



Help, helps

WORLD SKIN HEALTH DAY 2021

Help spread the word - 14 October

Social media guide

Chronic skin, hair and nail conditions are more than skin deep. They change the way people live their lives. Finding the best possible treatment and support can make a huge difference.

The Australasian College of Dermatologists will be celebrating World Skin Health Day 2021 on **14 October** with the launch of our new social media campaign and resource hub, *Help, helps*.

Help, helps aims to encourage and empower the many Australians living with chronic skin, hair and nail conditions to seek help and to raise broader awareness of these conditions.

***Help, helps* and it's only a conversation away.**

Our *Help, helps* resource hub and consumer videos encourage Australians to seek help, talk to their dermatologist or GP about how their condition is impacting them, and connect with patient support groups, mental health organisations and other sources of information and support.

Getting involved

Use the information below for ideas on how to help spread the message of World Skin Health Day 2021 and keep an eye on our social media channels to see what we're up to!

If you have questions, please get in touch by emailing helphelps@dermcoll.edu.au

Step 1: Select one of the images in this guide (see next page) to use on your social media

OR

Write your *Help, helps* advice on an A4 or A3 sheet of paper, hold it up and take a photo of yourself with it.

Step 2: Select one of the suggested World Skin Health Day *Help, helps* campaign messages in this guide as text for the image.

Step 3: Upload to your social media and tag The Australasian College of Dermatologists

Facebook: [@australasiancollegeofdermatologists](https://www.facebook.com/australasiancollegeofdermatologists)

Twitter: [@DermatologyACD](https://twitter.com/DermatologyACD)

Instagram: [@acderm](https://www.instagram.com/acderm)

LinkedIn: [@theaustralasiancollegeofdermatologists](https://www.linkedin.com/company/theaustralasiancollegeofdermatologists)

Step 4: Don't forget to add the World Skin Health Day 2021 hashtag [#worldskinday](https://twitter.com/hashtag/worldskinday) [#helphelps](https://twitter.com/hashtag/helphelps)

Step 5: Re-share or re-tweet the posts from friends, colleagues and other organisations by searching for hashtags [#worldskinday](https://twitter.com/hashtag/worldskinday) [#helphelps](https://twitter.com/hashtag/helphelps)



! Please do not release these images before 14 October 2021

Suggested Text **Suggested images**

Message

ACD is celebrating World Skin Health Day 2021 with the launch of their *Help, helps* resource hub to encourage Australians affected by skin, hair and nail conditions to reach out for help. Visit www.dermcoll.edu.au/HelpHelps #worldskinday #helphelps

Dermatologists understand how challenging skin, hair and nail conditions can be, changing the way people live their lives. This World Skin Health Day, ACD is launching a new resource hub to encourage and empower Australians to reach out for help www.dermcoll.edu.au/HelpHelps #helphelps

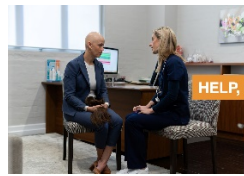
Living with skin, hair and nail conditions can be challenging. Finding the best possible treatment and support can make a huge difference. Visit ACD's resource hub for tips on talking to your doctor, accessing care, support groups and more www.dermcoll.edu.au/HelpHelps #helphelps

Alongside effective treatment for skin, hair and nail conditions, talking to someone who understands can make a real difference. Visit ACD's *Help, helps* resource hub for tips on talking to your doctor, support groups and more www.dermcoll.edu.au/HelpHelps #worldskinday #helphelps

When it comes to living with a chronic skin, hair and nail condition, good communication between you and your healthcare provider is important. Visit ACD's new *Help, helps* resource hub for tips on talking to your doctor. www.dermcoll.edu.au/HelpHelps #worldskinday #helphelps

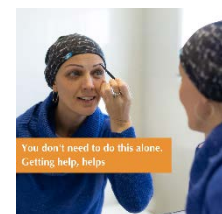
Facebook, LinkedIn, Twitter

Instagram



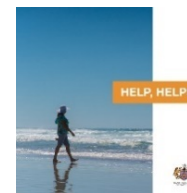
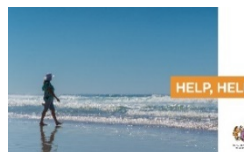
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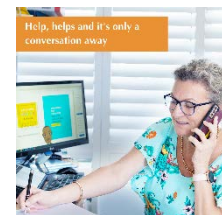
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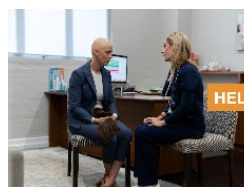
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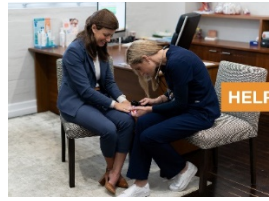


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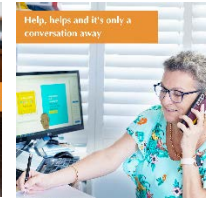
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Going for an appointment with your dermatologist? Remember, it's OK to ask questions. For more tips on what to expect and how to prepare visit ACD's new *Help, helps* resource hub

www.dermcoll.edu.au/HelpHelps #worldskinday #helphelps



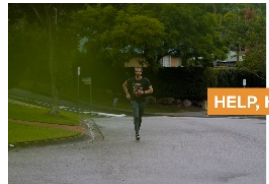
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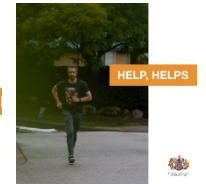
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Chronic skin, hair and nail conditions are not just skin deep but can impact your emotional, physical and mental wellbeing. In ACD's new *Help, helps* videos, Australians share their journey and the difference seeking help has made. Visit

www.dermcoll.edu.au/HelpHelps #helphelps



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Like many chronic conditions, skin, hair and nail conditions can change the way you live, see yourself and relate to others. Talk to your dermatologist about how your condition is affecting you. For support, visit ACD's new resource hub

www.dermcoll.edu.au/HelpHelps #helphelps



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