

July 3, 2014

## Save Your Skin!

### Drop-in skin cancer screening and prevention clinic coming to Barrie

The Simcoe Muskoka Regional Cancer Program (SMRCP) at Royal Victoria Regional Health Centre (RVH) is partnering with the Barrie Community Health Centre to offer a drop-in skin cancer screening and prevention clinic on July 10th. The Barrie Community Health Centre staff will provide skin examinations and the SMRCP and Canadian Cancer Society will be present to share information and education about the prevention of skin cancer.

Recent statistics show that skin cancer rates in Canada are on the rise, but skin cancer is preventable. Practicing sun safety by wearing a hat and sunglasses, using sunscreen and SPF lip balm, seeking shade, and limiting overall UV exposure will help to reduce your risk. Getting to know your skin and monitoring for any changes is also important for your health.

There is no appointment necessary for the clinic.

The drop-in clinic is open to the community and will be running from 4:30 p.m. to 6:30 p.m. on July 10<sup>th</sup> at the Barrie Community Health Centre at 490 Huronia Road (rear building behind the urgent care clinic). For more information on the skin screening clinic call (705)-792-3338.

#### Quick Facts:

- The three types of skin cancer are basal cell carcinoma, squamous cell carcinoma, and melanoma
- Melanoma is the most deadly of the three skin cancers
- Almost 6,000 Canadians will develop melanoma in the next year
- Skin cancer is preventable! Practice sun safety and get to know your skin!

-30-

For more Information:

**Suzanne Legue**  
Chief Communications Officer  
705-728-9090 ext. 41600

**Jane Cocking**  
Corporate Communications  
705-728-9090 ext. 41611