

SKIN CANCER PREVENTION COALITION

ARTIFICIAL TANNING SYMPOSIUM MYTHS & REALITIES

APRIL 5
2005
LONDON
ONTARIO
CANADA

PANEL GUESTS

Dr. Loraine Marrett

Senior Epidemiologist
Division of Preventive Oncology
Cancer Care Ontario
Toronto ON CAN
Member, Ontario Sun Safety
Working Group

Dr. Cheryl Rosen

Head, Division of Dermatology
University Health Network
Toronto Western Hospital
Toronto ON CAN
Chair, Ontario Sun Safety
Working Group

Dr. Martin A. Weinstock

Professor of Dermatology
Brown University
Providence, RI USA
Chair, American Cancer Society
Skin Cancer Advisory Group



KEYNOTE SPEAKER

CRAIG SINCLAIR

BEd (Sec), PGDip Org Beh
Masters in Public Policy and Management

Craig is the Director of the Cancer Education Unit at The Cancer Council Victoria, Australia, and Head of the World Health Organization's (WHO) Collaborative Centre for the Promotion of Sun Protection. He has a key role in a number of external committees including Chairman of the Cancer Council Australia's National Skin Cancer Committee, Chairman of the Standards Australia committee on artificial

tanning, Board member for the 2004 World Health Promotion Conference and Deakin University's Academic Advisory Board for the Masters in Public Health course.

He is an author of a number of WHO publications including WHO's risks and guidance note on artificial tanning sunbeds and their local authorities guide on UV radiation and health.

SYMPOSIUM SCHEDULE

8:00 am - 4:00 pm
Tuesday, April 5, 2005
London Convention
Centre

Keynote Address

Guest Speaker Panels:

"An Overview of Skin Cancer
Facts, Causes and Trends"
"Exploring the Myths Associated
with Artificial Tanning"
"Regulations around the Globe"

Call to Action

Closing Remarks

*Breakfast, lunch and
refreshments will be served.*

SYMPOSIUM INFORMATION

Symposium Description

International and national leaders in research, public health policy, prevention and treatment will present the most current research on the health effects of artificial tanning.

The prevailing approach of the rapidly growing and increasingly organized artificial tanning industry is to claim artificial UV is a safe way to tan which may offer a number of health benefits as well including Vitamin D and relief from Seasonal Affective Disorder.

These myths create a culture of misinformation and confusion among consumers that leads to risky decision-making. One of the main purposes of this symposium is to debunk these harmful myths with credible research.

Expected Outcomes

- A platform for strengthening education and awareness campaigns and initiatives regarding artificial tanning
- A step toward more effective regulatory legislation of the artificial tanning industry

Who Should Attend?

- Health care professionals
- Researchers
- Public health professionals
- Educators
- Policy makers

Members of The College of Family Physicians of Canada may claim Mainpro-M2 credits for this unaccredited educational program.

About Us

The Skin Cancer Prevention Coalition is group of community partners from Elgin, Middlesex and Oxford Counties that meet on a regular basis to collaborate on projects and initiatives that promote sun/UV protective behaviours and reduce the incidence of skin cancer.

Contact Information

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London ON N6A 5L7
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Fax: (519) 663-9276
kaylene.mckinnon@mlhu.on.ca

Registration Fees

(Canadian funds)

Symposium registration includes breakfast, lunch and refreshment breaks.

Full-time Student (On or before March 31, 2005) **\$ 75**

Early Rate (On or before February 25, 2005) **\$125**

General Rate (February 26 – March 31, 2005) **\$140**

Symposium Venue

London Convention Centre
300 York Street
London ON N6B 1P8
Tel: (519) 661-6200
Toll Free: 1 800 203-1992
Fax: (519) 661-5990

Getting Here

Car: take the Wellington Road north exit off Highway 401 to city centre approximately 10 kilometres and turn right at York Street.

Bus: station is on York Street, two blocks west of the Convention Centre.

Train: Via Rail station is on York Street, one block west of the Convention Centre.

Air: Taxi service from London International Airport.

Parking

Underground parking entrance is at the east end of the Convention Centre. Above ground lots available on York Street and King Street.

Accommodation

Special rates have been secured at the Hilton London and Comfort Hotel. Symposium rate subject to availability and must be booked by March 1, 2005 as follows:

Comfort Hotel - \$79.95 plus applicable tax; call (519) 661-0233 or 1 877 553-9992; block booking rate #101185.

Hilton London - \$109.00 or \$139.00 plus applicable tax; (519) 439-1661 or 1 800 210-9336; block booking rate identification "Skin Cancer Prevention Coalition".

Confirmations

Confirmation of registration will be sent to each participant upon receipt of payment. *No person is fully registered before payment is received.*

Cancellations

Requests for refund of registration fee will be considered until March 5, 2005. *No refunds will be issued after March 5, 2005.*



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REGISTRATION FORM

Name: _____
(as you want it to appear on nametag)

Title: _____ Organization: _____

Address: _____

City: _____ Province: _____ Postal code: _____

Daytime Telephone: _____ Fax: _____ Email: _____

Payment *(Canadian funds)*

Symposium Fee Enclosed \$ _____

Make cheque payable to:

Middlesex-London Health Unit

Send payment and registration to:

Middlesex-London Health Unit

Attention: Kaylene McKinnon

50 King Street

London, ON N6A 5L7

I, _____, declare that I do not represent or
(print name)

have a vested interest in the artificial tanning industry.

(Signature)