

Attention News/Health Editors:

16th National Sun Awareness Week - 76,000 New Skin Cancer Cases Diagnosed in 2004!

MONTREAL, May 31 /CNW Telbec/ - Dr. Ari Demirjian, dermatologist at the McGill University Centre's Laser Clinic, and Dr. Pierre Ricard, former Chairman of the Québec Dermatologists Association, launched their information and prevention campaign this morning. The campaign focuses on the dangers of being exposed to the sun's ultraviolet rays. Organized by the Canadian Dermatology Association, the National Sun Awareness Week will take place across Canada, from May 31 to June 6, 2004.

"Faced with an outburst in skin cancer rates, we must caution the population to be more careful and protect themselves adequately from the sun. Melanoma diagnosis, one of the most dangerous forms of skin cancer, have been on the rise for over 15 years. Both natural and artificial ultraviolet rays are the primary causes of these outbreaks" said Dr. Ari Demirjian.

Statistics from the Canadian Cancer Society show that since 1988, the death rate related to melanoma has increased 41% in men, and 23% in women. This year only, nearly 76,000 new skin cancer cases were diagnosed, 4,000 of which were melanoma.

Numerous scientific studies clearly show that the use of sun screens containing an SPF (sun protection factor) of 15 or more greatly reduces risks. In fact, the Canadian Dermatology Association recommends the use of sun screens, and to avoid the sun during the hottest hours of the day, between 10 a.m. and 4 p.m. The Association also recommends to stay in shaded areas, and wear full clothing and hats with a wide rim, to counter the sun's harmful effects.

"The development of various health problems caused by ultraviolet rays is directly related to an accumulation of sun exposures, year after year. It is therefore very important to protect children from the sun in order to avoid future problems", clarified Dr. Ari Demirjian.

During the press conference, Dr. Pierre Ricard insisted on the importance for individuals to examine their skin on a monthly basis, as well as consult their doctor or dermatologist yearly, because when diagnosed early on, the rate for successful treatment of skin cancer is very high.

As for Dr. Demirjian, he concluded by raising the question of myths surrounding tanning. When skin tans, it is merely responding to the sun's aggression. Whether from natural or artificial ultraviolet rays, tanned skin is not a sign of good health.

With the help of the National Director and Supervisor of the campaign in Québec, Dr. Joel Claveau, the Canadian Dermatology Association has organized various ground activities including clinical skin cancer screenings, which will take place on June 1 at Place Laurier, one of Québec's major shopping malls. For the population of Québec, these screenings mean heightened awareness as to the importance of protection against the sun. Moreover, a special brochure focussing on caution under the sun will be distributed across Gesca's network on Saturday June 5.

For further information on skin damage caused by the sun, the Canadian Dermatology Association invites the public to consult its website (www.dermatologist.ca) and participate in prevention activities organised during that Week.

For further information: Julie Simard, Optimum Public Relations,
(418) 521-3768, Cellular Phone : (418) 254-0396; Source : Canadian Dermatology
Association

CANADIAN DERMATOLOGY ASSOCIATION - More on this organization



News Releases

(31)



Photo Archive