

## Deborah Liske

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**From:** Rachel Dumas  
**Sent:** February-26-20 4:10 PM  
**To:** Deborah Liske  
**Subject:** FW: Proclamation Request - Melanoma Awareness Month  
**Attachments:** Proclamation Request Esquimalt.pdf; ATT00001.htm; Draft Proclamation.pdf; ATT00002.htm

Mail log Please [April 6 agenda].

**Rachel Dumas**  
Corporate Officer, Manager of Corporate Services  
Tel: 250-414-7135

**From:** Barb Desjardins  
**Sent:** February-26-20 4:09 PM  
**To:** Rachel Dumas  
**Subject:** Fwd: Proclamation Request - Melanoma Awareness Month

Please try for only one on this weeks agenda

Sent from my iPhone

**Barbara Desjardins**  
Mayor, Township of Esquimalt  
Lekwungen Territory  
Tel: 1-250-883-1944  
Begin forwarded message:

**From:** Marianne Gagnon <[marianne@saveyourskin.ca](mailto:marianne@saveyourskin.ca)>  
**Date:** February 26, 2020 at 3:14:06 PM PST  
**To:** Mayor and Council <[Mayor.and.Council@esquimalt.ca](mailto:Mayor.and.Council@esquimalt.ca)>  
**Subject:** Proclamation Request - Melanoma Awareness Month

Dear Mayor

Please find attached a letter requesting that the month of May be proclaimed 'Melanoma Awareness Month' in your municipality to support the prevention and early detection of skin cancer, the most common form of cancer in Canada.

For your convenience, we are also attaching a draft proclamation.

Please don't hesitate to contact me if you have any questions.

Sincerely,

CORPORATION OF THE TOWNSHIP OF ESQUIMALT		
For Information:		
<input type="checkbox"/> CAO	<input type="checkbox"/> Mayor/Council	
<input type="checkbox"/>		
RECEIVED: FEB 27 2020		
Referred: <u>RACHEL</u>		
<input type="checkbox"/> For Action	<input type="checkbox"/> For Response	<input type="checkbox"/> COTW
<input type="checkbox"/> For Report	<input checked="" type="checkbox"/> Council Agenda	<input type="checkbox"/> IC

**Marianne Gagnon**

Communications and Programs Coordinator

**SAVE YOUR SKIN FOUNDATION**

E: [marianne@saveyourskin.ca](mailto:marianne@saveyourskin.ca)

M: 250-256-6561

W: [saveyourskin.ca](http://saveyourskin.ca)

Mayor and Council  
Township of Esquimalt Municipal Hall  
1229 Esquimalt Road  
Esquimalt, BC  
V9A 3P1

Dear Mayor Desjardins and Council,

As May marks both Melanoma Awareness Month and the beginning of summer, it is imperative that communities across Canada be reminded of the importance of sun safety at this time of the year. In order to keep your citizens aware, informed, and vigilant about the potential risks of over-exposure to UV radiation, we ask that you, as a mayoral body, **publicly proclaim May as Melanoma Awareness Month in your municipality.**

Over-exposure to UV radiation is one of the major causes of melanoma and non-melanoma skin cancers. Though skin cancers should be largely preventable, their diagnosis rates are increasing. Skin cancer is the most common of all cancers. **1 in 6 Canadians born in the 1990s will get skin cancer in their lifetimes.** There are more new cases of skin cancer each year than the number of breast, prostate, lung and colon cancers COMBINED. While most forms of non-melanoma skin cancer can be surgically removed, melanoma is an aggressive form of cancer. The five-year relative survival rate of melanoma that has metastasized is 18%.

Despite these figures, many people seek sun without taking the advisable precautionary measures, or believe that only severe burns contribute to one's risk of skin cancer. In fact, any **darkening of skin colour, including a tan, is indicative of UV damage.**

Mayor of New Westminster, Jonathan Côté, has committed to proclaim May 2020 as Melanoma Awareness Month, and **challenges other BC municipalities to follow his example** and promote sun safety, skin cancer awareness, and early detection information among their populations. *"Skin cancers are largely preventable, and yet there are more cases now than ever. This is why as Mayor of New Westminster, I'm happy to support this important initiative and challenge all BC municipalities to do the same."*

If you choose to do so, Save Your Skin Foundation will provide you with an online resource package providing information on these matters and a certificate recognizing your municipality's efforts.

Save Your Skin Foundation is a Canadian non-profit registered charity founded by North Vancouver resident and melanoma survivor Kathleen Barnard. It is dedicated to the fight against non-melanoma skin cancers, melanoma and ocular melanoma through nationwide education, advocacy, and awareness initiatives like this one.

Thank you for your consideration. We look forward to working with you.

Sincerely,



Kathleen Barnard, Founder and President  
Save Your Skin Foundation

**“MELANOMA AWARENESS MONTH”**

**WHEREAS** It is imperative that communities across Canada be reminded of the importance of sun safety;

**AND WHEREAS** Over-exposure to UV radiation is one of the major causes of melanoma and non-melanoma skin cancers;

**AND WHEREAS** Skin cancer is the most common of all cancers. 1 in 6 Canadians born in the 1990s will get skin cancer in their lifetimes;

**AND WHEREAS** Many people seek sun without taking the advisable precautionary measures and are unaware that any darkening of skin colour, including a tan, is indicative of UV damage;

**AND WHEREAS** Skin self-examinations should be performed on a monthly basis because skin cancers are highly treatable when detected early;

**AND WHEREAS** Save Your Skin Foundation is dedicated to the fight against non-melanoma skin cancers, melanoma and ocular melanoma through nationwide education, advocacy, and awareness initiatives:

**NOW, THEREFORE** the month of May 2020 will hereby be proclaimed as

**MELANOMA AWARENESS MONTH**