



ANNUAL REPORT



save your skin
FOUNDATION

ABOUT SAVE YOUR SKIN FOUNDATION

VISION

A Canada where skin cancers and melanomas are prevented, survived and cured.

Prevention, screening and care to improve cancer outcomes. Engage Canadians to take a stand against melanoma, non-melanoma skin cancers and ocular/uveal 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's voice
- Increase investment against skin cancer
- Help shape health policy
- Be part of a solution

MISSION

Providing compassionate care and support to those touched by the disease while leading the fight against skin cancer through nationwide advocacy, education, and awareness with a focus on equitable delivery.

Mandate: to apply our Leadership, expertise and mentorship to ensure equal, timely, appropriate, and affordable access to skin and other cancers.

SYSF OBJECTIVES

- 1** To provide resources, including emotional and financial assistance, to those battling non-melanoma skin cancers, melanoma, and ocular melanoma.
- 2** To promote education and awareness of skin cancer.
- 3** To facilitate work in immuno-oncology and other precision medicine.
- 4** To engage in public and private industry health policy and systemic treatment access issues
- 5** To represent the voice of skin cancer patients.

Our main values:

- Care
- Hope
- Education & Awareness
- Policy & Advocacy



SYSF IN 2023 BY MONTH

BY MONTH

Meetings & Conferences

JANUARY

- Attended the BC Cancer Retreat.
- Presented at Business Institute Pathways Forward for Reimbursement Conference on patient issues regarding challenges to patient use of new technologies
- Prepared and presented at CanCertainty webinar on QALYs.

FEBRUARY

- Attended Canadian Melanoma Conference in Banff, AB; Gave Opening Presentation; Hosted booth; Prepared materials and video for booth.
- Attended BC Sun Safety Coalition meeting.
- Participated in a panel discussion with Dr. Menzies from Australia to discuss novel end points in clinical trials.

MARCH

- Attended 14th Annual Conference of the Coalition Priorité Cancer au Québec in Montreal, QC.
- Attended Melanoma Research Foundation's Eyes On A Cure conference in Tampa, FL.
- Attended International Experience Exchange with Patient Organizations virtual meeting on Colorectal Cancer project.
- Hosted Webinar "Post-CMC Update with Dr. Smylie".

BY MONTH

Meetings & Conferences

APRIL

- Attended ACC Stakeholder IMOC WG meeting and ACC Steering Committee meeting.
- Attended third Deliberative Dialogue as part of the WCH Virtual care project.
- Attended second Steering Committee meeting of the newly created Patients for Accountable Healthcare.
- Attended RHC Steering Committee meeting.
- Attended second BioCanRx meeting to discuss BioCanRx Public Forum.
- Met with principal investigators of virtual care project to develop tactics to complete project.
- Attended CAN Steering Committee meeting.
- Attended CAMO conference.
- Attended Health Research Data Network conference.
- Attended 2-day IEEPO virtual meeting story on Colorectal Cancer project.
- Attended the 3-day MRF's Eyes On A Cure conference in Tampa, FL.
- Attended MNC\IMC meeting to highlight everything we are working on.
- Presented on Sun Safety at PROBUS.
- Attended a meeting with BMS about upcoming medication & research.

BY MONTH

Meetings & Conferences

MAY

- Attended and hosted a booth at the Doc.UV event held by our partner KRABEO & Coalition Priorité Cancer au Québec in MTL.
- Met with Merck to go over the upcoming campaign for Melanoma month.
- Met with CAPA to continue development of patient Treatment Decision Guide.
- Met with OM SC to discuss position paper on diagnosis and treatment options for Canadian patients diagnosed with primary and/or metastatic OM.
- Met with Travel Penticton to introduce sunscreen dispenser program
- Sun Safety Presentation to City of Thompson, shared details with Summit Steering Committee
- Joined PREDICT RWE study team
- Met with principal investigators of virtual care project to develop tactics to complete project, interviewed several new applicants as a result, began French interviews, developed renewed Indigenous research stream for the projects.
- Attended Economics Club conference regarding present health policy issues.

BY MONTH

Meetings & Conferences

JUNE

- Attended IMC meeting regarding private insurance issues.
- Joined Ontario Working Group members to discuss development of provincial group.
- Attended Resilient Healthcare Coalition webinar on Real World Evidence.
- Attended and presented at CCRAN Biomarker Conference.
- Meeting with Amgen representatives to discuss health policy landscape.
- Met with Ottawa Hospital colleagues about CIHR grant for Patient Navigator.
- Met with Roche representatives to discuss PREDICT Study regarding Real World Evidence.
- Prepared video regarding basics of advocacy for Hypertension Association of Canada conference.
- Met with LLSC to provide orientation on the healthcare system and policy landscape and to discuss potential advocacy webinars for patients.
- Met with Pfizer to discuss health policy issues in Ontario.
- Had a meeting with the City of Montreal regarding sunscreen dispensers.
- Attended ASCO in Chicago and met with partners from Merck and BMS.
- Presentation to CAPO on "Patients psychosocial needs during cancer diagnosis".
- Met with Tennis Canada to discuss 12 sunscreen dispensers at the Toronto and Montreal Canada Tennis Championships, sun safety educational messaging, and coaching certification of sun safety tips for Canadian coaches.

BY MONTH

Meetings & Conferences

JULY

- Met with Canadian Association for Pharmacy Distribution Management.
- Attended Business Case launch and webinar call for CONECTed.
- Attended and hosted patient gathering in Penticton.
- Participated in a meeting with Merck to discuss INESSS submissions going forward.
- Conducted a collaborative session with OPHA, exploring a potential partnership with Sty-Lives.
- Facilitated a meeting with Wella, delving into a prospective partnership for Sty-Lives & SYSF in 2024.
- Hosted the first OM Virtual Gathering.
- Met with the Coalition to receive updates on QC advocacy efforts.
- Attended meeting with Pfizer.

AUGUST

- Met with CSPA to discuss collaborative submissions for CADTH & INESSS.
- Discussed Move for Melanoma and potential support with the Vancouver Canucks.
- Conducted interview meetings with two patients for a January 2024 campaign.
- Held a lunch meeting with CSPA to explore future joint partnerships.
- Discussed the upcoming Paxlovid submission with Pfizer during our meeting.
- Met with the CSPA Marketing director to prepare for an upcoming interview featured in SKIN Magazine.
- Met with CSPA to discuss upcoming Skin Cancer Article
- Attended two NHS U.S. Advisory Committee meetings;
- Met with representatives of the PEER Project to discuss a potential collaboration with SYSF.

BY MONTH

Meetings & Conferences

SEPTEMBER

- Attended the Coalition Priorité Cancer au Québec symposium on Cancer, Sexuality, and Sexual Well-Being.
- Attended the OSSWG meeting.
- Attended CONECTed Steering Committee Meeting.
- Attended Summit Steering Committee Meeting.
- Attended ACC Steering Committee meeting.
- Hosted and facilitated Patient virtual fireside chat for Merck Canada.

OCTOBER

- Attended and facilitated an in-person workday for the 2024 strategic planning session.
- Met with students for the Sunscreen dispenser capstone project.
- Attended the BC Sun Safety Coalition meeting.
- Attended the virtual event: Conférence groupe patients 2023 (L'ACCÈS AUX TRAITEMENTS : LA SANTÉ DU PATIENT AU CŒUR DES DÉCISIONS).
- Met with three digital agencies based on the RFP that was put out for the new website needs.
- Attended BioCanRX Summit.
- Attended CAPT conference.
- Attended Patient Engagement in Cancer Research meeting.
- Attended & hosted booth alongside OPHA at Beauty X Conference in Toronto in support of Sty-Lives.
- Presented Sty-Lives at My Women Support event in Mississauga.
- Attended Health eMatters Conference in Toronto.

BY MONTH

Meetings & Conferences

NOVEMBER

- Met with Atlas to discuss plans for 2024.
- Participated in the 2023 Global Melanoma Coalition Annual Meeting.
- Attended the CSPA Annual Member meeting.
- Collaborated with CADTH in a meeting to discuss the FMEC and discuss new submissions.
- Held discussions with the QC Coalition to strategize for the upcoming Banning Tanning Bed plan.
- Participated in a webinar hosted by MRF to stay informed about the latest advancements and trends.
- Engaged in productive meetings with Pfizer and Merck to collaboratively shape plans for 2024 and strengthen partnerships for shared success.
- Attended CHPI 2024 planning meeting.
- Attended CANA Steering Committee meeting.
- Attended CURE OM Symposium.
- Attended & hosted 8th Annual Patients Redefining Healthcare Summit.
- Facilitated Behind the Lens of OM webinar with Dr Butler.
- Attended follow up meeting with CPAC and ACC.

BY MONTH

Meetings & Conferences

DECEMBER

- Meeting with Marie-Eve from KRABEO to discuss the upcoming podcast sponsored by Save Your Skin.
- Year-end meetings with our pharma supporters.
- Meeting with a volunteer to discuss the expansion of the Sty-Lives program.
- Meeting with a Zoom representative.
- Attended a meeting with OPHA to discuss OPHA and Sty-Lives 2024 plans.
- Facilitated and presented at the December board meeting.
- Held a meeting with AIM to discuss plans within the ocular melanoma space in 2024.
- Planned and hosted SYSF virtual holiday party.
- Attended Data Working Group meeting to discuss data literacy education program for the public planned by CIHI/ Canada Infoway and potential engagement.

BY MONTH

Government Relations & Policy

JANUARY

- Completed joint patient submission to CADTH regarding Real World Evidence draft.
- Reviewed proposed Health Canada Agile Regulations for licensing drugs.
- Reviewed proposed Health Canada Regulations regarding rolling reviews and set up meetings with colleagues to discuss updating Data Declaration.
- Continued to review international information about COVID, and monkeypox, flu, RSV vaccines and other treatment and policies including research and development, prevention, vaccine and treatment distribution, contact tracing and testing and to follow roll out activities for vaccines and developing policies on boosters as well as the impact of new variants on Canada and internationally.

FEBRUARY

- Researched, prepared and sent submission for Ontario Budget consultation & Federal Budget consultation.
- Developed concept of a Canada Health Transfer strategy project; prepared for and attended first CHT meeting; joined Steering Committee; produced minutes; organized next steps.
- Reviewed Health Canada Agile Regulation changes and met with industry Regulatory Affairs representatives to discuss Health Canada Agile Regulations proposals.
- Attended Empire Club luncheon with Ontario Minister of Health as speaker.
- Reviewed Health Canada Agile Regulation changes and met with industry Regulatory Affairs representatives to discuss Health Canada Agile Regulations proposals.
- Wrote CIHR letter of support for Dr. An-Wen Chan and oversaw SYSF's portion of the application.

BY MONTH

Government Relations & Policy

MARCH

- Attended Canadian Cancer Society/Canadian Partnership Against Cancer Community of Practice education session.
- Met with industry Regulatory Affairs representatives to discuss Health Canada Agile Regulations proposals and prepared draft submission regarding rolling reviews and terms and conditions; sent to patient groups for endorsement.
- Attended All.Can Canada Stakeholder Innovative Models of Care WG meeting.
- Met with BioCanRX to discuss BioCanRX Public Forum.
- Met with Novartis to discuss Ocular Melanoma treatment trial.

APRIL

- Sent Health Canada Agile Regulation submission on behalf of a number of patient organizations.
- Reviewed Consultation by CADTH on Time-Limited Reimbursement, co-developed response to CADTH Consultation, sent response on behalf of SYSF, shared response with other patient groups.

MAY

- Attended Global Melanoma Coalition SC meeting to discuss May Campaign.
- Attended Ontario Building Healthier Communities symposium presented by Toronto Metropolitan University and several community support organizations.

BY MONTH

Government Relations & Policy

JUNE

- Met with G. Attara to develop messaging and tactics for July Council of the Federation meeting in Winnipeg.
- Assist in survey creation for CADTH submission.

JULY

- Peer reviewed CIHR Application.
- Assisted in CADTH submission for Nivolumab + Relatlimab (Opdualag™).

AUGUST

- Created and submitted INESSS submission
- Prepared response to pCPA regarding consultation on its pCPA Temporary Access Process and submitted.
- Prepared and submitted pre- federal government budget submission.
- Submitted joint patient group submission to Health Canada regarding drug shortages.
- Attended ACC meeting with PEI government cancer representatives.
- Met with LLSC advocacy manager to continue development of virtual advocacy presentations for patient representatives.
- Met with global Janssen representative to discuss equity, diversity and inclusion policies and practices.

BY MONTH

Government Relations & Policy

SEPTEMBER

- Reviewed all Paxlovid survey results in both EN & FR.
- Compiled the Paxlovid CADTH submission and prepared a supporting letter from PAGs who endorsed the survey.
- Compiled and translated the INESSS submission, accompanied by a support letter from PAGs who backed the survey.

OCTOBER

- Developed a Letter of Support for Paxlovid and distribute it to Patient Advocacy Groups (PAGs) in both English and French.
- Developed, built, and launched Opdivo survey.
- Created Paxlovid survey slide deck.
- Created Opdualag slide deck.

NOVEMBER

- Worked on the Opdulag INESSS Submission, and translated it to French for the final submission.
- Met with CADTH to discuss upcoming submissions.
- Developed patient decision-making tool and copy for new brochure.
- Developed survey and collaborated on the Opdivo submission survey.

BY MONTH

Government Relations & Policy

DECEMBER

- Presented oral submission at PMPRB consultation.
- Completed written submission to PMPRB consultation.
- Attended CANA Steering Committee meeting, reviewed background materials for meetings with three provinces and provided feedback.
- Reviewed federal government announcement regarding creation of Canadian Drug Agency and shared announcement with patient groups.
- Reviewed federal government announcement of bilateral health funding agreement with Alberta.
- Attended Enough is Enough advocacy group strategy meeting.
- Attended advocacy talks event - "Anyone else feeling like it's become really hard to be an advocate?"
- Held a meeting with AIM to discuss plans within the ocular melanoma space in 2024.
- Reviewed and adjusted both submissions surveys in French.
- Finalized INESSS submission and send it off to INESSS - Paxlovid®.

HIGHLIGHTS

Education & Awareness

JANUARY

- Reached out to municipalities for Sunscreen Dispenser Pilot Program.

FEBRUARY

- Hosted Monthly Patient Support Chat.
- Finished editing all Summit content videos and posted them to YouTube.
- Shared new Skin of Colour skin cancer images resources with partners.

MARCH

- Hosted Webinar "Post-CMC Update with Dr. Smylie".
- Sent proclamation requests to approximately 20 cities in Quebec
- Completed clinical trials environmental scan.
- Redesigned patient support one-pager resources in English and French.
- Created and distributed Skin of Colour resource in French.
- Created Sports Sun Safety resource in French.

APRIL

- Hosted our first two-day Ocular Melanoma Patient & Caregiver Symposium.
- Hosted our webinar titled "Understanding the Drug Approval Process: From Clinical Trials to Public Reimbursement".
- Coordinated partnership for the month of May with KRABEO and MorrisonRowe.
- Provided feedback and edits on collaboration with Aim at Melanoma on resource for Stage IV patients.

BY MONTH

Education & Awareness

MAY

- Worked on the Move for Melanoma website in both EN & FR for an early launch.
- Continued to reach out to hair schools for Sty-Lives.
- Created a Sunscreen one-pager both in EN & FR.
- Created a blog post for Manitoba proclaiming the month of May as Melanoma Month.
- Added land acknowledgement to the website.

JUNE

- Drafted questions for and developed English Nivo+rela survey.
- Filmed and edited a video being presented at CAPO.
- Scheduled a sun safety training session in July to educate childcare professionals about the importance of sun safety.
- Created copy for the English website and marketing materials for the "Shining a Light on Sun Safety" initiative.
- Created "Shining a Light on Sun Safety" poster and infographic .
- Created the Shining a Light on Sun Safety web page.
- Designed the Hair Heroes Promotional Package in English and French.

JULY

- Held and edited the virtual interview with OPHA regarding the Hair Heroes Challenge.
- Created a Hair Heroes blog.
- Hosted OM virtual Get together.
- Complete all print and digital "Shining a Light on Sun Safety" initiative
- Booked date for upcoming OM webinar & OM Taskforce meeting.
- Worked on ASCO report to be distributed next month.

BY MONTH

Education & Awareness

AUGUST

- Planned and organize an upcoming OM Taskforce webinar.
- Developed Move for Melanoma poster for mailing to physicians.
- Created and distributed Opdualag report.
- Developed and created Paxlovid survey.
- Completed ASCO report and uploaded to website.
- SYSF/ACC registration for the Family Medicine Forum.

SEPTEMBER

- Assisted in creating a facilitator plan for the Merck Fireside Chat.
- Developed and coordinated the plan for the Mental Health Panel webinar.
- Dispatched 8 Sty-Live kits to new salons.
- Created a new CCSV presentation for colleagues' presentation to hair salons.

OCTOBER

- Met with students conducting the Sunscreen Dispenser capstone project.
- Hosted Mental Health Week webinar.

BY MONTH

Education & Awareness

NOVEMBER

- Produced and edited four video segments for the Summit.
- Edited and distributed recordings of the OM webinar.
- Created a blog post for Paxlovid, including the design of a cover image and accompanying graphics.
- Crafted a blog post for Opdulag.

DECEMBER

- Prepared and co-presented Webinar 4 on Health Systems and SDHs.

BY MONTH

Patient Support & Survivorship

JANUARY

- Added two new “I’m Living Proof” stars to English site.
- Translated three new ILP stars for French site.
- Assisted patients looking for guidance on treatment.
- Created legal disclaimers for SYSF and patient calls.

FEBRUARY

- Connected with several French-speaking patients via phone calls and email.

MARCH

- Hosted our first Patient Support Fireside Chat.
- Had approximately 15 one-on-one patient support calls.

APRIL

- Connected with a few patients to discuss how we can support them via Zoom.
- Connected a pair of patients who are both dealing with OM.
- Had a call with a social worker and patient regarding funding.
- Updated the patient support one pagers in EN & FR.

BY MONTH

Patient Support & Survivorship

MAY

- Hosted, ran and attended our Monthly Fireside Chat.
- Financially assisted a patient and made a payment on her behalf.

JUNE

- Hosted and facilitated our Monthly Fireside Chat.
- Assisted a patient in navigating financial aid and facilitated payment on their behalf.
- Engaged in conversations with multiple patients throughout the month, providing them with the support they were seeking.

JULY

- Created a donation link and graphics for a patient's late friend.
- Engaged in conversations with multiple patients throughout the month, providing them with the support they were seeking.
- Helped a few patients find salons that focus on those who lost their hair due to cancer.
- Support call with the Mitchell family who had their father in the hospital. Also provided funding to them for travel expenses incurred.

BY MONTH

Patient Support & Survivorship

AUGUST

- Engaged in conversations with multiple patients to provide patient support.
- Provided chat and support to multiple patients from Quebec (FR).
- Designed certificates of recognition for the patients we have lost, honouring their memory.
- Coordinated new ILP interview.

SEPTEMBER

- Provided chat and support to numerous patients from Quebec (FR).
- Created multiple stars in commemoration of those who passed.
- Submitted a Caregiver for the CSPA award.
- Assisted multiple participants with Move for Melanoma tax receipt changes.
- Conducted interview of family member of melanoma patient to promote Sty-Lives.
- Conducted an interview with an ocular melanoma patient for a new I'm Living Proof story.
- Conducted a second I'm Living Proof story with a former patient.

OCTOBER

- Engaged in conversations with several patients to offer patient support.
- Provided chat and support to numerous patients from Quebec (FR).

BY MONTH

Patient Support & Survivorship

NOVEMBER

- Hosted and facilitated our monthly Fireside Chat, fostering open and insightful discussions within our community.
- Engaged in conversations with multiple patients, providing dedicated support and guidance tailored to their needs.
- Maintained a proactive approach by consistently responding to inquiries submitted through the "Contact Us" forms on our website.
- Delivered chat-based support to numerous patients from Quebec in French, ensuring accessibility and personalized assistance.

DECEMBER

- Communicated with QC patients via email and phone offering support and helping with financial assistance.
- Maintained a proactive approach by consistently responding to inquiries submitted through the "Contact Us" forms on our website.

BY MONTH

Fundraising & Events

JANUARY

- Deployed A Viking's Challenge newsletter.
- Created A Viking's Challenge merchandise.

FEBRUARY

- Created a sponsorship package for A Viking's Challenge; and sent it out to past sponsors & potential new sponsors.
- Created an AVC promo package & send it to partners.
- Drafted and deployed press release.

MARCH

- Hosted A Viking's Challenge 4th Edition on March 4 & 5 raising approximately \$9,000 for patient support.
- Planning and preparation for Ocular Melanoma Patient & Caregiver Gathering in Vancouver in May.
- Planning and preparation for Patient & Caregiver Gathering in Penticton in July.

APRIL

- Continued planning upcoming gatherings.

MAY

- Hosted and attended first-ever Trivia Night.
- Met with Leo, GSK, Merck, BMS, A-Z, Amgen, Abbvie.

BY MONTH

Fundraising & Events

JUNE

- Education and awareness Booth at Win4Skin event in Edmonton.
- Education and awareness Booth at Kelowna Occupation and Health and Safety Event.

JULY

- Created listings for golf shirts on our Etsy store.
- Assisted with QC golf tournament Fundraiser which raised over \$11k.

AUGUST

- Supported and oversaw the ongoing initiatives of our Move for Melanoma Campaign.
- Sent emails to 10 Move for Melanoma t-shirt winners and coordinated the shipment of their prizes.
- Attended Tennis Canada matches in Toronto and Montreal to capture content of SYSF sunscreen dispensers.

SEPTEMBER

- Supported and supervised the ongoing initiatives of our Move for Melanoma Campaign.
- Completed the grant report for GMC.
- Followed up with the Millers for one final push ahead of Move for Melanoma.
- Booth set up at Mental Health fundraising pickleball event.
- Hosted M4M golf tournament.

BY MONTH

Fundraising & Events

OCTOBER

- Assisted the Summit team in multiple practice runs.
- Completed the MFM report.
- Held a meeting with the Viking's Challenge team to review the plan of action and discuss details.
- Supported the Beauty X event and the My Women educational event.

NOVEMBER

- Conducted a meeting with the Chair of the Gimli Ice Festival to present a collaborative proposal between the festival and AVC.
- Orchestrated an OM webinar in partnership with Dr. Marcus Butler, providing valuable insights and expertise to participants.
- Established a Canada Helps page for the 2024 AVC.
- Engaged in conversation with a Quebec patient to discuss the upcoming funding event dedicated to raising funds for SYSF.
- Researched grant options for 2024.

DECEMBER

- Year-end meeting with Sanofi to discuss plans for 2024 and funding.
- Year-end meeting with BMS to discuss plans for 2024 and funding.
- Met with a volunteer to discuss the expansion of the Sty-Lives program.
- Updated AVC tickets to reflect new jersey options.
- Worked on 2024 Funding reports.

BY MONTH

Marketing & Communications

JANUARY

- Distributed promo package and social media ads for “Post-CMC webinar with Dr.Smylie”.
- Ran registration ads for A Viking’s Challenge.
- Shared Ocular Melanoma Patient & Caregiver Symposium planning Save the Date.

FEBRUARY

- Published press release for A Viking’s Challenge; media pitching and follow up.
- Ran World Cancer Day campaign in collaboration with All.Can Canada.
- Ran Rare Disease Day campaign in collaboration with primary OM patient, Courtney.
- Promoted new ‘Skin of Colour skin cancer images’ resource.
- Materials and promotion for A Viking’s Challenge event.
- Materials and promotion for post-CMC webinar.

MARCH

- Secured contract with Shaw to run Spring Awareness public service announcement.
- Media follow up and pitching for A Viking’s Challenge.
- Developed theme for April Fireside Chat; prepared marketing materials and launched promotion.
- Finalized program for April OM Symposium; prepared marketing materials and launched promotion.
- Finalized program for April clinical trials webinar; prepared marketing materials and launched promotion.

BY MONTH

Marketing & Communications

APRIL

- Created Summit Save the Date invitations.
- Edited seven videos for the Ocular Melanoma Patient & Caregiver Symposium.
- Edited five videos from “Understanding the Drug Approval Process: From Clinical Trials to Public Reimbursement webinar”.
- Updated the Ocumel Canada strategic plan graphic for 2023.

MAY

- Created graphics for the first-ever Trivia Night.
- Created all graphics for sunscreen dispensers.
- Wrote press release for Riverview, NB and sent to existing media contacts.
- Created a Ocumel Canada tabletop banner in French.
- Launched #IPatchFor Campaign.
- Deployed national sunscreen dispenser press release on The Wire.

JUNE

- Sent social media posts for Data Working Group, Resilient Healthcare Coalition, Cancer Action Now, other partners, as requested.
- Created and deployed a bilingual newsletter regarding the Hair Heroes Challenge.
- Deployed national Move for Melanoma press release on The Wire
- Sent news pitches to media outlets regarding our sunscreen dispenser initiative.
- Participated in Because I Checked My Skin campaign with GC.
- Created Hair Heroes videos to be posted on social media.
- Created and branded TikTok accounts in both French and English.

BY MONTH

Marketing & Communications

JULY

- Edited video for Sty-Lives x OPHA partnership & uploaded to our YouTube account.
- Edited snippets from interview for social media use.
- Created partner graphics for OPHA for Hair Heroes Challenge.
- Created Move for Melanoma assets in EN & FR for social media.

AUGUST

- Developed a Shining a Light training video, incorporating animations and custom graphics.
- Created Move for Melanoma TV PSA.
- Designed a Sty-Lives Postcard for distribution to over 100 salons.
- Created key messaging and tips documentation for Move for Melanoma.
- Interviewed MfM team captain to support local press release
- Cut video snippets from patient interviews for the website and social media.

SEPTEMBER

- Created MfM wrap up video in English and French.
- Followed up with key press outlets all over Canada for Move for Melanoma coverage.
- Posted participant photos during Move for Melanoma weekend.
- Created and deploy Paxlovid survey newsletter.
- Created and deploy Mental Health Week webinar newsletter.
- Created social media posts and fundraising tips for Move for Melanoma teams.
- Collaborated with OPHA to encourage stylists to submit entries to Hair Heroes challenge.

BY MONTH

Marketing & Communications

OCTOBER

- Succeeded in registering over 100 new hairstylists over the course of the four month Hair Heroes Challenge.
- Developed a one-pager for Sty-Lives.
- Designed new takeaways for doctors and patients.
- Selected Hair Heroes winners and sent out prizes.

NOVEMBER

- Crafted an OM one-pager, condensing key information to provide a clear and concise overview.
- Designed a SYSF one-pager, offering a quick reference guide to the organization's mission, objectives, and impact.
- Collaborated on refining SYSF key messages, consolidating all initiatives into a single document for events & media opportunities.
- Redesigned the Decision-Making Checklist and brochure, enhancing visual appeal and ensuring brand consistency.
- Launched 2024 A Viking's Challenge on social media

DECEMBER

- Updated YouTube page and video descriptions.
- Completed BMS tri-fold design.
- Managed requests for Save Your Skin printed material and Sty-Lives.
- Put together content and UTM tracking codes for CSPA - so they can share submissions with their network.
- Launched AVC 2024 on website, social media and in newsletter.
- Sent media posts regarding Health Ministers' meetings.
- Sent social media posts for Data Working Group, Resilient Healthcare Coalition, Cancer Action Now, other partners as requested.

BY MONTH

Global Partnerships

This year, SYSF attended several Global Melanoma Steering Committee meetings to discuss the May campaign for Melanoma Month and our general activities. In these meetings, we also gained insights into the upcoming activities of other global organizations.

We also met with individuals from the UK to discuss creating a UK branch of Sty-Lives and met with UK students who are researching melanoma and skin cancer on the scalp to further discuss.

We also met with global partners including BMS where we discussed Melanoma Survivorship Story and the PEER initiative. In August, we met with GRYT to discuss their participation in our Mental Health Webinar and discuss further collaborations.

In the fall, we met with European myTomorrows representatives to discuss our activities and share information.



BY MONTH

Media

FEBRUARY

- "Running thirty kilometres across frozen Lake Winnipeg is tough. Now trying doing it with Stage 4 skin cancer," CBC Manitoba, Feb 25, 2023

MARCH

- "Abbotsford Man and Friend to Run Across Frozen Lane as Skin Cancer Fundraiser," Abbotsford News, March 2, 2023

MAY

- Free sunscreen being installed in some N.B communities. May 23rd, 2023. The Wave.
- Le cancer de la peau, un mal évitable en pleine progression. May 28th, 2023. Radio-Canada.
- On air interview with CHTM
- Quebec Radio:
- ICI Radio-Canada Montréal, 29 mai 2023
- ICI Radio-Canada Sherbrooke, 29 mai 2023
- Radio X 95.7, 29 mai 2023
- CHMP 98.5 FM, 29 mai 2023

BY MONTH

Media

JUNE

- [Advancements in Skin Cancer Treatments Are Providing Hope](#). Health Insight. June 2023.
- [30 free sunscreen stations across Canada](#). Montreal Times. June 2023.
- [Pilot project launches 30 free sunscreen dispensers in municipalities across Canada](#). Canadian Business Journal. June 1st, 2023.
- [Pilot project launches 30 free sunscreen dispensers in municipalities across Canada](#). Canadian Insider. June 1st, 2023.
- [Pilot project launches 30 free sunscreen dispensers in municipalities across Canada](#). Kamloops Now. June 1st, 2023.
- [Davantage de distributeurs de crème solaire gratuits](#). Radio-Canada. 5 juin 2023
- [Lake Cowichan to get free sunscreen dispensers as part of pilot program](#). Victoria Buzz. June 6th, 2023.
- [Free sunscreen dispenser installed in Kelowna and Penticton](#). Global News. June 7th, 2023.
- [Free sunscreen coming to Riverview, N.B this summer](#). CTV News Atlantic. June 7th, 2023.

SEPTEMBER

- [Hey Alexa... Am I Dying?](#). Podcast. September 7th, 2023.
- [Opinion: Precision medicine offers cancer patients a better chance at survival – why are we making them wait?](#) Healthing. Sept 12, 2023
- [Kathy's Enduring Fight Against Cancer Podcast](#). September 15th, 2023.

OCTOBER

- [Canada could be a world leader in precision medicine cancer treatments if governments remove barriers to access](#). National Newswatch. October 19th, 2023.

GLOSSARY OF TERMS

ACC: All.Can Canada

ASCO: Annual Meeting Chicago American Society of Clinical Oncology

AVC: A Viking's Challenge

CADTH: Canadian Agency for Drugs and Technologies in Health

ILP: I'm Living Proof

MfM: Move for Melanoma

OM: Ocular Melanoma

PMBRB: Patented Medicine Prices Review Board

QC: Quebec

Sty-Lives: Training program for hairstylists to detect potential skin cancer spots on their client's heads

SYSF: Save Your Skin Foundation

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