response to outcome of Ministers' of Health meeting in Vancouver and to review and finalize Governance rules; reviewed CANA OpEd; agreed to attend CANA meeting with N.S. Health Authority

Worked with Resilient Healthcare Coalition to develop response to outcome of Ministers' of Health meeting and provided quotes for open letter to politician at federal and provincial levels; Assisted in development of OpEd regarding data management strategy; Attended RHC Steering Committee

Collaborated with Gail Attara and Leah Stephenson to prepare letters to federal and provincial politicians regarding Health Ministers' meeting and call for national data management strategy; shared with patient groups for sign on

Coordinated meetings with participating patient groups to prepare for CADTH consultations on Real World Evidence and general stakeholder meeting

Joined Partnership for Health System Sustainability & Resilience webinar panel on what it takes to build a resilient, sustainable healthcare system in Canada

Worked with GI Society to develop a synopsis of healthcare systems and policy facts for patients

Met with Women's College Hospital virtual care researchers and Leah Stephenson to review WCH's project; agreed to join research team; began recruiting dialogue participants

DECEMBER

Chaired panel at CAHR regarding patient engagement in access to treatment decisions

Submitted response to PMPRB draft Guideline proposals; Reviewed decision by PMPRB to postpone Guideline implementation and shared with patients and patient representatives

Continued to follow F/P/T discussions regarding Canada Health Transfers and data management and held discussions about how best to support both provinces and federal government to ensure that health transfers increase and are used to improve cancer care; met with new PHAC data management team

Presented as part of panel at CAHR regarding data management issues in Canada and data declaration

HIGHLIGHTS

Education and Awareness

In the summer of 2022, Save Your Skin Foundation launched 10 free, public sunscreen dispensers in partnership with medical student siblings Samuel and Karen Farag, and the municipalities of Summerside, PEI, Riverview, NB, New Westminster, BC, and Brooks, AB – as well as BC Cancer. [READ MORE](#)



Locations of the 2022 dispensers:

NEW WESTMINSTER, BC

- Moody Outdoor Pool
- Hume Outdoor Pool
- Grimston Park Wading Pool
- City Parks Works Yard to support City staff working in the outdoors

SUMMERSIDE, PEI

- Summerside Turf Field
- Leger Park
- Summerside Boardwalk
- One mobile dispenser to be used for festivals and public events

RIVERVIEW, NB

- Riverfront Trail

BROOKS, AB

- Duke of Sutherland Park and Splash Pad

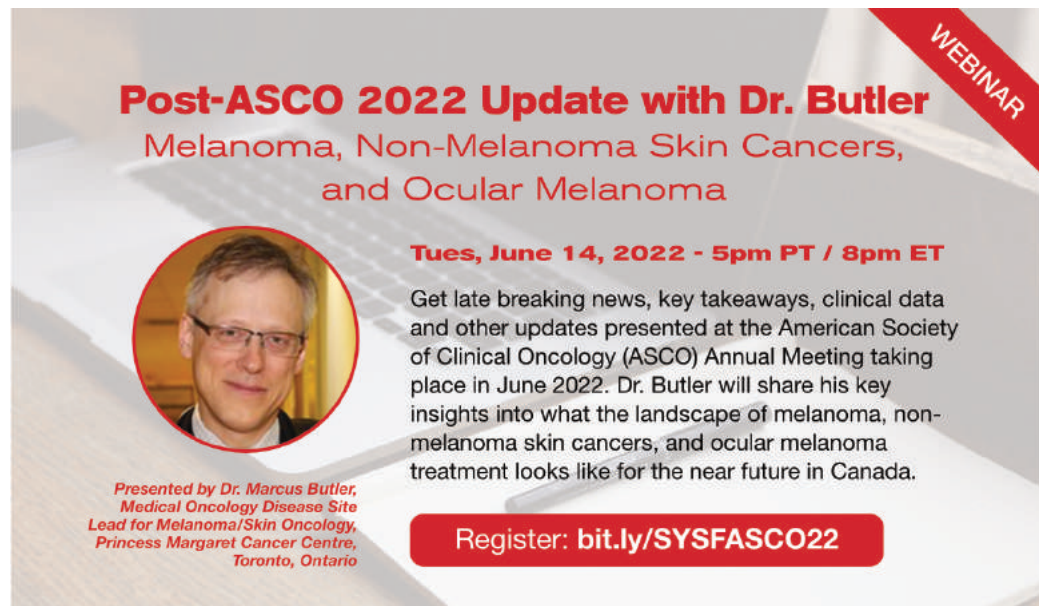
[WATCH HERE](#)

143

Registrants

333

Recording
views



Post-ASCO 2022 Update with Dr. Butler
Melanoma, Non-Melanoma Skin Cancers,
and Ocular Melanoma

Tues, June 14, 2022 - 5pm PT / 8pm ET

Get late breaking news, key takeaways, clinical data and other updates presented at the American Society of Clinical Oncology (ASCO) Annual Meeting taking place in June 2022. Dr. Butler will share his key insights into what the landscape of melanoma, non-melanoma skin cancers, and ocular melanoma treatment looks like for the near future in Canada.

Presented by **Dr. Marcus Butler**,
Medical Oncology Disease Site
Lead for Melanoma/Skin Oncology,
Princess Margaret Cancer Centre,
Toronto, Ontario

Register: bit.ly/SYSFASCO22

WEBINAR

[WATCH HERE](#)

48

Registrants

170

Recording
views



save your skin FOUNDATION LA FONDATION sauve ta peau

**Diagnosed with Skin Cancer?
Here's what to do next**

An hour with Kathy Barnard

Stage 4 Melanoma Survivor
Founder of Save Your Skin Foundation

Thursday, February 24, 2022
5 PM PT / 8 PM ET

REGISTER
bit.ly/feb24sysf

WEBINAR

Save your Skin Foundation's Proclamation Initiative invites Canadian municipalities to take a stance against skin cancer and educate their communities on sun safety through mayoral proclamations.

40 municipalities
8 provinces

In 2022, thanks to our outreach efforts 40 municipalities in 8 provinces across Canada issued signed Proclamations to proclaim the month of May 2021 'Melanoma and Skin Cancer Awareness Month'.



This year, SYSF also gave sun safety presentations to the Mayors and Council of a dozen municipalities, including Thunder Bay, ON, Saskatoon, SK, Camrose, AB, Mission, BC, Victoria, BC, Orillia, ON, Fredericton, NB, New Westminster, BC and Moosejaw, SK. [READ MORE](#)

In May 2022, **Save Your Skin Foundation** partnered with the **Ontario Professional Hairstylist Association** to launch the **Sty-Lives OPHA Challenge**.

The challenge aimed to have 200 hair professionals registered for Sty-Lives by May 31, the last day of Melanoma and Skin Cancer Awareness Month. We're happy to report we successfully reached our goal.

[READ MORE](#)



BY-MONTH

Education and Awareness

JANUARY

Attended BC Cancer Skin Tumour Group Meeting (virtual)

Added pages to the French website:

- About Squamous Cell Carcinoma
- About Ocular Melanoma
- About Immunotherapy

FEBRUARY

Attended 16th Annual Canadian Melanoma Conference (virtual)

Organized and hosted Webinar: Diagnosed with Skin Cancer? Here's What To Do Next

Held orientation meetings with five new Sty-Lives volunteers

Added 'Mental Wellness Strategies' page to the French website

MARCH

Attended Melanoma Research Alliance Scientific Retreat

Attended the Health eMatters Conference

Launched the Sty-Lives OPHA Challenge

Prepared and distributed PREMs Report

Prepared Canadian Cancer Society Statistics Report

APRIL

Coordinated a Canada-wide May Proclamation initiative, liaising with municipalities across Canada to declare May as Melanoma Month

Presented as panelist at Health eMatters Conference (virtually)

Gave proclamation presentations to the cities of Thunder Bay, ON, Saskatoon, SK, Camrose, AB, Mission, BC, Victoria, BC, Orillia, ON, and Fredericton, NB

Presented two Sty-Lives webinars

Created Melanoma Skin Cancer Awareness Month website pages ENG & FR, BCC page for 'Helen's Story' campaign launch; Updated Proclamation pages

Coordinated Melanoma Awareness Month initiatives with Spectrum, AIM at Melanoma, Melanoma Research Foundation, and Canadian Skin Patient Alliance

MAY

Gave sun safety presentations to Mayors and councils of New Westminster, BC and Moosejaw, SK

Presented a webinar in French about Sty-Lives

Published SYSF 2021 CCS Statistics Report Summary re: melanoma in EN & FR

Planned and rolled out of #EyePatchDay campaign for OM awareness

Created a Sty-Lives "proud member" badge and graphics for the STY-LIVES OPHA challenge

JUNE

Attended American Society of Clinical Oncology (ASCO) annual meeting in Chicago, IL; Hosted an information booth; Attended sessions

Attended MiPAC Annual Meeting in Munich, Germany

Hosted post-ASCO webinar with Dr. Butler

Presented Sty-Lives webinar to Algonquin College class

JULY

Participate in BC Cancer #StriveForFive campaign

Liaised with municipalities across Canada to prepare for launch of public sunscreen dispensers

AUGUST

Attended Cure OM symposium (virtually)

Presented sunscreen dispenser program to the Town of Grand Bay-Westfield and the New Brunswick Fairs Association

Created new Sports Sun Safety doc

Created four new 'I'm Living Proof' map contacts; writing and updating patient stories

Created a TIL Cell Therapy page on the website

SEPTEMBER

Attended ESMO conference (virtually)

Hosted webinar, "Prognostic Testing and What It Means for Ocular Melanoma Patients"

Updated/created web pages:

- Clinical Trials page (English)
- TIL Therapy page (French)
- Let's Chat page (English)

OCTOBER

Presented on All.Can Canada panel at the Canadian Oncology Nursing Association Conference in Victoria, BC

Hosted booth at the Canadian Oncology Nursing Association Conference in Victoria, BC

Attended Global Coalition meeting in Edinburgh, Scotland

Attended Cure OM Science meeting in Edinburgh, Scotland

Attended Society of Melanoma Research symposium in Edinburgh, Scotland

Attended Le Regroupement des organisations communautaires en oncologie (ROCO) annual general meeting

Attended the Coalition Priorité Cancer au Québec annual general meeting

Completed and submitted two Peer Reviews for CIHR research proposals

Attended call with Melanoma UK to discuss expansion of Sty Lives program in the UK

Trained new Sty-Lives volunteer

Added news stories to the Sty-Lives page and updated the Sty-Lives PPT presentation, instructions and email templates

Completed French website glossary update to include new translations and citations

NOVEMBER

Hosted webinar "Living with Cancer: Survivorship and Mental Health"

Prepared report for Ocular Melanoma patients survey

Prepared report for Treatment Decision-Making patient survey

Ran digital #EyeGetDilated campaign for Ocular Melanoma Awareness

Coordinated meetings with AAO & BCDO for collaboration on #EyeGetDilated campaign

DECEMBER

Hosted booth at Vancouver Canucks Hockey Fights Cancer night on Dec 3, 2022

HIGHLIGHTS

Patient Support and Survivorship



1st Thursday of every month
Join for free on your phone or
online anywhere you have wifi



5pm PST
8pm EST
9pm AST

In 2022, Save Your Skin Foundation ran three separate patient surveys to help gather patient feedback for pCODR submissions.



In 2022, Save Your Skin Foundation hosted 5 patient roundtables events:

- 2 virtual Ocular melanoma patient virtual roundtables (Eastern Canada and Western Canada)
- 1 live Ocular melanoma patient roundtable (Victoria, BC)
- 1 virtual Melanoma patient roundtable
- 1 virtual Non-Melanoma Skin Cancer patient roundtable

BY-MONTH

Patient Support and Survivorship

JANUARY

Helped a Quebec patient access funding

FEBRUARY

Hosted February patient support chat

MARCH

Held calls with Dr. Butler and Medison re: OM patient treatment access and support across Canada

Hosted oncology patient Hub Book Club

APRIL

Launched Patient Surveys (ENG & FR) on Ocular Melanoma (Kimmtrak) for pCODR submission

Launched Patient Surveys (ENG & FR) on Melanoma Stage II (Keytruda) for pCODR submission

Held Ocumel Canada meetings with Medison re: Kimmtrak and patient support

MAY

Held call with OM Physicians re: patient access to treatment in local centres

JUNE

Implemented Patient Database Program

Reviewed and endorsed NCCN Squamous Cell Carcinoma Patient Guideline

Reviewed and endorsed Sunnybrook Hospital Taf/Mek patient resource

JULY

Hosted patient gathering in Penticton, BC with patients, survivors, physicians, caregivers, family and friends.

AUGUST

Hosted monthly patient support chat

SEPTEMBER

Launched Treatment Plan Decision-Making survey for patients in EN & FR

Helped two patients find dermatologists taking patients in their area

Created three new stars (patient stories) for our “I’m Living Proof” map

OCTOBER

Hosted two OM patient virtual roundtables (Eastern Canada and Western Canada)

Hosted OM patient live roundtable (Victoria, BC)

Completed evaluation surveys and questionnaires for roundtable participants; drafted event report

Held call with a francophone ocular melanoma caregiver to offer support

Prepared patient story poster and digital assets for #EyeGetDialted campaign next month

Created new ‘I’m Living Proof’ star for patient

NOVEMBER

Hosted Melanoma and Non-Melanoma Skin Cancer patient roundtables

DECEMBER

Hosted a large group of patients/supporters to attend the Vancouver Canucks Hockey Fights Cancer night game

HIGHLIGHTS

Fundraising and Events

In March, SYSF hosted **A Viking's Challenge 3rd Edition fundraising event**. [READ MORE](#)



51 Participants across Canada

841km run in total

\$15,000 raised

3 pieces media coverage



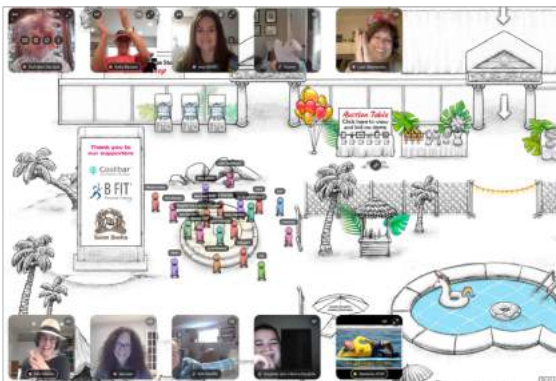


Save Your Skin's annual Giving Hope Gala was held virtually again this year, hosted in our custom interactive party space complete with unique spatial video, music, dancing, a photo booth and silent auction. This year's event also featured a fun Awards Ceremony.

52 attendees

\$5,500 in net revenue from sales, donations and sponsorships

[READ MORE](#)



MOVE FOR MELANOMA

OCULAR MELANOMA & NON-MELANOMA SKIN CANCERS



S'ACTIVER POUR LE MÉLANOME

MÉLANOME OCULAIRE & CANCER DE LA PEAU NON MÉLANOME

Save Your Skin's 4th annual Move For Melanoma event was hosted virtually again this year. After the success of last year, we once again set ourselves an ambitious goal of raising \$75,000, which we ended up surpassing again this year! [READ MORE](#)



74 participants

\$81,291 in net revenue

86% from private donations

2 pieces media coverage

THANK YOU TO OUR SPONSORS



BY-MONTH

Fundraising and Events

JANUARY

Launched A Viking's Challenge event; published registration page; published Facebook event page; launched social media campaign; updated logos and merchandise

Developed key messaging for 2022 Giving Hope Gala

Planned July Patient/Supporter Get-Together

FEBRUARY

Created online auction to support A Viking's Challenge

MARCH

Hosted the 3rd Annual A Viking's Challenge; managed sponsors, silent auction, and social media sharing over weekend of event; distributing medals

Launched registration for the Giving Hope Gala; deployed newsletter; set up Facebook event; outreach to silent auction sponsors

APRIL

Hosted the 2022 Giving Hope Gala, including: managing ticket sales and marketing, making tutorial videos in EN and FR, creating gala world, preparing gala awards presentation, coordinating with sponsors, preparing event program, creating auction, and fulfilling auction sales

MAY

Registered a team for the Grand défolement with the Quebec Cancer Foundation

JULY

Launched Move For Melanoma 2022 event registration and fundraiser

AUGUST

Rolled out our team for the Grand Defoulement with the Quebec Cancer Foundation

Updated Move For Melanoma public service announcement and arranged airing with Shaw TV

SEPTEMBER

Hosted 4th annual Move For Melanoma event, fundraising over \$80,000 for patient support

Organized golf tournament in Penticton, BC for Move For Melanoma

NOVEMBER

Prepared post-event report for Move for Melanoma 2022

DECEMBER

Hosted booth at Vancouver Canucks Hockey Fights Cancer Night

Prepared post-Summit report


HIGHLIGHTS

Marketing and Communications



Help find a cure for ocular melanoma
REGISTER NOW!
VISION PATIENT REGISTRY









#EYEGETDILATED

"Early detection with a comprehensive eye exam is so important and can literally save your life. Please take your eye health seriously and get dilated." ~ Brianne, Alberta

Missing a check?
 Ask your Optometrist about the importance of early detection of Ocular Melanoma

- Doctor
- Dentist
- Dermatologist
- Dilated Eye Exam

Alberta Association of Optometrists  **BC DOCTORS OF OPTOMETRY**



Ocular Melanoma is a rare disease with only 200 people diagnosed in Canada per year.

While it represents only 5% of melanomas, Ocular Melanoma is rapid and aggressive.




Jimmy,
 Ocular Melanoma patient
 Photo courtesy of @patientvoiceca

#EyeGetDilated, MRF VISION Registry and Ocular Melanoma awareness campaigns



Social media graphics to track SYSF presentations to various Mayors and Council during Proclamation initiative

BY-MONTH

Marketing and Communications

JANUARY

Prepared social media campaigns for World Cancer Day and the Premiers' Cabinet Retreat

Created Save The Dates for all 2022 events

Prepared key messages document for Sty-Lives

FEBRUARY

Gave interview to the Beauty Council of BC

Collaborated with Julie Stoneman on Indigenous perspective for World Cancer Day

Ran World Cancer Day campaign

MARCH

Support Viking's Challenge fundraising efforts; Media outreach and management

Celebrated Women's Day with social media campaign

APRIL

Prepared and deployed Melanoma Month press release

- Save Your Skin Foundation Runs Local, National and International Campaigns to Increase Skin Cancer Awareness During Melanoma Awareness Month
- La Fondation Sauve Ta Peau Mène Des Campagnes Locales Et Nationales Pour Accroître La Sensibilisation Au Cancer De La Peau Pendant Le Mois De La Sensibilisation Au Mélanome

Rolled out social media campaign for Proclamations

Rolled out social media campaign for Novartis video with Kathy & Hayley Wickenheiser

MAY

Rolled out Melanoma Skin Cancer Month digital marketing campaign

Began airing Spring/Summer Public Service Announcement on SHAW TV until August 31, 2021

Gave interview to La croisee on CBC Radio

JUNE

Published social media announcement and press release for Kimmtrak approval for metastatic Ocular Melanoma

- Ocumel Canada and Save Your Skin Foundation Applaud Health Canada's Approval of Kimmtrak (Tebentafusp) for the Treatment of Unresectable or Metastatic Uveal Melanoma, June 10, 2022
- Occumel Canada et La Fondation sauve ta peau Félicitent Santé Canada pour l'approbation du Kimmtrak (Tébentafusp) pour le Traitement du Mélanome Uvéal Non Résécable ou Métastatique, June 10, 2022

Deployed Immuno-Oncology/Targeted Therapy social media campaign

AUGUST

Published press release on wire service: Pilot Project Launches Free Public Sunscreen Dispensers in Municipalities Across Canada, Aug 2, 2022

Published individual sunscreen dispensers press releases for:

- New Westminster, BC
- Summerside, PEI
- Riverview, NB

Outreach to media to generate stories on sunscreen dispenser initiative; managing media inquiries

SEPTEMBER

Published press releases for Move For Melanoma:

- 4th Annual Move For Melanoma Aims to Raise \$75,000 to Help Canadian Skin Cancer Patients Reach Treatment
- La Fondation Sauve ta peau applaudit l'approbation par Santé Canada de l'utilisation de KEYTRUDA® (pembrolizumab) comme traitement adjuvant chez les adultes et les enfants atteints d'un mélanome de stade IIB ou IIC après une resection complete

Published press releases for approval of Keytruda for Stage II Melanoma:

- Save Your Skin Foundation Applauds Health Canada's Approval of Keytruda® (pembrolizumab) as Adjuvant Treatment for Adults and Children with Stage IIB or IIC Melanoma Following Complete Resection
- La Quatrième Édition Annuelle De L'événement S'activer Pour Le Mélanome A Pour But De Récolter 75 00 \$ Afin D'aider Les Patients Canadiens Atteints D'un Cancer De La Peau À Accéder Aux Traitements Don't Ils Ont Besoin

Created Move For Melanoma recap videos (Eng & Fr)

Sent pitches to media for Move For Melanoma

Ran Move For Melanoma fundraising campaign to support event

OCTOBER

Liaised with AB and BC Optometrist groups to partner on November #EyeGetDilated campaign

Created updated #EyeGetDilated campaign materials and new patient story

Developed OpEd on data being key to healthcare management with Scottish colleague which was published in Hill Times

NOVEMBER

Rolled out Ocular Melanoma #EyeGetDilated campaign in English and French including patient testimonial poster, social media materials and patient video

Rolled out Giving Tuesday campaign in conjunction with Hockey Fights Cancer awareness campaign

Live tweeting of Summit

Provided interview regarding impact on the value of disaggregated data

DECEMBER

Drafted and deployed holiday card/letter to patients and sponsors

Supported Sty-Lives launch with social media campaign

Supported GetSkinHelp launch with social media campaign

Quebec

In 2021, partnerships with La Fondation québécoise du cancer helped us **expand our work in the province of Quebec** and reach more French-speaking patients.

Mise à jour post-ASCO 2022 du Dr Butler
Mélanome, cancers de la peau autres que le mélanome et mélanome oculaire

Mardi 14 juin 2022 - 17h00 PT / 20h00 HE

Obtenez les dernières nouvelles, les points clés, les données cliniques et autres mises à jour présentées lors de la réunion annuelle de l'American Society of Clinical Oncology (ASCO) qui aura lieu en juin 2022. Le Dr Butler partagera son point de vue sur le paysage du traitement du mélanome, des cancers de la peau autres que le mélanome et du mélanome oculaire dans un avenir proche au Canada.

Présenté par le Dr Marcus Butler, responsable du site d'oncologie médicale pour le mélanome et l'oncologie de la peau, Princess Margaret Cancer Centre, Toronto, Ontario.

Inscrivez-vous: bit.ly/SYSFASCO2022

save your skin FOUNDATION LA FONDATION SAUVÉ LA PEAU

Vivre avec le cancer : Survivance et bien-être mental

23 novembre 2022 | 20 h - 21 h 30 HE

Ce webinaire portera sur l'expérience des survivants du cancer et l'importance du bien-être mental du point de vue de quatre femmes ayant des parcours et des expériences uniques dans le domaine du cancer.

Présentatrices :

- Kathy Bernard, présidente de la FSTP, survivante d'un mélanome de stade 4
- Antonella Scali, MSW RSW, directrice générale, Réseau canadien du psoriasis
- Shannon Gaudette, survivante d'un mélanome de stade 4
- Lyianne Westie, consultante en soutien au bien-être de FSTP

INSCRIVEZ VOUS
bit.ly/nov23sysf

Diagnostic de mélanome, Magazine Véro

véro

INFO VÉRO ABONNEMENT CONCOURS CONTACT

UN PETIT BÊTE À LA FOIS OSER ÊTRE SOI MODE BEAUTÉ COLLECTIONS VÉRO SANTÉ PSYCHO

RETOUR AUX ARTICLES

DIAGNOSTIC DE MÉLANOME: L'ADOPTION D'UNE DÉMARCHÉ PRÉVENTIVE PEUT CHANGER VOTRE VIE

Protéger sa peau du soleil et prévenir le cancer, Radio-Canada

RADIO-CANADA

OHdio+

À la une Radios Balados Rechercher Mon OHdio

LA CROISÉE

Rattrapage du vendredi 13 mai 2022

2 h 22 min

The **STY-LIVES** initiative was fully bilingual, with additional webinars given in French to French-speaking partners.

CCSV

Coiffer les cheveux & sauver des vies

Global Partnerships

In collaboration with the **Global Coalition for Melanoma Patient Advocacy**, Save Your Skin Foundation participated in the making of a skin check awareness video for Melanoma Awareness Month 2021, featuring melanoma patients and caregivers from across the globe.



Save Your Skin Foundation is a member of **MI-PAC**, a coalition of organizations across the globe committed to reducing the global melanoma burden through education, advocacy, and collaboration.



Save Your Skin Foundation is also a member of **Global Oncology Advocacy Leaders (GOAL)**.



2021 Conferences, Meetings & Presentations

JANUARY

Attended BC Cancer Skin Tumour Group Meeting/Retreat (virtual)

Attended CEPPP patient trajectories project meeting

Presented keynote address at 7th Annual Reimbursement and Access Conference

FEBRUARY

Attended 16th Annual Canadian Melanoma Conference (virtual)

MARCH

Attended Melanoma Research Alliance Scientific Retreat

Attended the Health eMatters Conference

Attended federal government Institute of Governance Roundtable on Inclusive innovation in the New Normal

Presented to IMC JOPT Committee the content of the Oncology Journal on CADTH change in practice regarding QALYs and oncology

Presented at Healthcare Women's Association event

Attended BioCanRx virtual Parliamentary Caucus on research

APRIL

Presented as panelist at Health eMatters Conference (virtually)

Gave proclamation presentations to the cities of Thunder Bay, ON, Saskatoon, SK, Camrose, AB, Mission, BC, Victoria, BC, Orilla, ON, and Fredericton, NB

Chaired BioCanRx Community Stakeholder Alliance meeting

Attended international conference on VBHC

MAY

Gave proclamation presentations to Mayors and councils of New Westminster, BC and Moosejaw, SK

Hosted Town Hall in oncology in advance of Ontario election

Presented at Resilient Healthcare Coalition webinar on cancer care needs

Presented a webinar in French about Sty-Lives

Attended États généraux de la lutte contre le cancer au Québec in Montreal

JUNE

Attended American Society of Clinical Oncology (ASCO) annual meeting in Chicago, IL; Hosted an information booth; Attended sessions

Attended MiPAC Annual Meeting in Munich, Germany

Attended Canadian Cancer Society/Canadian Partnership Against Cancer Community of Practice meeting

JULY

Hosted patient community gathering in Penticton, BC

AUGUST

Attended Cure OM symposium (virtually)

Attended National Health Council meeting

SEPTEMBER

Attended ESMO conference (virtually)

Attended Ontario Sun Safety Working Group meeting

OCTOBER

Presented on All.Can Canada panel at the Canadian Oncology Nursing Association Conference in Victoria, BC

Presented at Annual Market Access Fireside chat about issues in healthcare system and solutions short and long term

Hosted booth at the Canadian Oncology Nursing Association Conference in Victoria, BC

Attended Global Coalition meeting in Edinburgh, Scotland

Attended Cure OM Science meeting in Edinburgh, Scotland

Attended Society of Melanoma Research symposium in Edinburgh, Scotland

Attended Le Regroupement des organisations communautaires en oncologie (ROCO) annual general meeting

Attended the Coalition Priorité Cancer au Québec annual general meeting

Attended BC Sun Safety Coalition meeting

NOVEMBER

Hosted the Patients Redefining the Future of Health Summit over four days

Attended Community of Practice meeting hosted by Canadian Partnership Against Cancer and Canadian Cancer Society

DECEMBER

Chaired panel at Canadian Association of Healthcare Reimbursement regarding patient engagement in access to treatment decisions

Presented as part of panel at CAHR regarding data management issues in Canada and declaration

Attended CADTH Real World Evidence education session

2022 Media

JANUARY

SALONS ACROSS CANADA JOIN SKIN CANCER DETECTION TRAINING, CTV News – Northern Ontario, Jan. 17, 2022

SALONS ACROSS CANADA JOIN SKIN CANCER DETECTION TRAINING, The Kelly Cutrara Show – Global News Radio 640 Toronto, Jan. 18, 2022

Additional STY-LIVES coverage in January:

- [Eastlink](#)
- [NY Post](#)
- [Squamish Chief](#)
- [The U.S. Sun](#)
- [MSN](#)

40 pieces of earned media

2 pieces of paid media

FEBRUARY

ON WORLD CANCER DAY, PATIENTS CALL ON CANADA’S PREMIERS TO FIGHT THE ECHO PANDEMIC OF CANCER, National Newswatch, Feb. 4, 2022

HAIRDRESSERS LEARNING TO IDENTIFY SIGNS OF SKIN CANCER WITH NEW TRAINING PROGRAM, CBC, Feb. 10, 2022

STYLING HAIR, SPOTTING CANCER ~ PENTICTON WOMAN HOPES TO TRAIN HAIRSTYLISTS TO WATCH FOR CANCER, Castanet, Feb. 11, 2022

LEARN HOW TO SPOT POTENTIAL SKIN CANCER ON YOUR CLIENTS, BeautyCouncil – Feb. 18, 2022

MARCH

MEDIA COVERAGE FOR “A VIKING’S CHALLENGE” 3RD EDITION – MARCH 2022:

- [The Abbotsford News](#)
- [Mission City Record](#)
- [Hope Standard](#)

HAIRDRESSERS ARE BEING ENCOURAGED TO JOIN THIS PROGRAM WHICH WILL HELP THEM SPOT SKIN CANCER ON THEIR CLIENTS, CHIPCHICK March 5, 2022

MEDIA ACROSS THE UNITED STATES ON THE STY-LIVES PROGRAM - MARCH 2022:

- [Good Morning America](#)
- [ABC News](#)
- [yahoo/news](#)

APRIL

[IT TAKES A VILLAGE TO STAND UP TO CANCER](#), MACLEAN'S, April 25, 2022

MAY

[MAYOR KATCHUR PROMOTES SKIN CANCER AWARENESS AND PREVENTION](#), Fort Saskatchewan Record, May 5, 2022

[AS TEMPERATURES SOAR, SUN SHINES, A REMINDER TO PROTECT YOUR SKIN](#), Orillia Matters, May 11, 2022

[MAY IS MELANOMA AWARENESS MONTH IN NEW WESTMINSTER](#), New Westminster Record, May 12, 2022

[ARE YOU PROTECTING YOURSELF FROM ONE OF THE MOST COMMON CANCERS?](#) NewmarketToday, May 14, 2022

CITY OF MOOSEJAW COUNCIL HEARS ABOUT MELANOMA AND SKIN CANCERS

- [Moose Jaw Independent](#), May 26, 2022
- [Moose Jaw Today](#), May 28, 2022

[HEALTH DATA SHOULD FOLLOW THE PATIENT](#), Winnipeg Free Press, May 30, 2022

JUNE

[OPINION: CANADA'S POOR HEALTH DATA INFRASTRUCTURE KILLED MY BROTHER](#), Healthing.ca, June 1, 2022

[MELANOMA DIAGNOSIS: BEING PROACTIVE CAN BE LIFE-CHANGING](#), ELLE Canada, June 3, 2022

[NEW EYE CANCER DRUG APPROVED IN CANADA, BUT NOT OFFERED IN EVERY PROVINCE](#), Global News Toronto, June 12, 2022

JULY

[SKIN CANCER HAS NO CACHÉ](#), SKINOPATHY Podcast, July 12, 2022

['WE HAVE NOTHING': REGINA NON-PROFITS SEEK DONATIONS AS MERCURY SOARS](#), Global News, July 16, 2022

AUGUST

SAVE YOUR SKIN FOUNDATION PROVIDES SUNSCREEN DISPENSERS TO NEW WESTMINSTER, On the Coast with Gloria Macarenko, August 2, 2022

FREE SUNSCREEN DISPENSERS INSTALLED AT NEW WESTMINSTER POOLS, New Westminister Record, August 3, 2022

SUNSCREEN DISPENSERS INSTALLED IN NEW WESTMINSTER, Global BC, August 6, 2022

FREE-TO-USE SUNSCREEN DISPENSERS COMING TO THREE SUMMERSIDE LOCATIONS, SaltWire, August 5, 2022

PILOT PROJECT AIMS TO COMBAT SKIN CANCER WITH FREE SUNSCREEN VIA DISPENSERS, Abbotsford News, August 5, 2022

SUNSCREEN NOW AVAILABLE DURING WALK IN THE PARK IN RIVERVIEW, CBC New Brunswick, August 8, 2022

PILOT PROJECT OFFERS FREE SUNSCREEN IN RIVERVIEW, 91.9 The Bend, August 8, 2022

SEPTEMBER

PENTICTON MELANOMA SURVIVOR RAISING FUNDS FOR OTHER PATIENTS, Castanet, Sept 11, 2022

CHILLIWACK CANCER PATIENT, SISTERS RAISE MONEY FOR CHARITY BY DOING 10,000 MINUTES OF FITNESS, The Chilliwack Progress, Sept 23, 2022

OCTOBER

OPINION: HEALTH DATA IS GOOD MEDICINE FOR AN IMPROVED HEALTH SYSTEM, The Hill Times, October 17, 2022

DECEMBER

HERE'S HOW THE CANUCKS ARE COMMEMORATING HOCKEY FIGHTS CANCER NIGHT THIS WEEKEND, Daily Hive, December 2, 2022

ADVANCEMENTS IN SKIN CANCER TREATMENTS ARE PROVIDING HOPE, Toronto Star, December 10, 2022

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