



American
Academy of
Dermatology
Association



Make Skin Cancer, Take a Hike!™

2021 Virtual Event Wrap Up Report

Thank you for joining the virtual 2021 Skin Cancer, Take a Hike!™

Making an Impact During Skin Cancer Awareness Month

Throughout the month of May, your efforts have helped to educate the public on the importance of skin cancer detection and prevention, ensure access to free skin cancer screenings, sunscreen dispensers, shade structures, and educational materials to care for healthy skin. Whether it's logging steps for Skin Cancer, Take a Hike!™ or lending your financial support for SPOT™, YOU have made an impact in the lives of patients and in communities across the country.



Nearly **\$115,000** raised

HIKE HEROES CLUB

American Academy of Dermatology
Andover Dermatology
Bob's Polka Party Plodders
Davie Dermatology
Dr. D. & the Desjarlais Divas
Heartland Dermatology
Pacific Dermatology Institute



Nearly **8,000** miles logged



350 registered participants



32 registered teams

TOP 5 FUNDRAISERS

Kara Azevedo
Cindy Farnham
Jill Fisher
Darin Klein
Margaret Singer



Over **150,000** people reached through social media

Thank You to our Generous Sponsors

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Skin cancer awareness is perhaps the greatest public health message of our age. Getting a sunburn is not a right of passage just like smoking cigarettes should not be considered a normal part of growing up. I love promoting sun safety and am thankful for the opportunity to have participated in the AAD's "Skin Cancer, Take a Hike" with friends and family. This year was especially meaningful as a close family member was recently diagnosed with melanoma after I noticed a suspicious mole on his arm at the beach. Education starts early!

— **JOHN BROWNING, MD**
Skin Cancer, Take a Hike!™ participant



I've done free skin cancer exams with the SPOT skin cancer campaign in 2017 and really enjoyed the experience. I've been meaning to volunteer again because community engagement is so important to me (I graduated from the Siena-AMC combined program which is based in the humanities) and this seemed like a perfect opportunity to combine my passion for skin cancer advocacy and physical fitness (my husband and I hike 4-5 times a week!). I wish I knew about the program earlier so I could have my friends join me but I'm really grateful for the experience!

— **JOAN PAUL, MD**
Skin Cancer, Take a Hike!™ participant



Skin cancer is such a common problem for Americans. We're doing a lot better about sun protection that we've done in the past, but we've still got plenty of room for improvement. I am so excited to raise money to help support all the wonderful things the AAD does to battle skin cancer, including skin cancer screenings and building shade structures at schools. It was also really neat to use social media to spread the word. It helped me reach people from all different parts of my life. I even reconnected with an old friend after she made a donation. I was glad to join Skin Cancer, Take a Hike!™

— **STEVEN DAVELUY, MD**
Skin Cancer, Take a Hike!™ participant



Skin Cancer, Take a Hike!™ campaign is a wonderful way to raise awareness and promote a healthy lifestyle! It is a win-win for all!

— **SUZANNE HESS, MD**
Skin Cancer, Take a Hike!™ participant





The Skin Cancer, Take a Hike!™ campaign is such a fun, engaging, and productive way to help protect our communities from skin cancer. By participating in this initiative by the American Academy of Dermatology, my family and other participants helped to raise public awareness of sun-protection, implement resources for skin cancer screening, build infrastructure to provide shade from the sun's harmful ultraviolet radiation, and distribute sunscreen dispensers in our local parks and recreation centers. We had a blast, and it's always refreshing to know that it's possible to enjoy the great outdoors in a safe, sun-protected way!

— **GEOFFREY LIM, MD**
Skin Cancer, Take a Hike!™ participant

Tara Gillespie, APRN-C and COO of Heartland Dermatology & Skin Cancer Center, loved being able to bring Skin Cancer, Take a Hike!™ to their practices across Kansas.

At Heartland Dermatology we strive to be leaders in skin health for the state of Kansas. And as leaders, we feel that during Skin Cancer Awareness Month we should exceed expectations and do our part to elevate awareness for our communities. When we found out about Skin Cancer, Take a Hike!™ through the posts and information put out by the AAD, we knew we had found the perfect way to achieve our goal.

As we are just beginning to transition out of COVID-19 restrictions, this event was a way to bring skin cancer awareness virtually while keeping our team and communities safe. We sent Heartland Dermatology employees the information packet on how to sign up and encouraged participation by providing a themed Take a Hike t-shirt for those members that joined our team. We also encouraged employees to share their campaigns with their friends and families.

Skin Cancer, Take a Hike!™ let us share the important messages of skin cancer awareness with our communities throughout Kansas on our social media platforms. It was also great team building for our practice employees. We were all so proud and excited to raise almost \$1,000 through our efforts, and would most definitely participate again!

— **HEARTLAND DERMATOLOGY**
Skin Cancer, Take a Hike!™ participant



Questions

Bridget Hultgren
Sr. Manager, Special Events
bhultgren@aad.org, (847) 240-1733

Crystal Hernandez
Sr. Specialist, Special Events
chernandez@aad.org, (847) 240-1748