

## **1. Mission and Vision Statements; Goals and Objectives.**

### **Mission Statement:**

The Save Your Skin Foundation is a community of volunteers determined to eliminate melanoma through research and education, and is dedicated to support and assist those touched by melanoma.

### **Vision Statement:**

The Save Your Skin Foundation is determined to provide patient support to a wide network of people battling skin cancer, by creating more awareness for prevention of skin cancer, improving early diagnosis, and advocating for timely and equal access to new treatment.

### **Objectives:**

There are three main objectives of the Save Your Skin Foundation:

- (1) To provide emotional and financial assistance to those battling melanoma;
- (2) To promote education and awareness of skin cancer;
- (3) To raise funds to further research treatment options.

### **Goals:**

The current goals of the Save Your Skin Foundation are “to raise awareness of melanoma and non-melanoma skin cancers, to provide melanoma patients with access to information about trial drugs, emotional, and financial support, and to provide support to the new wave of melanoma survivors that is beginning to emerge due to the success of trial treatments” (Save Your Skin Foundation 2015).

The long-term goals of the Save Your Skin Foundation are to advocate and ensure equal, timely access to new treatments for melanoma patients, and improve funding for skin cancer treatments.

## **2. CATSOLO Logic Model.**

See Figure 1 for the CATSOLO Logic Model for this organization. This logic model was based off tool developed by Porteous, Sheldrick, & Stewart (1997).

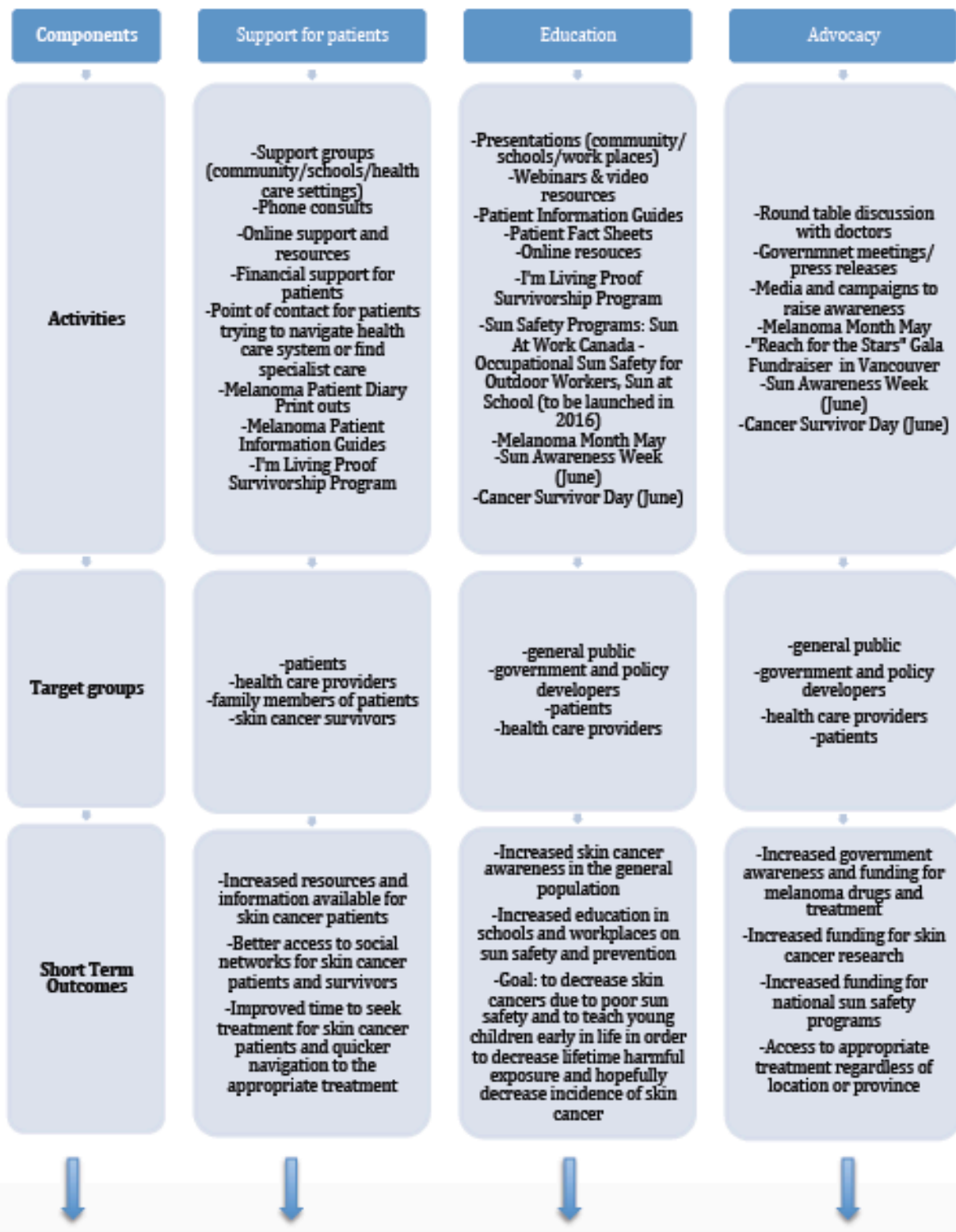
## **3. Personal Reflection:**

My interest in melanoma and non-melanoma skin cancer led me to choose the Save Your Skin Foundation for this assignment. I have a passion for improving skin cancer detection and treatment, and my passion has continued to grow after I spent my summer studying the genotypic and phenotypic correlations of melanoma in Queensland, Australia. I was particularly interested in learning more about the Save Your Skin Foundation, as it is based locally here in Vancouver, and one of the few organizations in Canada offering support for skin cancer patients. While working on this assignment, I realized that despite how common skin cancer is in Canada, there is in contrast, strikingly low general public awareness and few resources available for patients battling this disease. When I was talking with Karran Finlay regarding her involvement in the agency, she emphasized that this was an area that sustained and ongoing efforts could really could make a difference; it is an area where so much is not known, yet early detection and intervention could greatly

assist in saving lives. This is something that hit close to my heart and something I strongly believe in. As a child, I have grown up with a love of the ocean and spending time outside surfing, and this outside exposure drew me early on to the field of skin cancer. I overheard so many stories of people with worse prognoses simply due to failure to recognize and treat the skin cancer early. This was further reinforced while I was working on skin cancer research this summer; the importance of diagnosing skin cancer early, treatment and removal, before the malignant stages. I realized how much a difference this could make in a person's life. This motivates me to want to work in this field, and it also motivated members of the organization to want to do this type of work.

This agency aligns with an area I feel very passionate about. I strongly believe there needs to be increased skin cancer education, especially in schools and workplaces. There needs to be more funding for skin cancer treatment and research. Reflecting back on my elementary school education, I remember learning very little about sun safety. I find this hard to comprehend given the harsh consequence of sun exposure in early decades of life for skin cancer development. Even once skin cancer has been diagnosed, it is extremely difficult for patients to find social support when doctors and nurses are extremely busy. It can be hard for patients to navigate the medical system. The Save Your Skin Foundation attempts to fill this gap in healthcare, by increasing social support for patients and providing them a point of contact to navigate the system and find the care or service they need. This organization works to improve skin cancer awareness, which is important for prevention and early diagnosis. Furthermore, the Save Your Skin Foundation acts as a patient advocate for improving access to treatment. This ability of the Save Your Skin Foundation to help patients and its successes to date has impressed and deeply inspired me.

I believe it is extremely important for medical students, like me, to be engaged with community organizations like the Save Your Skin Foundation during our training. It allows them to understand what resources are available to patients and how to appropriately direct patients to the right resources. Furthermore, it emphasized in me, as a future doctor, the importance to work and partner with community organizations to advocate for patient care. The Save Your Skin Foundation relies on doctors to help act as advocates for improving funding for treatment at the government level. This was an invaluable part of my training to reinforce what I need to do at the systemic level once I am a doctor to improve patient care.



### Long Term Outcomes:

- Overall decrease in skin cancer due to better prevention.
- Canadian legislation in place to improve skin cancer prevention programs for schools, workplaces, and in doctors offices
- Funding and complete drug coverage for melanoma and skin cancer patients regardless of location in Canada.
- Increased awareness and knowledge at the level of the general public for early skin cancer prevention and the importance of regular skin examinations.

## Reference List:

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## Save Your Skin Foundation Resources List:

- Melanoma Patient Diary:
  - <http://www.saveyourskin.ca/wp-content/uploads/2014/09/Melanoma-Patient-Diary.pdf>
- Melanoma Patient Information Guides:
  - Early stage: <http://www.saveyourskin.ca/wp-content/uploads/2014/09/Early-Stage-Malignant-Melanoma.pdf>
  - Advanced stage: <http://www.saveyourskin.ca/wp-content/uploads/2014/09/Advanced-Stage-Malignant-Melanoma.pdf>
- “The Burning Question” Fact sheet: <http://www.saveyourskin.ca/wp-content/uploads/2014/09/The-Burning-Question.pdf>
- “Save the skin you’re in” bookmark:
  - <http://www.saveyourskin.ca/wp-content/uploads/2014/09/Save-Your-Skin-Bookmark.pdf>
- Save Your Skin Foundation Medical Advisory Committee Members:
  - <http://www.saveyourskin.ca/about/committee-members/>