

City of Pitt Meadows
12007 Harris Rd
Pitt Meadows, BC
V3Y 2B5

Dear Mayor Nicole MacDonald and Council,

As May marks both Melanoma Awareness Month and the beginning of summer, it is imperative that communities across Canada are 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 ones risk of skin cancer. In fact, **any darkening of skin colour, including a tan, is indicative of UV damage.**

In May 2018, the Mayor of Parksville, Marc Lefebvre, proclaimed May as Melanoma Awareness Month, endorsed melanoma awareness, and cited the Save Your Skin Foundation as a resource for more information regarding melanoma. In May 2025, **we challenge you to follow Parksville's example** and promote sun safety, skin cancer awareness, and early detection information among your population. 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



save your skin
FOUNDATION

CORE SUN PREVENTION STRATEGIES



4. Repeat and Monitor the UV Index

Stay vigilant by repeating the cycle and monitoring the UV Index, readily available on most phones under the weather app.



3. Slip on a Shirt

Protect your skin with clothing, UV protection sunglasses, and a hat that covers your face, neck, and ears.



2. Seek out Shade

1. Keep infants and young children away from direct sunlight.
2. Find shade, especially during the peak brightness from 11 am to 3 pm.
3. Retreat from the sun before your skin shows signs of reddening or burning.



1. Slap on Sunscreen

When applying sunscreen, understanding these crucial factors is essential:

1. UVA & UVB Protection
2. Minimum SPF 30
3. Reapply every 2 hours
4. Apply 20 minutes before exposure

www.saveyourskin.ca